

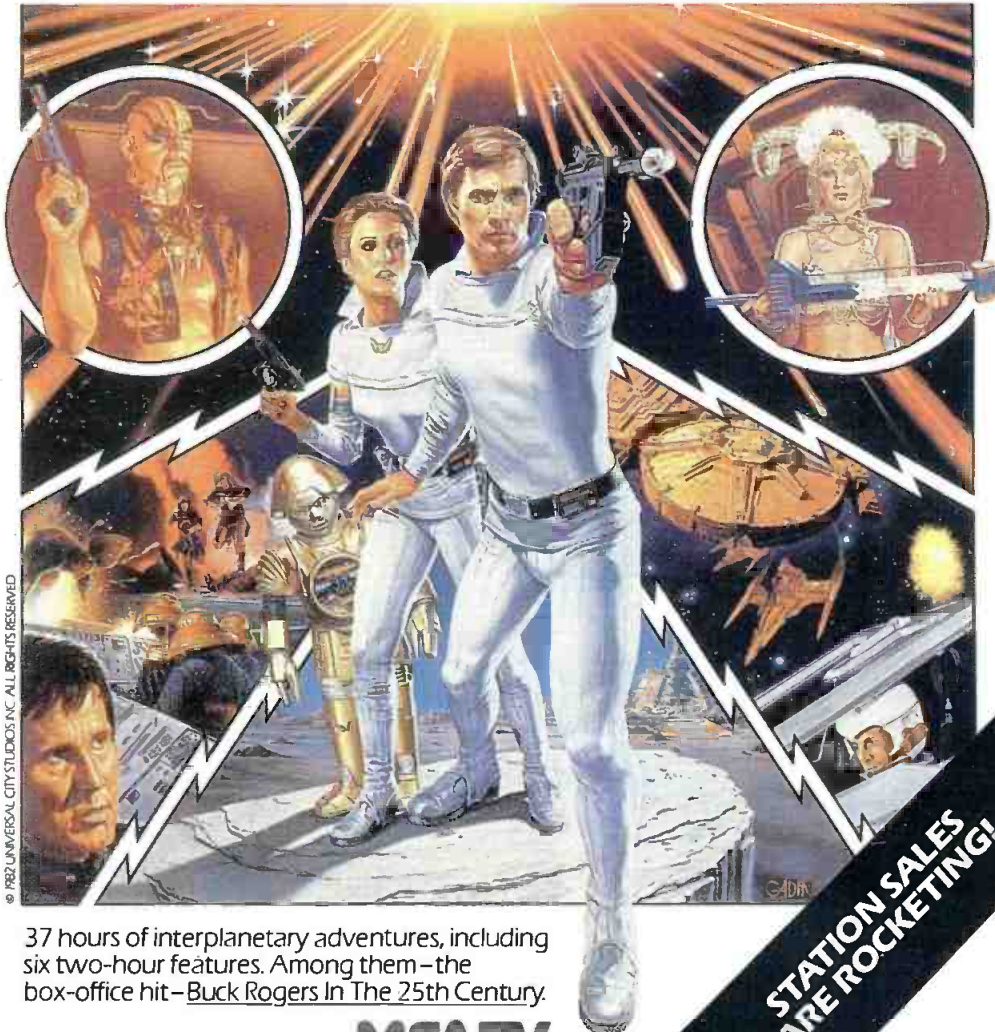
In perspective: the Fowler FCC  
Radio revenues: official 1980 results

# Broadcasting Feb 8

The News Magazine of the Fifth Estate □ Vol. 102 No. 6

Our 51st Year □ 1982

## HE'S BIGGER THAN EVER! BUCK ROGERS



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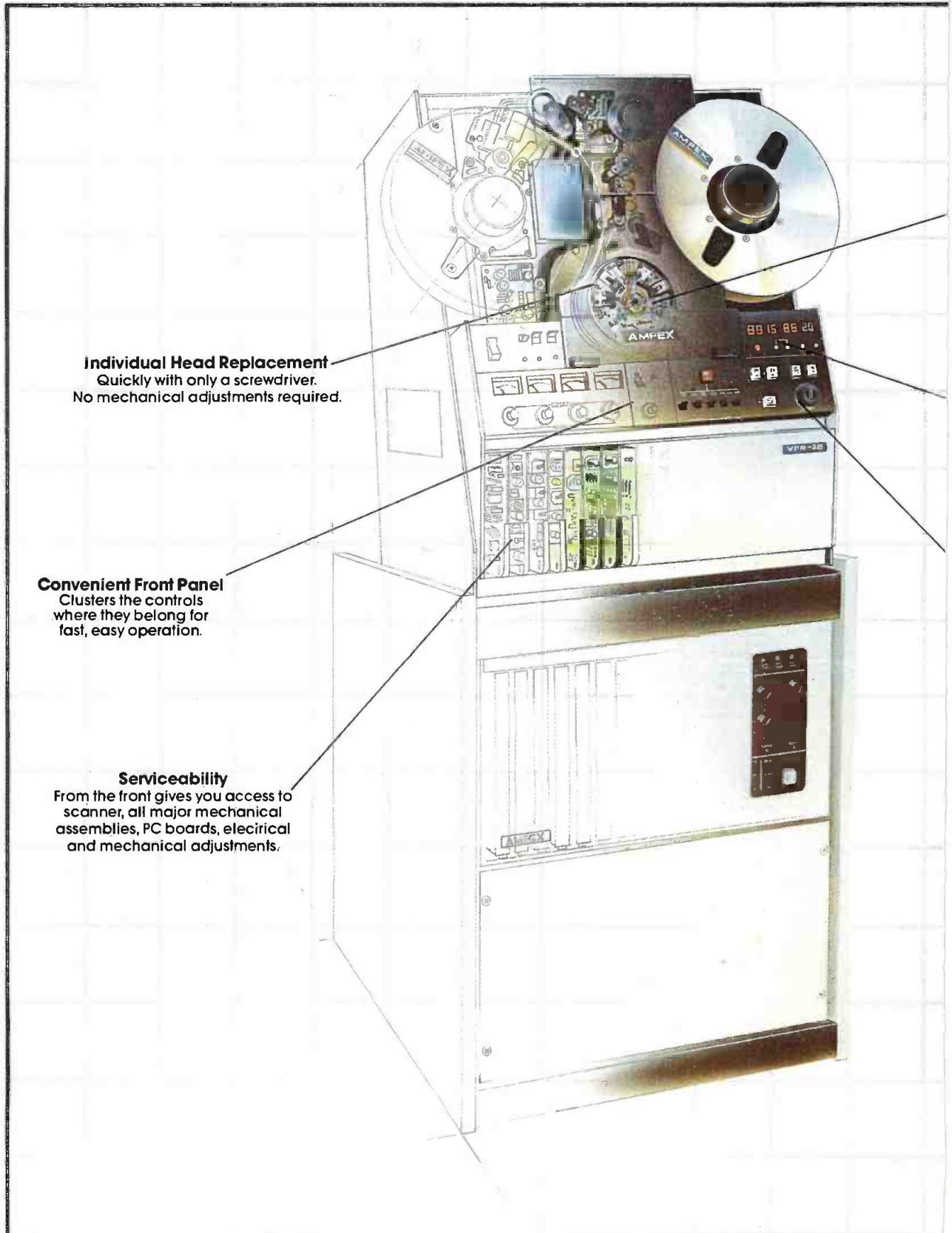
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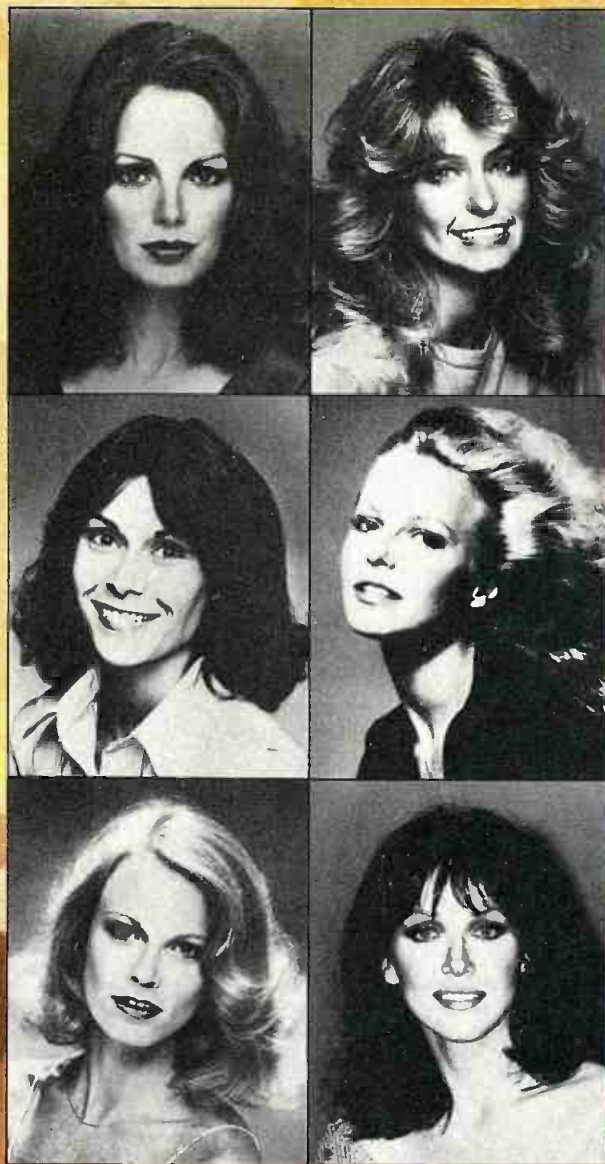
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## One Day at a Time

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# The Week in Brief

TOP OF THE WEEK

**SENATE TV HOPES FADE** □ Long rallies opponents to cameras in chambers, fears it will convey wrong image of floor proceedings. Baker presses for broadcast coverage. **PAGE 31.**

**PRIMING FOR FALL** □ TV networks keep eye on costs in preparing for next season, but they aren't sacrificing long-term success for immediate bottom line considerations. **PAGE 32.**

**MORE AT&T DEBATE** □ Baxter goes on Hill to defend Justice's agreement. Mottl submits bill to protect consumers. Public utility commissioners predict soaring local phone rates. **PAGE 33.**

**HDTV, DIGITAL ON STAGE** □ Television engineers converge on Nashville to hear latest developments in technology that promises to make vast improvements in TV pictures and sound. **PAGE 34.**

**MUST-CARRY STAYS** □ Provisions are retained in House bill scheduled for Feb. 23 markup. **PAGE 35.**

**FCC: WHERE THINGS STAND** □ New Fowler commission is under chairman who hears but one drummer. Unregulation is still order of day, but some questioning is heard. Here's thinking of those five men and two women commissioners. **PAGE 36.**

RADIO FINANCIAL DATA

**RADIO SPUTTERS IN '80** □ FCC reports that radio's pretax profit in that year slid 33.6%, continuing dismal performance of 1979. Current radio figures, combined with earlier TV data, show industry overall suffered 6% profit decline in 1980. **PAGE 45.**

SPECIAL REPORT

**RADIO SALES SAVVY** □ RAB's Dallas session attracts more than 900 of medium's sales managers. For two-and-a-half days, they're briefed on meeting competition, squeezing most out of co-op dollars, pricing issues, status of networks, marketing strategies. RAB winds it up by unveiling its new "Radio Is Red Hot" campaign. **PAGES 80-88.**

JOURNALISM

**TV AND PRESIDENTIAL POLITICS** □ At Harvard seminar, network news executives predict Carter-Mondale decision will create campaign chaos. Journalists, consultants and academics also contribute their thoughts on fairness and other coverage aspects. **PAGE 90.**

PROGRAMING

**HARD WORDS ABOUT SOFTWARE** □ Cable programming chiefs air views at Hollywood session in which HBO is criticized by Showtime and Times Mirror for its exclusive deal with Columbia Pictures. **PAGE 95.**

LAW & REGULATION

**LICENSES LIFTED** □ FCC law judge proposes denial of renewal for KROQ-AM-FM Pasadena, Calif., charging mismanagement, and recommends that facilities be issued to new permittees. **PAGE 102**

MEDIA

**QUEUING UP IN D.C. SUBURB** □ Montgomery county franchise bidding draws eight applicants offering up to 132 channels and multimillion-dollar commitments for community programming. **PAGE 104.**

BUSINESS

**BOTTLENECK FOR COKE** □ Soft-drink giant will take another look at Columbia Pictures merger bid, following Outlet Co. problems with purchaser of its retail operations. **PAGE 109.**

TECHNOLOGY

**SANYO OPPOSED** □ Broadcasters' comments to FCC claim manufacturer's plan for sets suitable only for nonbroadcast services would be contrary to all-channel law. **PAGE 111.**

PROFILE

**EXPERIENCE AT HELM** □ Changing times and technologies have imposed new demands on CBS Radio Division. Meeting those challenges is its president and company veteran, Robert L. Hosking. **PAGE 135.**

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To grab viewers, a television station has got to grab people's attention. At Gaylord Broadcasting, we know that means more than making a lot of noise. We've got to be innovative. And we've got to introduce programming that suits every market we serve.

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We're making ourselves heard.



# Closed Circuit®

Insider report: behind the scene, before the fact

## Freshening the First

Senate Commerce Committee Chairman Bob Packwood (R-Ore.) is planning major policy speech at television luncheon, Monday, April 5, at National Association of Broadcasters annual convention in Dallas. He'll come out for constitutional amendment specifying full freedom for all media. Packwood will argue that mere legislation won't do job.

## Through the motions

ABC-TV officials got cool to hostile reception from affiliates last week on proposal to add 14 or 15 weekly prime-time 30-second spots on network and four for affiliates (BROADCASTING, Feb. 1). At regional meeting in Atlanta, show of hands among representatives of some 70 stations turned up one favorable vote. In Boston meeting no vote was taken.

Ward Huey of WFAA-TV Dallas, chairman of ABC affiliates, is taking quick survey of affiliate views. Despite talk, betting among stations and others is that plan will be adopted, and emulated by other networks.

## Added starter

New candidate for FCC seat now held by Commissioner Abbott Washburn has surfaced. He's Steve Halloway, associate general counsel of Commerce Department for legislation and regulation. Halloway, member of Senate Commerce Committee staff from 1976 to 1980 and on staff of Communications Subcommittee from 1976 to 1978, is being backed by Commerce Secretary Malcolm Baldrige. But among those handicapping chances of various candidates, FCC General Counsel Stephen Sharp, who is Chairman Mark Fowler's choice, is regarded as strongest contender.

One candidate whom some are not counting out is Marvin Weatherly, engineering member of Alaska Public Utilities Commission ("Closed Circuit," Dec. 7, 1981). Senate majority whip Ted Stevens (R-Alaska), with backing of Senator Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, is urging appointment of Weatherly, and is said to be exercised by reports Weatherly is likely to lose out to Sharp.

## UHF day

Jot down July 30 as date FCC will consider rulemaking looking toward upgrading of UHF-TV standards. Fact that some 65% of all public broadcasting TV stations are UHF, plus concern over noise levels in

upper band, have motivated early consideration of remedial measures. Impetus also came from Richard Block, of Council for UHF Broadcasting, to hasten development of spectrum by lowering noise factor from 14 db to 12 or possibly 10 in future years.

Also embraced in recommendations: possible imposition of digital tuning requirements; extension of UHF comparability to master antenna systems for apartment-complexes by prohibiting master antenna systems from embargoing UHF signals; appointment on FCC of UHF coordinator.

## Unrelocation

There is good prospect that FCC Washington headquarters will stay put at 19th and M Streets, N.W., instead of moving across Potomac river to Rosslyn, Va., or other remote site. General Services Administration, acting as FCC's rental agent, reported low bid of \$17 to \$20 per square foot for 1919 M Street, present main building, for which FCC now pays \$2,633,000 per year. Consolidation of 1919 M with nearby Brown Building (gap between two buildings occupied by motion picture house to be bridged by walkway) is sought, eventually compressing FCC into two rather than five buildings.

## Renewal relief

Bill to eliminate comparative renewal proceedings will be introduced by Representative Al Swift (D-Wash.). Provisions will be similar to renewal passages in pending Senate bill (S. 1629), requiring FCC to renew any licensee that has met needs and interests of its service area and has not seriously violated Communications Act or FCC rules. It will not codify FCC crossownership rules, as Swift proposed in two bills he previously sponsored.

## Tougher times

FCC's 1980 report on radio finances, showing big drop in profits for second straight year (story page 45), gives clear impression it's getting harder to make a buck in radio, and it is. Among reasons: growing number of stations, which fragmentize audiences and market potential; steeply rising costs, especially for payroll, and increased promotion to hold or build audience, and, of course, general recession. On plus side it's noted that radio stations are still being traded at record prices, though brokers say this happens mostly in specialized, growth-market situations.

Some sources think FCC's financial questionnaire may be partly to blame.

They say its questions about expenses are so complicated and its definitions so vague that many stations may be over-reporting expenses.

## No dice

FCC is expected to go along with its general counsel's judgment that lotteries authorized by Congress to settle contests for broadcast and other licenses are unworkable. FCC faces item at meeting today (Feb. 8). Omnibus Budget Reconciliation Act of 1981 gave FCC power to conduct lotteries but said underrepresented interests must be given preference. General counsel says lotteries and preferences don't mix.

## Point man

NBC officials have said repeatedly that though their plan last fall for one-hour evening news was shot down by affiliate resistance, they still want to develop plan that'll fly. In case doubters remain, word now is that Richard S. Salant, former president of CBS News, now general adviser to NBC management, has been named by Chairman Grant Tinker to head task force to come up with way to advance one-hour news cause.

## Maybe an abacus?

FCC's computerized financial reporting mechanism may be overdue for tune-up. Not only did agency at last minute last week try to pull back 1980 radio financial figures for fear of inaccuracies (see page 45), but it also turns out there may be flaws in 1980 cable report published week earlier (BROADCASTING, Feb. 1).

FCC figures for Mississippi showed drop of more than 100,000 basic subscribers, about a third, from 1979 to 1980. Gary Still of Sammons Communications, executive director of Mississippi CATV Association, says only way that could happen is "if Gulf Coast sank." But Stills says his figures say FCC may be right about 1980—241,471. It's 1979, when FCC gave Mississippi 347,278 basic subs. that must be wrong. At FCC word was that it would take couple of weeks to recheck.

## On block?

Despite denials, rumors persist that one or both of RCA's broadcast hardware divisions—transmission and video—are up for sale. Transmission division, as one engineer at Society of Motion Picture and Television Engineers conference speculated last week, may have more appeal, especially to foreign manufacturers who have failed repeatedly to crack U.S. transmitter market.

# Business Briefly

TV ONLY

**Idaho Potato Commission** □ Begins March 1 for 12 weeks in over 10 markets. Agency: D'Arcy-MacManus & Masius, San Francisco. Target: women, 25-54.

**Beef Industry Council** □ Begins April 12 for 12 weeks in 22 markets. Fringe times. Agency: Botsford-Ketchum, San Francisco. Target: women, 25-54.

**Procter & Gamble** □ Dash detergent. Begins in first quarter for varying flights in Iowa markets of Cedar Rapids, Davenport, and Sioux City; plus Omaha. Agency: Young & Rubicam, New York. Target: women, 25-54.

**Kragen** □ Auto supplies. Begins April 14 for 11 weeks in about five California markets. Fringe, prime and prime access times. Agency: Kenneth C. Smith & Associates, La Jolla, Calif. Target: men, 18-49.

**Burmah Castrol** □ Motor oil. Begins March 29 for seven weeks in 20 markets.

News, fringe, prime and sports times. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-49.

**Ronco Foods** □ Pasta products. Begins Feb. 22 for six weeks in 30 markets. All dayparts. Agency: Caldwell/Bartlett/Wood, Memphis. Target: women, 18-49.

**Austin-Nichols** □ Remy Pennier brandy. Begins March 22 for five weeks in San Francisco, Denver and Houston. Morning drive and afternoon drive times. Agency: Nadler & Larimer, New York. Target: adults, 25-49.

**Hershey Foods** □ Reese's pieces. Begins March 1 for four weeks in over 15 markets. All dayparts. Agency: Ogilvy & Mather, New York. Target: children, 6-11; teen-agers, 12-17.

**Conoco** □ Motor oil. Begins April 5 for four weeks in 84 markets. Fringe, prime, and weekends and sports times. Agency: Metzdorf Advertising, Houston. Target: adults, 18-49.



**Quick, pizza please.** Ragu Foods will support its introduction of Ragu Pizza Quick crust mix with network television and women's magazine advertising, starting in mid-February for 13 weeks. Thirty-second commercials will feature both crust mix and two new sauces ("The Big Combo" and "The Works"). Commercials will run in both network daytime and prime-time slots. Agency for Ragu Foods, part of packaged foods division of Chesebrough-Pond's, is, Waring & LaRosa, New York.

**Van de Kamp** □ Frozen foods. Begins Feb. 22 for three weeks in 29 markets. Day and news times. Agency: Benton & Bowles, New York. Target: women, 18-49.

**Pep Boys** □ Auto repair centers. Begins March/April for two-weeks flights in about five West Coast markets. Fringe, prime and weekends. Agency: Michael-Sellers Advertising, Los Angeles. Target: men, 18-49.

**Wickes** □ Furniture. Begins this week for one week in 12 markets. Fringe times. Agency: Ed Libov Associates, New York. Target: women, 18-34.

**Hormel** □ Range Brand Wrangler (meat product). Begins March 15 for two weeks in eight markets. Day and fringe times. Agency: BBDO, Chicago. Target: women, 18-49.

**Fuji Photo** □ Fuji film. Begins Feb. 15 for one week in Las Vegas. Day times. Agency: Geers, Gross Advertising, New

## TM Programming ... staying power.

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<b>KWTO-FM</b>	<b>9 years</b>	<b>23.0</b>	<b>#1</b>
<b>KSSN-FM</b>	<b>3 years</b>	<b>22.0</b>	<b>#1</b>
<b>WPEZ-FM</b>	<b>5 years</b>	<b>16.6</b>	<b>#1 (18+)</b>
<b>WLAP-FM</b>	<b>7 years</b>	<b>21.4</b>	<b>#1</b>
<b>WQSM-FM</b>	<b>5 years</b>	<b>25.8</b>	<b>#1</b>
<b>WSTW-FM</b>	<b>3 years</b>	<b>13.6</b>	<b>#1</b>

Spring '81 ARB 12+ share, Mon-Sun 6A-Mid, unless otherwise noted.

Start developing your staying power today.

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**25-49 top radio demo.** Blair Radio reports that 25-54 demographic reinforced its leadership position in 1981, accounting for 28.6% of all requests, up from 22.8% in 1980. In second place was 18-49 group, which rose to 15.2% from 14.2% in 1980. Slightly behind was 25-49 grouping with 14.2%, up from 13.4% in 1980. Blair's new approach to tabulating business opportunities takes into account both number of markets and weeks campaign is scheduled. It noted that 1980 information was recalculated to reflect change.



**Today's music  
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## **Peter Marshall and the Big Band**

Musical variety moves into the Eighties with this brassy new 60-minute series starring television superstar Peter Marshall and a rousing big band.

It's the energy-packed new music show everyone's been wanting.

Contemporary music fuses with the vitality of a live on-stage band and a dynamic young troupe of singer-dancers called "Chapter Five".

Top guest stars add the final touch to this stunning revue of tender ballads, trend-setting hits, and rock classics.

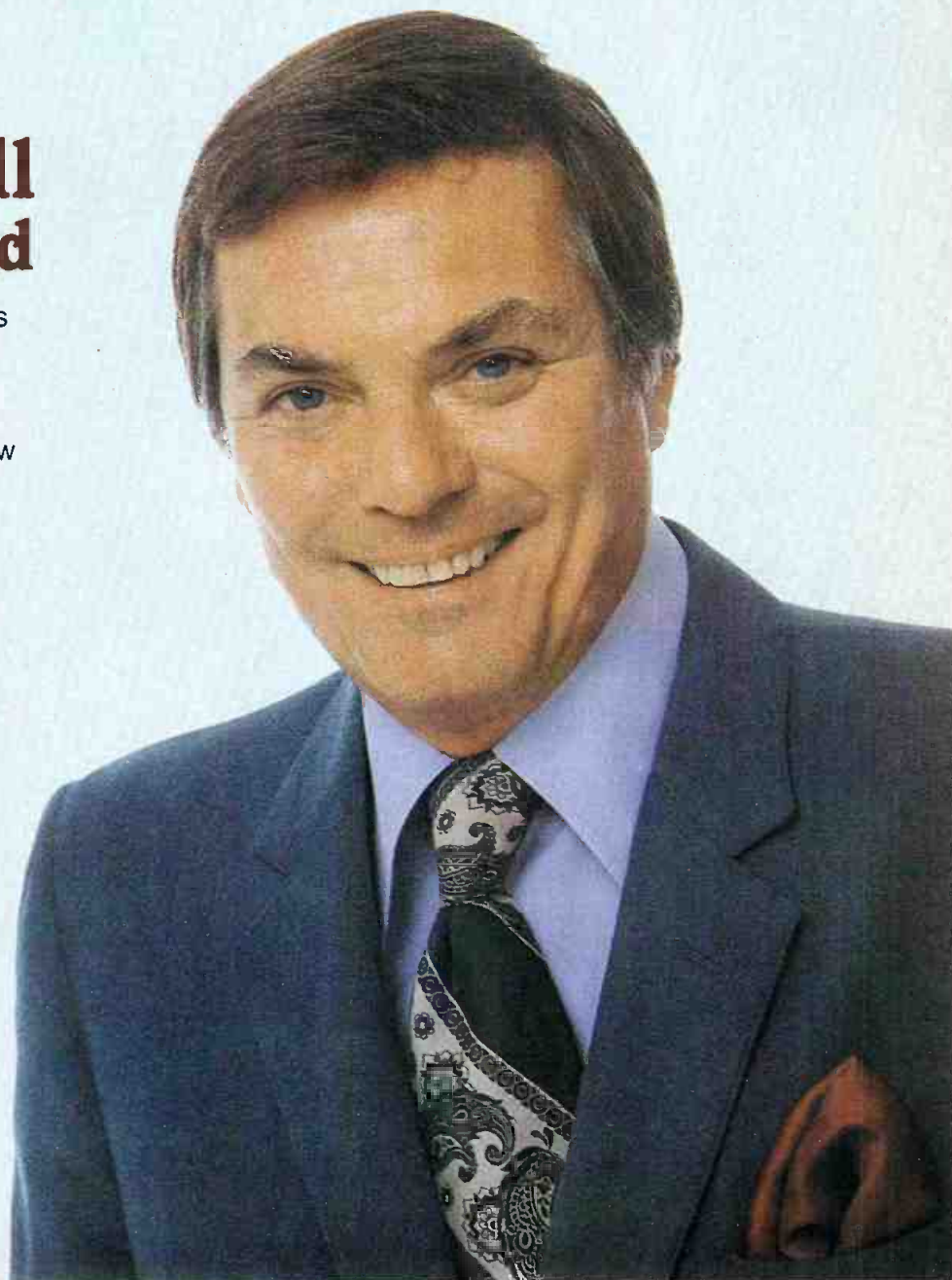
Debuts in September '82.

For more information or to see a presentation tape call: Robert Chenoff in New York (212/889-6802) or Annelle Johnson, Dave Lynch, Carmon Moon, Beverlie Brewer or David Sifford in Nashville (615/373-0819) or Bill Cooke in Toronto (416/967-6141).

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And Donahue attracts more Total Women and Women 18-49 than Merv and John put together.

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For more information, call Don Dahlman at 513-352-5955.



# AWFULLY HARD TO FIND ISN'T NUMBER ONE.



	Households (in thousands)	Total Women (in thousands)	Women 18-49 (in thousands)	Women 25-54 (in thousands)
<b>Donahue</b>	<b>5,470</b>	<b>4,704</b>	<b>2,079</b>	<b>2,024</b>
John Davidson Show	2,074	1,784	560	581
Merv Griffin Show	2,434	2,142	657	657

\*Includes Canada, Bermuda, Alaska, Hawaii.  
 \*\*Source: NSI 11/81 RSP estimates. Qualifications on request.

**DONAHUE**

## AdVantage

**Issue ad.** W.R. Grace & Co., New York, has begun 12-week television advertising campaign on ABC-TV that urges improvement in productivity in U.S. and compares Japanese with U.S. growth. Commercials have started on *Nightline* and other programs. ABC is sole network that has said it would accept issue advertising. Spokesman said it did not consider Grace's campaign as applicable since, in network's opinion, commercials "do not deal with discussion of controversial issue of public importance," but "is image-building campaign." Agency is Marschalk Co. ABC still has not sold any time for issue advertising.

**Cable response.** WATS Marketing of America, toll-free answering service owned by American Express subsidiary, First Data Resources Inc., reports it is negotiating with number of cable networks in hope of setting up national direct-response advertising system for each participating network. Answering service would be provided free to those networks taking part. Each would receive different 800, toll-free number so that calls generated from spots could be properly credited to originating network. Advertisers would compensate networks for direct-response spots on per-inquiry basis.

**AT&T's cable test.** AT&T, attempting to reach upscale audience, will back half-hour, weekly business program on Warner-Amex's Qube interactive cable system in Columbus, Ohio, beginning Feb. 17. Titled *The Weekly Business Review*, program will be produced for at least eight weeks by public station WPTV-TV Miami. Agency is N W Ayer, New York.

**ITVS moves.** Independent Television Sales (ITVS), division of Katz Communications, has moved to new quarters, at 444 North Michigan Avenue, Suite 1770, Chicago 60611. (312) 836-0800. ITVS represents independent TV stations exclusively.

**Specializing.** Lois Pitts Gershon, New York ad agency billing \$35 million with 16 clients on its roster, has expanded to form LPG/Pon, developed primarily for broadcast, cable and entertainment advertising. Heading new York-based firm, is Dale Pon, former vice president, audience development, NBC Radio Stations.

York. Target: adults, 25-49.

**7-11**  Store promotion. Begins in February for first quarter in Shreveport, La.-Texarkana, Ark.; Baltimore; Norfolk and Richmond, both Virginia, and Seattle. Agency: Young & Rubicam, New York. Target: total adults.

### RADIO ONLY

**Jamaica Tourist Board**  Begins in February for first quarter in Indiana markets of Fort Wayne, Indianapolis and South Bend. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**PULSE**  Automatic teller machines. Begins March/April for six weeks in 14 Texas markets. Agency: Ketchum, Houston. Target: adults, 25-49.

**Bob Evans Farms**  Restaurants. Begins March 15 for six weeks in 32 markets. Agency: The Marschalk Company, New York. Target: adults, 18-49.

**Pfizer Inc.**  Agricultural seeds. Begins this week for four weeks in over 25 markets. Agency: Brewer Advertising, Kansas City, Mo. Target: total farmers.

**Illinois State Lottery**  Begins March 15 for two weeks in Peoria, Chicago, Rockford, Quad City, and Champaign-Decatur-Springfield; all Illinois. Morning drive and afternoon drive times. Agency: Lee King & Partners Advertising, Chicago. Target: adults, 18-49.

**Blue Bell Creameries**  Blue Bell ice cream. Begins Feb. 22 and Feb. 15 for four and 24 weeks, respectively, in Texas markets of Houston, Austin, Dallas-Fort Worth and Beaumont-Port Arthur, and Lake Charles, La. Agency: Metzdorf Advertising Agency, Houston. Target: women, 25-54.

## "The person you describe is the person we'll deliver"

It's not a slogan.  
It's our track record.  
We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

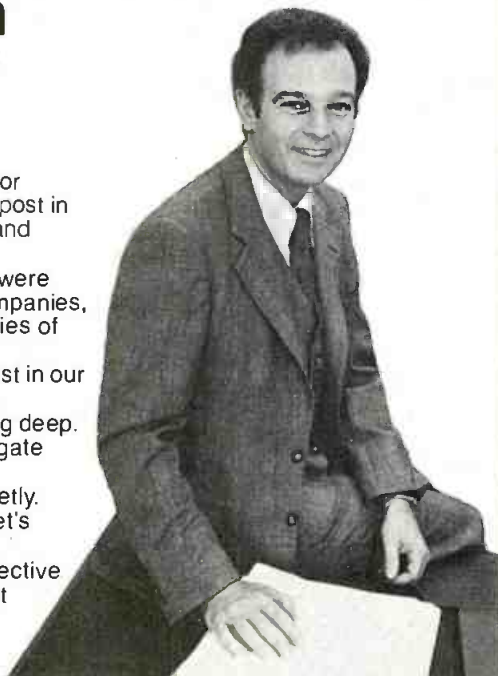
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

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## RepReport

WSPA-TV Spartanburg, S.C.: To Blair Television from Seltel.

WTTO-TV Birmingham, Ala.: To Independent Television Sales (no previous rep).

KHBJ(AM)-KHBO(FM) Amarillo, Tex.: To Torbet Radio from Riley Representatives.

KMGQ(FM) Goleta, Calif.: To Torbet Radio (no previous rep).

WANS-AM-FM Anderson, S.C.: To Torbet Radio from HR/Stone.

WYSP(FM) Philadelphia, WKTU(FM) New York: To Torbet Radio from Jack Masla.

WISQ(FM) Onalaska, Wis.: To Jack Masla (no previous rep).

A romantic couple in a close embrace, about to kiss. The man is on the left, wearing a dark suit jacket over a white shirt. The woman is on the right, wearing a dark dress with a large pink flower in her hair. They are looking at each other with affection.

**It was love at first sight.**

*Romance Theatre*

Your response has been overwhelming and we are enthusiastic about delivering the most novel 1982 entry!

Each week *Romance Theatre* presents a bigger-than-life love story in five passionate half-hour episodes. Drama unfolds on Monday and draws to a stirring conclusion on Friday.

For more information or to see a presentation tape call: Robert Chenoff in New York (212/889-6802)

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# Monday Memo®

A cable TV advertising commentary from Carter Bales, director, McKinsey & Co., New York

## The problems and prospects of cable advertising

*At the Cabletelevision Advertising Bureau's cable advertising conference in New York tomorrow and Wednesday (Feb. 9-10), one of the pivotal reports will be an assessment of cable's prospects as an advertising medium. The assessment is by McKinsey & Co., nationally known management consulting firm. In this "Monday Memo," Carter F. Bales, director of McKinsey, presents in outline form what he calls "selected highlights" from the speech he'll make tomorrow, describing the findings and conclusions of the McKinsey study.*

□

McKinsey research indicates that cable is an increasingly attractive opportunity for advertisers today. Cable's audience size is already important, and growing rapidly. Recent estimates indicate cable currently reaches 29% of continental U.S. television households. McKinsey projects that, by 1985, basic cable will cover 43%-to-45% of U.S. television households.

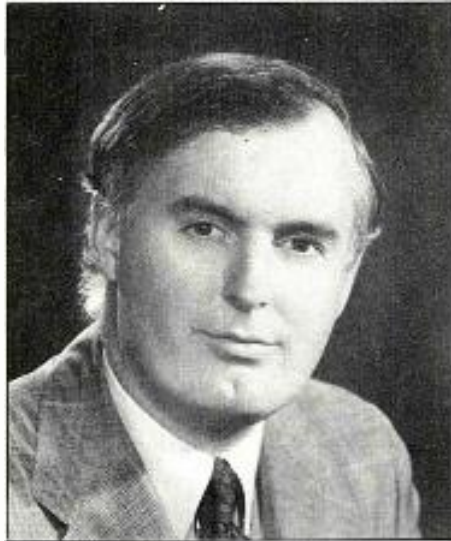
Newly built systems coming on line between 1981 and 1985 will serve approximately 15 million new subscribers. Eighty percent of existing systems will increase their channel capacity. Virtually all of 1981's nonsatellite-supported systems, serving approximately 2.4 million subscribers, will add earth stations between 1982 and 1983 (since an incremental contribution of only 60 additional basic subscribers is needed for pay back).

Our surveys of operators indicate clear willingness to replace network duplicates, if necessary, to carry satellite services attractive to subscribers.

The industry provides advertisers with expanded media options. Cable networks have almost tripled from 1978 to 1982, growing from 10 to about 30 with more entrants expected. Cable offers affordable program sponsorships and unique merchandising and commercial formatting opportunities unavailable in either network or spot television.

Cable offers highly selective programming with associated demographic strength. For example, Nielsen coincidentals indicate that ESPN—a sports network—has male skews equal to, and often heavier than, leading network sports programming.

In 1982, 10 of the top basic networks offer targeted programming—two are sports, two are cultural, two are news, two are



Carter Bales is a director of McKinsey & Co., management consultant, heading its consulting practice in the communications and information industries. In 16 years there he has worked on problems of business strategy, corporate development, marketing, profit improvement and organization in broadcast and cable television, home video software, publishing, motion picture production and distribution, information services, telecommunications strategies and applications and related areas. He has also worked on business problems in the office equipment, financial services and electronics industries in the U.S., Europe and Japan. Bales received a BA in economics from Princeton University in 1960 and an MBA from Harvard Business School in 1965, the year he joined McKinsey.

ethnic and two are children/teens. Most of the dollars invested in this programming are riding on an advertiser-supported strategy to guarantee them a return.

Cable is cost-efficient, offering high weekly cume reach at a very low cost. McKinsey comparisons of 1981 cable prime-time adjusted C-P-M's to network indicate that cable buys are an average of more than 20% cheaper than network. While household C-P-M's are inadequate as a sole buying criterion, the current numbers suggest that few of today's advertisers should suffer inefficiencies on a target audience basis.

Cable networks are not "fly-by-night," but in most cases are heavily capitalized by well-heeled parents. *Fortune* 500 corporations are behind six of the 15 leading commercial cable networks. Total investment in these ventures to date is more than \$150 million.

In summary: The current risks of mak-

ing a bad buy on the leading cable networks are small, and evidence suggests some very good buys can be made today. Industry economics are banking on the fact that advertisers will recognize and act upon cable's value.

The advertising market today lags behind the cable industry's development. McKinsey's research indicates that advertising agencies are the primary distribution channel for network cable time today. They account for an estimated 90% to 95% of the dollars spent in 1980 and 1981. This trend will continue in the foreseeable future because 75% of the agencies reported that they do not encourage direct network involvement with their clients.

Our research indicates that, while cable billings are growing, agencies and most client advertisers have been slow to respond to the growth of the industry. In 1981, we estimate that total network cable billings will reach approximately \$55 million, 75% of which will come from fewer than 200 accounts located in the 25 largest advertising agencies. Many of these 200 accounts represent large, national advertisers who, in some cases, report moving their advertising agencies into cable, rather than vice versa.

Most large agencies reported they tend to view the cable medium as "experimental." In 1981, only 14% of network cable advertising was placed on more than one cable network. Even in the agencies where cable spending is currently concentrated, it involves only about 10% of the client base, and significantly less than 1% of total spending.

The vast middle range of agencies appear to be waiting until additional research eliminates the network cable efficiency risk and the larger agencies gain more experience in the medium upon which they can capitalize.

Our interviews indicate that organizational barriers within the agency, as opposed to commitment to cable per se, are a primary impediment to cable spending. This includes inconsistent or shared responsibility for cable buys within agencies without clearly defined accountabilities and authorities; little integration of cable in the agency/client media planning process, and multiple players/departments currently needing coverage and education within agencies.

Problems with agency infrastructure and perceptions of cable impede development of the industry. The agency infrastructure is developing slowly and inefficiently, complicating the selling process. Because of this, cable industry growth—heavily reliant on advertiser support—risks significant retardation.



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Hour Magazine hosted by Gary Collins continues its spectacular growth, attracting 36% MORE TOTAL WOMEN than a year ago. And

it's so flexible! While some shows can play only at 9 am and others' fates hinge on fringe, any hour is the right hour for Hour Magazine.



For example:

	Rtg.	Share
9:00 AM No. 1	6	40
	7	30
10:00 AM No. 1	4	29
	8	41
11:00 AM No. 1	6	25
	8	30
3:00 PM No. 1	9	34
	8	31
3:30 PM No. 1	7	28
	7	26
4:00 PM No. 1	11	31
	10	27
4:30 PM No. 1	11	32
	12	32
5:00 PM No. 1	15	36
	12	32

Source: Arbitron Local Market Reports Nov. 1980, Nov. 1981

... and many more No. 1 stories all around the country all through the day.

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# Datebook

■ indicates new or revised listing

## This week

**Feb. 7-9**—*Louisiana Association of Broadcasters* annual convention. Keynote speaker: Edward Fritts, National Association of Broadcasters joint board chairman. Sheraton hotel, Baton Rouge.

**Feb. 7-10**—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

**Feb. 8**—Arizona chapter of *Women in Cable* reception. Phoenix Hilton.

**Feb. 8**—*UPI Michigan Broadcasters* presentation of National Broadcast Awards and investigative reporting seminar at Michigan Association of Broadcasters meeting. Harley hotel, Lansing, Mich.

■ **Feb. 8**—Annenberg School of Communications, Communications Colloquium. Speaker: Rev. Donald Wildmon, chairman, Coalition for Better Television, and Gene Mater, vice president, policy, CBS-TV. Colloquium Room, Annenberg School, University of Pennsylvania, Philadelphia.

**Feb. 8-9**—*Michigan Association of Broadcasters* winter meeting. Harley hotel, Lansing, Mich.

■ **Feb. 9-10**—*NHK/CBS-TV's* high definition television demonstration. Plaza hotel, New York.

**Feb. 9-10**—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

**Feb. 9-10**—*Cabletelevision Advertising Bureau* conference. Waldorf-Astoria, New York.

**Feb. 10**—Deadline for comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Jan. 11). FCC, Washington.

**Feb. 10**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ray Timothy, president, NBC-TV. Copacabana, New York.

**Feb. 10**—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

**Feb. 10**—*Texas Association of Broadcasters* TV day. Hilton Palacio del Rio, San Antonio, Tex.

**Feb. 11**—*Southern Baptist Radio and Television Commission* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

**Feb. 12-14**—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill. 60204, (312) 869-0600.

**Feb. 14-16**—*Institute for Graphic Communication* conference, "Outlook for Optical and Videodisk Systems and Applications." Jupiter Beach Hilton, Jupiter, Fla.

**Feb. 15**—Deadline for entries in *Broadcasters Promotion Association/University of Nebraska International Gold Medallion* 21st annual awards competition. Information: Pat Evans, BPA, 248 West Orange Street, Lancaster, Pa. 17603, (717) 397-5727.

**Feb. 15**—Deadline for entry in 10th annual *Women in Communications* Clarion Awards. For information (512) 345-8922.

**Feb. 16**—*American Advertising Federation* meeting. Waldorf-Astoria, New York.

■ **Feb. 16**—*Southern California Cable Club* luncheon. Sheraton La Reina, Los Angeles.

■ **Feb. 17**—*Ohio Association of Broadcasters* sales school. Ohio State University Fawcett Center, Columbus, Ohio.

**Feb. 17**—*Cable Television Administration and Marketing Society* Texas Show "Track Day" San Antonio Convention Center, San Antonio, Tex. Information: Emily Burch, (202) 296-4218.

**Feb. 17**—*Advertising Club of New York* "Cable TV Meets the Press" forum. Sheraton Center hotel, New York.

**Feb. 17**—*International Radio and Television Society* newsmaker luncheon, celebrating 30th anniversary of NBC's *Today Show*. Jane Pauley, Bryant Gumbel, Chris Wallace, Willard Scott and Gene Shalit attending. Waldorf-Astoria, New York.

**Feb. 17**—*New York chapter of Women in Communications* course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

**Feb. 17-18**—*Arkansas Broadcasters Association* convention. Royal Vista Inn, Hot Springs, Ark.

**Feb. 17-19**—*Texas Cable TV Association* 22d annual convention. Convention Center, San Antonio, Tex.

**Feb. 18**—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

**Feb. 18-21**—*School of Communications at Howard University*, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

**Feb. 19**—Deadline for entries in *Deadline Club's* annual awards for excellence in journalism competition. Information: Donald Bird, Department of Journalism, Long Island University, The Brooklyn Center, Brooklyn, N.Y., 11201.

**Feb. 21**—*American Women in Radio and Television*

executive committee meeting. Georgetown hotel, Washington.

**Feb. 21-23**—*Institute for Graphic Communication's* "Satcom '82," focus on product opportunities, service applications, system planning, regulatory considerations, launch economics and international developments. Highlands Inn, Carmel, Calif.

**Feb. 22**—Deadline for reply comments on FCC proceeding on Temporary Commission on Alternative Financing. FCC, Washington.

**Feb. 23-25**—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

**Feb. 24**—*Association of National Advertisers* television advertising workshop. Speaker: John Chancellor, NBC News. Plaza hotel, New York.

■ **Feb. 24-25**—*NHK/CBS-TV's* high-definition television demonstration. Shoreham hotel, Washington.

**Feb. 24-26**—*American Newspaper Publishers Association*, Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.

**Feb. 25**—*Association of National Advertisers* media workshop. Speaker: J. Richard Munro, president, Time Inc. Plaza hotel, New York.

**Feb. 25**—*Philadelphia Cable Club* luncheon meeting. Speaker: Bill Scott, Group W. GSB Building, Philadelphia.

**Feb. 26-27**—*Country Radio Seminar*, Opryland hotel, Nashville. For information: (615) 327-4488.

**Feb. 26-28**—*Oklahoma Broadcasters Association* annual winter meeting. Lincoln Plaza, Oklahoma City.

**Feb. 26-28**—*Mass Communication and Society Division of Association of Education in Journalism* spring conference, "The Impact of New Communications Technology on Society." Georgia State University, Atlanta.

**Feb. 28**—Deadline for entries in *Morgan O'Leary Award* for Excellence in Political Reporting in Michigan. Information: Department of communication, 2020 Frieze building, University of Michigan, Ann Arbor, Mich., 48109.

## March

**March 1**—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

**March 1**—Deadline for entries in Howard W. Blakeslee Awards, sponsored by *American Heart Association*, for excellence in reporting developments in cardiovascular disease research and patient care. Information: American Heart Association National Center, 7320 Greenville Avenue, Dallas, 75231.


**March 1**—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

**March 1**—Deadline for entries in fourth annual Lowell Mellett award for improving journalism through critical evaluation. Information: Mellett Fund, Suite 835, 1125 15th Street, N.W., Washington, D.C., 20005.

■ **March 1**—Deadline for entries in *National Federation of Community Broadcasters* Community Radio Awards for outstanding radio programs. Information: NFCB, 1314 14th Street, N.W., Washington, D.C., 20005.

**March 1-3**—*Advertising Research Foundation* 28th annual conference and research expo '82. New York Hilton.

**March 2**—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

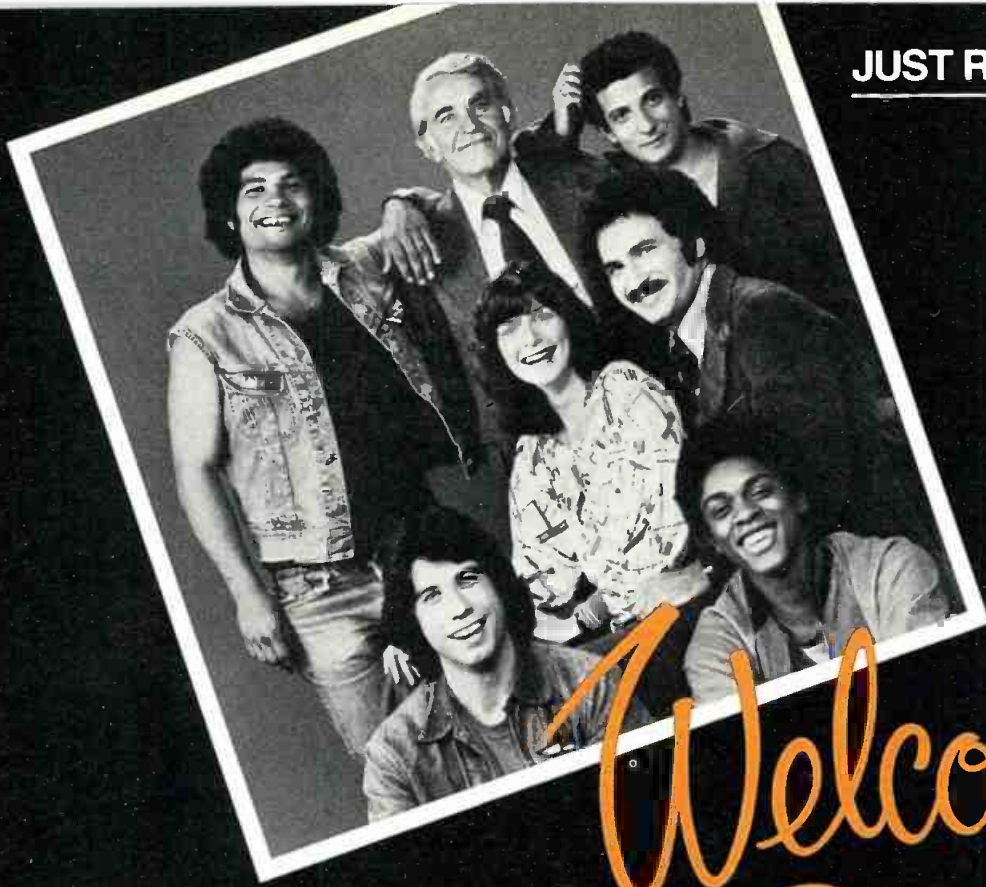


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**JUST RENEWED IN CHICAGO!**



# Welcome Back, Kotter

WGN didn't wait to renew Welcome Back, Kotter. Look at its sensational performance in Chicago during the November 1981 sweeps and you'll see why.

<b>WELCOME BACK, KOTTER</b>			DMA	TOT	TOT	TOT	TOT	TOT	TOT	TOT	TOT	TOT	
<b>CHICAGO 5:30 PM MON-FRI</b>			HOMES	HOMES	WOMEN	W 18-34	W 18-49	MEN	M 18-34	M 18-49	TEENS	KIOS	
			RTG/SHR	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	
<b>IND 9</b>	<b>WGN</b>	<b>WELCOME BACK, KOTTER (4 WK)</b>	<b>11</b>	<b>22</b>	<b>527</b>	<b>287</b>	<b>153</b>	<b>223</b>	<b>213</b>	<b>143</b>	<b>182</b>	<b>169</b>	<b>316</b>
IND 32	WFLD	WONDER WOMAN	11	21	376	211	109	169	145	81	118	136	267
CBS 2	WBBM	CBS EVENING NEWS	10	19	297	230	33	74	178	27	64	9	20
NBC 5	WMAQ	NBC NIGHTLY NEWS	10	19	298	243	28	71	160	22	49	13	10
ABC 7	WLS	ABC WORLD NEWS	8	15	243	178	49	85	156	40	68	16	27
IND 26	WCIU	ROSA DE LEJOS	1	1	19	11	5	7	5	—	—	2	2
IND 38	WCFC	ROSS BAGLEY	1	1	17	2	—	1	1	1	—	—	—
I-S 44	WSNS	4-WEEK AVERAGE	—	1	12	5	3	3	3	2	2	—	1
<b>HUT/PUT/TOTALS</b>			<b>54</b>	<b>—</b>	<b>1859</b>	<b>1186</b>	<b>396</b>	<b>650</b>	<b>872</b>	<b>323</b>	<b>494</b>	<b>349</b>	<b>713</b>

WELCOME BACK, KOTTER. IN A CLASS BY ITSELF.

**95 HALF-HOURS/SOLD IN 79 MARKETS**



Warner Bros. Television Distribution  
A Warner Communications Company

# YOUR SUBSCRIBERS LOOK AT NEWS

## IN DEPTH.

# CNN

Where but on cable would your subscribers find 24-hour news both ways they like it?

In depth, when they want to know all the details. And in brief, when they're in a hurry.

Cable News Network pioneered 24 hour live, in-depth reporting. In nearly

11,000,000 cable homes, it brings viewers the far-reaching implications behind the news — thorough interviews, discussions, features, and comprehensive on-the-scene coverage.

As the news service that

grew out of cable, CNN is tailor-made to help operators attract and keep subscribers. Among CNN viewers, it is rated the top source for national and international news. It outranks its nearest broadcast network competition by almost 25% (CNN 37.5, CBS 30.8, ABC 29.2, NBC 26.7).\*



\*Source: M/A/R/C Research 11/81 for Turner Broadcasting System.

# CNN

CABLE'S MOST IN

# TURNER BROAD

1050 TECHWOOD DRIVE, NORFOLK

# STWO WAYS. WE HAVE THEM BOTH.

## IN BRIEF.

# CNN2

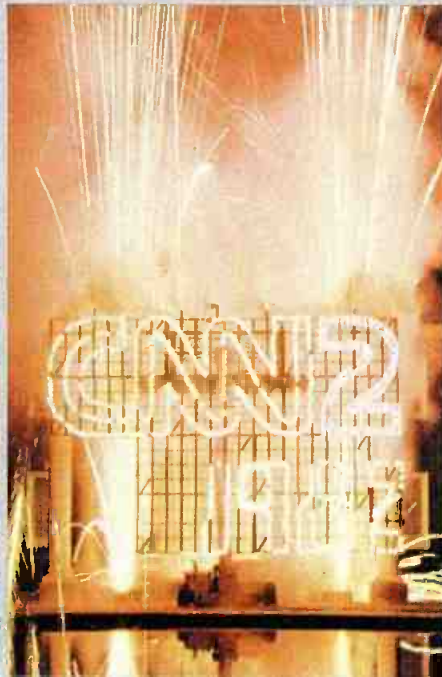
Now CNN2 brings that same cable news background to 24-hour news in brief. In any 30-minute period, CNN2 covers the highlights of major international and national news, sports, business, national weather, health and human interest features.

Every 30 minutes, there's

an opportunity for a six-minute segment of local news and advertising. CNN2

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For news that's developed by cable, on cable, for cable... you need the choice CNN and CNN2 offer you. For details, call Nory LeBrun at (404) 898-8500.



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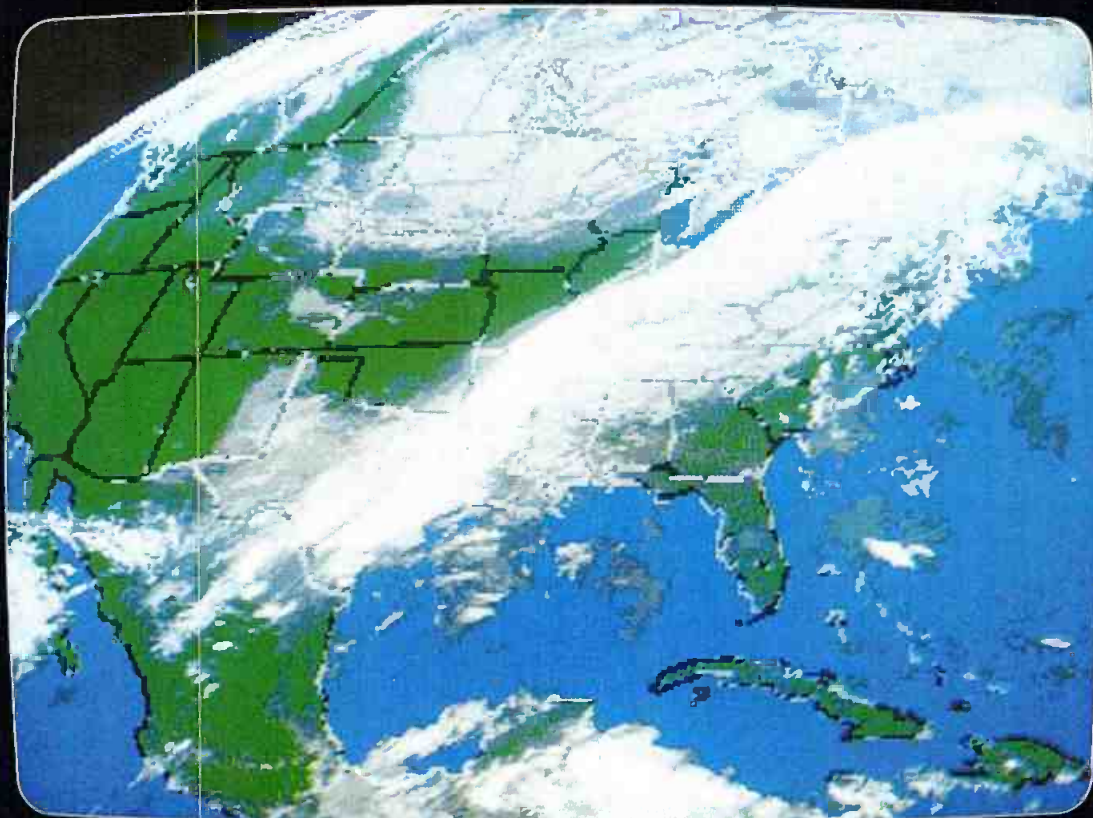
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IMPORTANT NETWORKS.

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# Space, For The Future.



High resolution digital weather satellite data from . . .

## Environmental Satellite Data Inc.

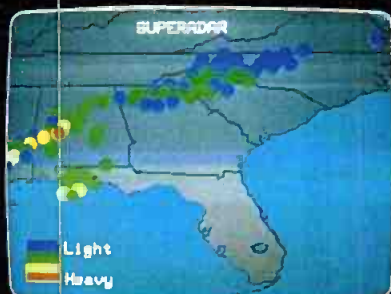
It's the data source of the future — clean, crisp pictures — precise color enhancements — your choice of regional or national pictures from GOES east or west\* ESD data is wowing

viewers now in Dallas — Kansas City — Des Moines — Toledo — Detroit — Cleveland — and many other markets, large and small.

## ColorGraphics Liveline Display

Over 85% of initial purchasers are receiving ESD data on ColorGraphics' displays . . . and now we are pleased to

formally announce that ESD has named our display "**The Preferred Terminal**" for broadcast television, and will market it as such!



SuperRadar by WSI



High Resolution GRAPHICS

At one low price, the same display also provides national and regional remote radar — and exciting full-color GRAPHICS!

# ColorGraphics Weather Systems, Inc.

5727 Tokay Blvd. • Madison, Wisconsin 53705 • (608) 274-5786

\* January 1982

**March 2—Florida Association of Broadcasters** Washington reception for Florida's congressional delegation. Florida House, Washington.

**March 2—Pennsylvania Association of Broadcasters** Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

■ **March 3—New Jersey Broadcasters Association** Washington legislative visit. Washington.

**March 3-5—National Association of Broadcasters** state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

**March 3-7—CBS Radio Affiliates Association** board meeting. Disney World, Orlando, Fla.

**March 7-9—Society of Cable Television Engineers'** sixth annual spring engineering conference. Copley Plaza, Boston.

**March 7-9—Ohio Cable Television Association** annual convention and trade show. Hyatt Regency, Columbus.

**March 7-11—Communications Satellite Systems Conference**, sponsored by *American Institute of Aeronautics and Astronautics*. Town and Country hotel, San Diego.

**March 9—West Virginia Broadcasters Association** sales seminar. Lakeview Inn, Morgantown, W. Va.

**March 10—West Virginia Broadcasters Association** sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

**March 10-13—National Conference for Working Journalists**, "International Affairs and the Media," sponsored by *Foundation for American Communications*. Washington Hilton, Washington. Information: Foundation, 3383 Barham Boulevard, Los Angeles, Calif. 90068 (213) 851-7372.

**March 11-16—National Association of Television**

## Errata

FCC has revised **financial information** it released last August for **Honolulu TV market** (BROADCASTING, Aug. 10, 1981). Receipt of data from additional station resulted in following new totals: Network time sales—\$1,161,379; national and regional—\$3,541,427; local—\$24,914,665; total net revenues—\$28,261,785; total expenses—\$26,619,090; total income—\$1,642,659.

**Program Executives** 19th annual conference. Las Vegas Hilton.

**March 12—Deadline** for reply comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Feb. 10). FCC, Washington.

**March 12-13—Oklahoma AP Broadcasters** annual convention. Lincoln Plaza, Oklahoma City.

**March 15-16—Digital telephony** course sponsored by *UCLA Extension* program. URC Conference Center, UCLA, Los Angeles.

**March 16—Seventh annual Big Apple Radio Awards luncheon** sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center hotel.

**March 18—International Radio and Television Society** newsmaker luncheon. Waldorf-Astoria, New York.

**March 18-19—Broadcast Financial Management/Broadcast Credit Association** board of directors meeting. Four Seasons, San Antonio, Tex.

## Major Meetings

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

**March 11-16—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—National Association of Broadcasters** 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

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

**April 23-29—18th annual MIP-TV** international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

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

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

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

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

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

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

San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

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

**July 18-21—Cable Television Administration and Marketing Society** annual meeting. Hyatt Regency, Chicago.

**Sept. 9-11—Southern Cable Television Association** Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

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

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

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

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

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

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

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

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

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

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Lawrence B. Taishoff, president.  
Edwin H. James, vice president.  
Irving C. Miller, secretary-treasurer.

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Sol Taishoff, editor.  
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Gene Edwards, Southern sales manager (Washington).  
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Tim Thometz, Western sales manager (Hollywood).  
Charles Mohr, account manager (New York).  
Christopher Moseley, classified advertising.  
Doris Kelly, secretary.

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Christopher McGirr, assistant circulation manager.  
Patricia Waldron, Sandra Jenkins, Vanida Subpamong, Debra De Zarn, Katherine Jeschke.

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Don Gallo, production assistant.

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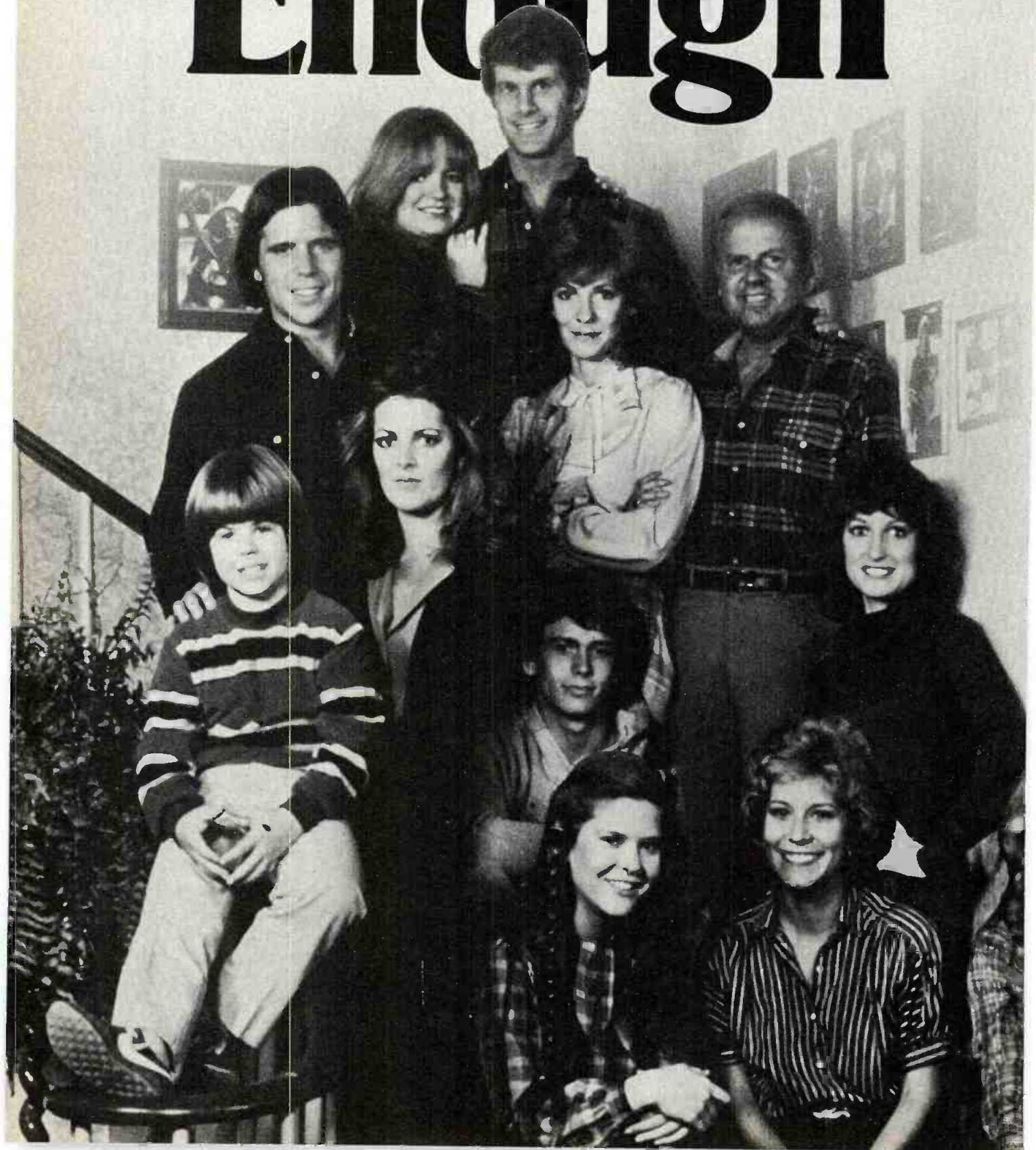
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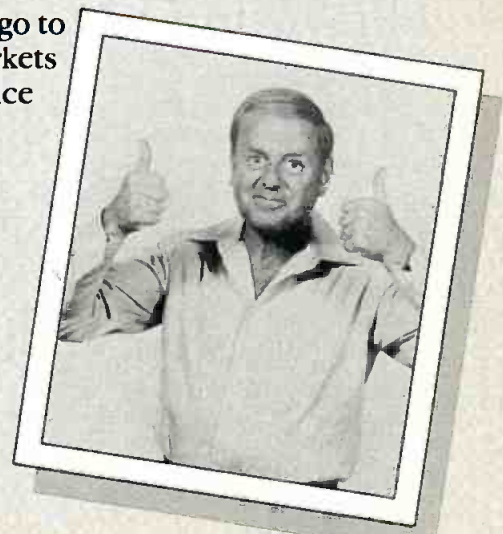
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## Better than ever

EDITOR: We would like to correct some impressions left by BROADCASTING's Feb. 1 article on the *Tonight* show.

In calendar 1981, *Tonight* was one rating point ahead of CBS's late movie and two rating points ahead of the ABC combination of *Nightline* and late-night entertainment. In head-to-head competition with *Nightline*, *Tonight* led by a full rating point in 1981. Its lead grew to 1.5 points in the October-December quarter. In number of homes watching, the three-year trend shows *Tonight* up and CBS and ABC down.

### Homes (000)

	NBC	CBS	ABC
1979	5,560	5,560	4,660
1980	5,660	4,570	4,570
1981	5,790	5,070	4,180

In addition, *Tonight* has maintained excellent young adult demographics, and its fourth-quarter 1981 performance was its best in four years. Interestingly, ABC's late-night record in young adult viewers per set (VPS) has been on a steady downward trend. *Tonight* has moved ahead of it in this important category.

### Tonight vs Nightline—adults 18-49

	Tonight (VPS)	Nightline (VPS)
Oct.-Dec.		
1979	.73	.81
1980	.70	.76
1981	.74	.72

One of the vital contributing factors to the long-term success of *Tonight* has been the strong lineup of NBC-TV affiliated stations that have carried the show in the 11:30 p.m. (ET) time period. This support from our affiliates in well over 200 markets underscores the leadership position of *Tonight*, by contrast, in November 1981, 33 markets delayed the start of ABC's *Nightline*, and 27 markets delayed CBS's late movie.

By any standard, *Tonight* and its star, Johnny Carson—as they have been for almost 20 years—continue to be the state of the art in late-night television.—Raymond Timothy, president, NBC Television Network, New York.



**If they could see me now.** The striped pants and silk hat belong to Ambassador Mark Evans Austad, the U.S. plenipotentiary to Norway (on leave as vice president public affairs of Metromedia and former conductor of CBS Radio's *Housewives Protective League* on WTOP(AM) Washington, circa 1947-50). In a letter to the editor, a long-time friend, Ambassador Austad relates his experience the day he met King Olav V.

EDITOR: I have finally reached the end of the beginning of my long road. I knew it was for real when the 1937 Packard limousine, shined to a fare-thee-well, being driven by two liveried chauffeurs, pulled up at the embassy and the Norwegian chief of protocol stepped out adorned in his top hat and morning coat. In short order I was at his side, dressed identically. How I wish some of my old buddies could have seen me rolling down the avenue headed for the palace. Upon arrival the trumpets blared and the honor guard popped to. We then proceeded to the white marble stairway with red carpeting and were greeted at the top of the stairs by the lord chamberlain and another honor guard. I was ushered to

the inner court and introduced to His Majesty's aides, generals and admirals all. I was then escorted to the king's office. I couldn't have been more warmly received. He seemed to know more about me than I know about myself. We had a very friendly visit and concluded that I am probably the only full-blooded Norwegian ever to be called as an ambassador to the land of the midnight sun. I have no doubt that the king and I will get along well.

Our problems are many and challenging. I don't know of anyone who enjoys his job more than I do. The responsibility is rather awesome as I get deeper into the responsibilities.—Mark Evans Austad, ambassador to Norway, Oslo.

## Lindbergh coverage dispute

EDITOR: In his "Monday Memo" in the Jan. 25 issue of BROADCASTING, former Congressman Lionel Van Deerlin further perpetrates and perpetuates the myth of CBS's and Paul White's "scoop" on the Lindbergh kidnapping of 1932. In his 1947 book, *News on the Air*, White remarked: "That night NBC didn't carry the news at all. The story was considered 'too sensational.'" This self-serving statement has since been recounted in numerous other books without any apparent attempts at verification by purported media historians.

A check of the March 15, 1932, issue of BROADCASTING will clearly reveal that NBC did indeed carry the story that night

and may have broadcast it even slightly earlier than CBS which had to relay the information via "monitor wire" to Chicago before a dance band remote was interrupted at 12:14 a.m. for the bulletin. BROADCASTING noted: "At NBC the entire organization, news and program, was thrown into action on the story immediately after the first flash, carried shortly after midnight."

On any other news story we journalists normally demand verification, yet it is funny how gullible the media can be when the story involves our own industry. Please do not interpret this letter as demeaning Paul White in any way. I am a great admirer of his many accomplishments.—Pete Mobilia, news editor, WPOP(AM) Hartford, Conn.

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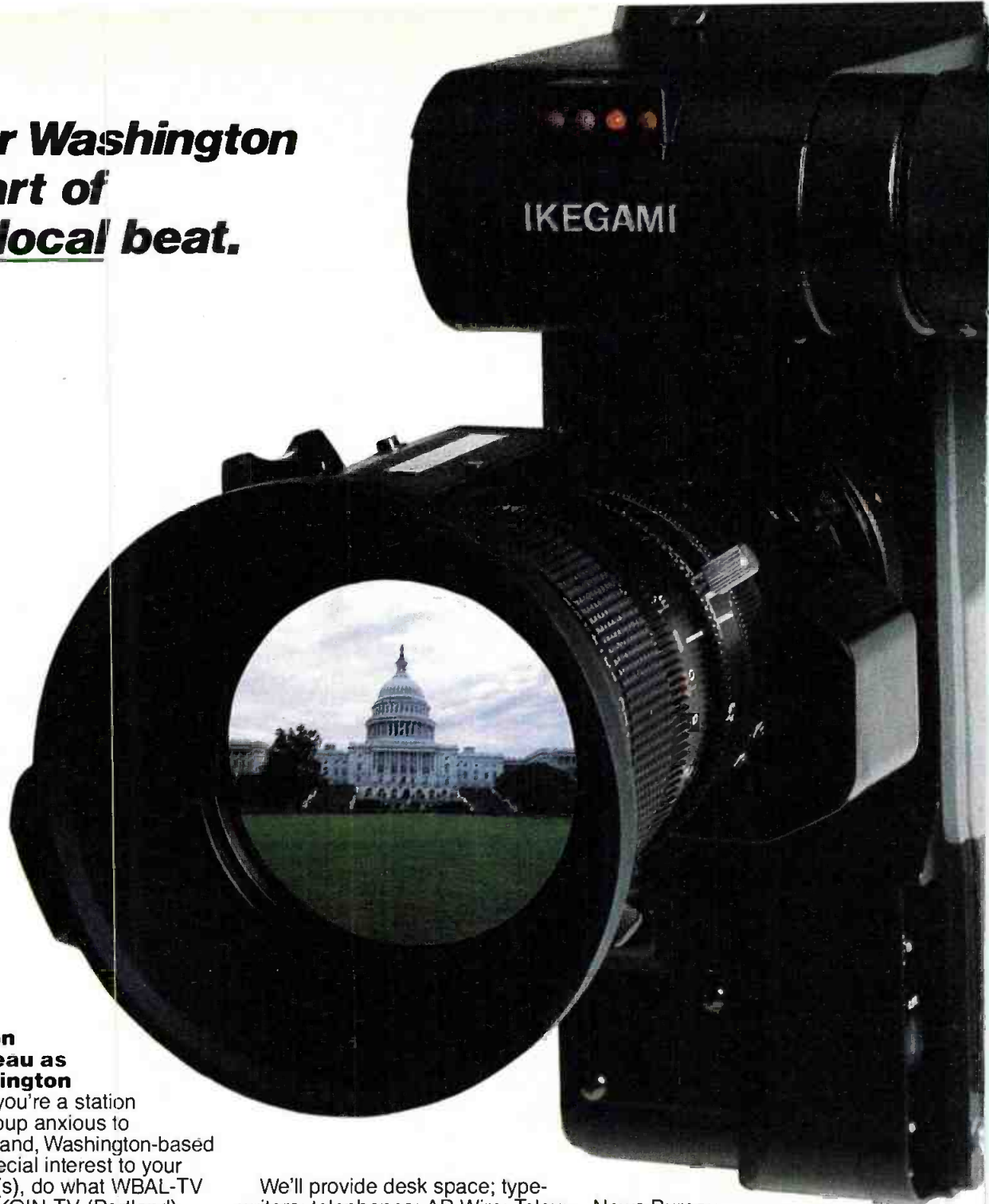
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TOP OF THE WEEK

## Opposition hardens stance against TV in Senate

**Long rallies foes of opening chamber to cameras, fears it will put too much emphasis on floor proceedings, speeches; Baker presses on in effort to pass S. Res. 20 this week**

Those brightening prospects of the Senate opening its chamber to broadcast coverage—a subject it starts debating in earnest today—seemed to dim somewhat last week, even though the Senate overwhelmingly approved a procedural motion to take up S. Res. 20, which would authorize such broadcast coverage.

(The Senate voted 92-3 to bring S. Res. 20 to the floor. The only dissenters were Senators Walter Huddleston [D-Ky.], William Proxmire [D-Wis.] and Jennings Randolph [D-W. Va.]

Some reports indicated that Senate Majority Leader Howard Baker Jr. (R-Tenn.), sponsor of the resolution, concluded last week that he didn't have the votes to pass the resolution, with opponents fretting about such matters as how they would explain to constituents their absences from the floor or facing the specter of special interest groups, such as the National Conservative Political Action Committee, using footage obtained from the Senate floor to campaign against them.

And aides to Senator Russell Long (D-La.), who has voiced vigorous opposition to the resolution, said he has been attracting strong support. An aide said Long was lining up "lots" of speakers, and was still considering a filibuster, as tools to oppose the resolution.

An aide to Baker, however—contending that the majority leader was committed to pushing the resolution through—said he did have the votes to pass the resolution. The aide acknowledged there was some question, however, about Baker's having the 60 votes needed to shut off the debate and bring the resolution to a vote.

Even if the resolution isn't thrown off track through a filibuster, there were indications that attempts would be made to amend it.

Senator Wendell Ford (D-Ky.) was said to be considering an amendment that

would permit only radio coverage, and Paul Tsongas (D-Mass.) was said to be considering one that would allow radio coverage, but would give the Senate authority to permit TV coverage on a case-by-case basis.

Senator Howell Heflin (D-Ala.), while offering testimony in favor of the resolution, has asked that the whole Senate—not just the Rules Committee—have a say in designing the rules. Also said to be under consideration: amendments that would give Democrats and Republicans independent authority to say when cameras should be shut off.

Proponents and opponents offered a



*Majority Leader Howard Baker.*

"It may not be convenient to televise the Senate, we may not like it, we may not like the remarks that come from some of our constituents about some of our speeches and positions . . . but we are what we are, and the business of the Senate is not to conceal what we are. The business of the Senate is to do the public's work in a public place, and television . . . is the next and best step we can take for that purpose."

sampling of the issues the debate should cover when they spent several hours last week addressing the procedural motion. The resolution's opponents did most of the talking, with proponents attempting to rebut their arguments.

Long, who spoke at the greatest length, said his opposition was grounded in the belief that the presence of television cameras would cause senators to waste too much time seeking the limelight and spend too little time concentrating on their work. As he sees it, more than 90% of a senator's work takes place off the Senate floor, in committee rooms, offices, and so forth. But knowing that they could appear before their constituents on the televised Senate floor, senators would be inclined to spend as much time as possible making speeches.

Although the House of Representatives has been offering broadcast coverage of its floor proceedings since early 1979—and Baker and Senator Charles Mathias (R-Md.) both cited figures intended to demonstrate that House proceedings had actually decreased in length since television was introduced—Long said the Senate and the House weren't comparable. That, he said, was because the House has rules limiting the time its members can debate while the Senate doesn't. Because senators would feel the need to speak out on the floor—perhaps only rehashing remarks already made—the Senate would be delayed from moving on to more important issues, he said. Then, with the Senate bogging down as its members orated on about every issue, that body, too, would feel the need to adopt rules for limiting debate similar to the House's, and the Senate would no longer be a bastion of "free debate," Long argued.

Long also said broadcast coverage would change the character of the debate. Senators, attempting to appeal to the "lowest common denominator," would speak as if to fourth-graders to address the "people back in the hustings."

Senator John Danforth (R-Mo.) said he also was concerned that passing the resolution would cause Senate debate to deteriorate. "It is not a matter of trying to hide anything at all," he said. "It is simply a matter of whether the Senate should be moving more in the direction of deliberation, consideration of the big questions, or more in the direction of trying to get ourselves on the evening news," he said.

Senator John Stennis (D-Miss.) also spoke out against the resolution, contending that, if it were adopted, "there will be small chance then to stop it or to change or to go back to our pattern of real discussion and the weighing of matters on the

merits," he said.

Stennis also voiced alarm at the provision in the resolution that would leave the decision for how to provide that coverage up to the Senate Rules Committee. "No single committee on a matter as far-reaching as this should be given control of the operation of matters on the floor," he said. "If we are going to have this thing, we shall have to have a modus operandi that will give both sides an equal say in some fashion as to how matters are going to operate," Stennis said.

Senator Larry Pressler (R-S.D.), speaking for the resolution, said he thought the opponents were advancing the same erroneous arguments that Congress had used to keep the public out of the Senate galleries during the Senate's earliest days.

"I think if we had TV and radio in here, we would not have to depend on the news media to filter out certain things," he said. "Judgments could be made by the American people who wish to watch."

Baker disputed whether passage of the resolution would draw out debate. He said the length of House sessions had decreased markedly since that body started televising its proceedings. And Baker discounted what he indicated was a central concern of the resolution's opponents—that they wouldn't come off well on TV. "It may not be convenient to televise the Senate, we may not like it, we may not like the remarks that come from some of our constituents about some of our speeches and positions . . . but we are what we are, and the business of the Senate is not to conceal what we are. The business of the Senate is to do the public's work in a public place, and television . . . is the next and best step that we can take for that purpose," he said.

Baker added that he thought the "extension of the public gallery to the entire nation by electronic means" would result in senators taking the Senate floor seriously again as a "great forum, and an opportunity to express views and to contribute their unique and special views to the consideration of an issue, and reduce the dependence on the committee position."

"I think the time has come for us to take the next best step toward once again restoring the quality of the Senate as a forum and not as a place for the occasional ratification of actions that take place outside this chamber," he said.

Meanwhile, House Speaker Thomas (Tip) O'Neill Jr. (D-Mass.) told reporters he thought the Senate would allow TV cameras into its chambers sooner or later, if only because House members had been getting more time than senators on evening newscasts.

The Radio-Television News Directors Association, reacting to early reports that the procedural motion wouldn't pass, pulled out the stops in a last-minute lobbying effort. It sent telegrams to all senators, urging them to support the resolution. It also alerted its regional directors, who asked association members to call their senators.

## Three making ready for fall

**Despite the prevailing economic winds, major networks haven't abandoned development efforts; CBS is looking for laughs, ABC is concentrating on 8 p.m. and NBC is looking for the next generation of TV's family shows**

When it comes to new program development for the 1982-83 prime-time season, the networks are proceeding with economic caution.

Given the prevailing "cost-consciousness," fewer pilots are being made and corners are being cut where possible.

But the networks aren't holding back on development funds in the areas they deem crucial. CBS, for example, is making a strong push on comedy. Of its 23 pilots, 16 are comedies as opposed to six dramas and one variety/comedy.

CBS comedy considerations aren't just to replace those shows that didn't fare well this year but also to safeguard the schedule further down the line. CBS Entertainment President B. Donald Grant explained that while the network's "Sunday night comedies are doing well . . . at some point they may not have the power."

At ABC Entertainment, according to Lewis Erlicht, senior vice president, prime time, the development push predominantly is toward the 8-9 p.m. slots. That too means considerable comedy development overall for the schedule, but ABC also has numerous dramas as well.

At NBC, the network with the most problems ratingwise, there are about 20 or so pilots and "presentations," about equally split between comedy and drama. NBC Chairman Grant Tinker earlier said that the network will be spending as much as it did last year on the development of programs.

Cost-consciousness, however, means that the money is being spent differently. According to Jeff Sagansky, NBC Entertainment vice president, series development, there has been a shift there to more presentation tapes that demonstrate the concept and interplay among characters, rather than the more expensive scenes producers can come up with later if the series is picked up. As for the schedule itself, Sagansky said Friday and Saturday are key

nights when NBC particularly is pushing for improvement.

ABC's Erlicht mentioned that considerations regarding piloting there have included less on-location shooting and more care in keeping casting below a certain dollar level.

CBS's Grant, however, claimed that it is strictly business needs that have been determining how his network has been proceeding with development, and cost-cutting isn't involved. CBS, for example, may only have about half the pilots this year than it had four years ago, but Grant said that is a function of a more successful schedule in place.

Currently, both ABC and CBS say they hope to have their 1982-83 schedule announced by May 1. NBC is shooting for mid-April.

The piloting will give network executives plenty of chances to look for the next new TV star. But depending on what shows are picked up, viewers may be seeing a lot more familiar faces as well.

At ABC, for example, various pilots are being submitted for both Farrah Fawcett (formerly of *Charlie's Angels*) and Lindsay Wagner (*Bionic Woman*). William Shatner (*Star Trek*) could re-emerge as *Sergeant Hooker* in an hour police drama from Aaron Spelling that will have a short-run test this spring.

Well-known names on the CBS list of possibilities include Suzanne Somers (*Three's Company*) in a TAT/Embassy project; Bob Newhart (*The Bob Newhart Show*) from MTM; Ralph Waite (*The Waltons*) in *The Mississippi* from Warner Bros., and Gil Gerard (*Buck Rogers*) in *Private Eye*, also from Warner.

NBC, based on the track record of Robert Urich (*Vegas*), executive producer Len Goldberg and writer Tom Mankiewicz, already has given MGM a 13-hour order for a new *Gavilan* adventure series. Andy Griffith, the rural sheriff from Mayberry in the 1960's, could be back as one of *The Doctors Brandon* from Paramount in 1982. And starting off with a made-for-TV movie, *The Prosecutor*, Valerie Harper (*Rhoda*) could find herself as a weekly assistant district attorney.

Among concepts, family relationships may be more in vogue than ever. At NBC



ABC's Erlicht



CBS's Grant



NBC's Sagansky



Entertainment specifically, Sagansky said one goal is to uncover "what is the next generation of family shows." NBC, for example, has ordered six hours of *Second Family Tree* from Comworld. That show involves divorce. So does ABC's possible *Stepping* from 20th Century-Fox. Another family twist under consideration at NBC is Warner's *Dad*, with four generations of men living under the same roof. CBS has both family and police possibilities with a *Family in Blue* drama pilot.

Not in development at NBC, however, are any more shows like *Dallas* that have carried the family form far enough to be characterized as prime-time soap operas. Grant said the schedule already has been saturated enough with those shows.

Similarly, NBC has a long-coming hit with *Hill Street Blues* but Sagansky isn't going after more police shows. He believes there will be public "resistance" to more of that genre.

That view, however, apparently isn't shared by NBC's competitors, which are judging various police concepts. In addi-

tion to CBS's *Family in Blue* and ABC's *Sergeant Hooker* (dealing with a police academy), ABC also is looking at Paramount's *The Renegades* (about street kids who join the police force).

While the word may have come down from executive suites to keep network budgets down, that doesn't mean high adventure and special effects have gone out of development style.

Just looking at ABC's adventure pilots, the list includes such titles as Universal's *Tales of the Brass Monkey*, which takes place on an island set in the late 1930's; Steve Cannell Productions' *The Quest*, about world travelers, and *Hitchhikers Guide to the Universe*, a series from D.L. Taffner which is said to be an adult show with child appeal.

All told, other possible series for 1982-83 from the networks range from NBC's *St. Elsewhere*, an MTM drama about doctors that has been in development for about a year, to ABC's possible new *Odd Couple* from Paramount with a black cast.

soar as a result of the divestiture, and will cut off rural and low income users from continuing service. The National Association of Regulatory Utility Commissioners urged that Congress act quickly to require that local companies be divested with all their assets intact so they can sell those considered competitive under the settlement to AT&T. This would prevent AT&T from compensating local companies for those assets, they said. Regulators also urged that local companies be permitted to own and market the Yellow Pages.

While debate over the settlement's impact continued, Representative Mottl introduced a bill to require local and long distance carriers to mail with their monthly bills enclosures inviting the public to support a not-for-profit Consumer Board. The board would be supported solely by public contributions and would represent consumers in court and ratemaking proceedings.

Mottl said the "piggybacking" procedure would allow the corporation to keep its mailing costs to a minimum and was "a small request to make when compared to the impressive arsenal of successful enterprises AT&T has developed at ratepayers' expense."

The consent agreement would permit AT&T to "run off with the cookie jar and leave behind the crumbs for the local operating companies," said Mottl, who contended that FCC commissioners, "have been little more than marionettes dancing to strings deftly maneuvered by Bell."

Joining Mottl at a press conference announcing the legislation were consumer activist Ralph Nader and Samuel Simon, executive director, National Citizens Committee for Broadcasting. Simon announced that NCCB would ask the court overseeing the settlement to appoint a "consumer expert" to assess what consequences the divestiture plan would have on consumers.

Also criticizing the settlement last week, but from an entirely different perspective, was Senator Harrison Schmitt (R-N.M.), one of the most active members of the Senate Communications Subcommittee. At a hearing on the settlement and in an address before the Armed Forces Communications and Electronics Association on Thursday, Schmitt repeated charges he made the week before that the Justice Department ignored Congress and the FCC in seeking to settle its antitrust case through divestiture. Senate-passed common carrier legislation (S. 898) would have allowed for restructuring of the telecommunications industry without precipitous increases in local telephone rates or danger to national security, said Schmitt, and Justice should have considered the intent of the Senate when it sought a settlement.

Although S. 898 "continues to be viable" in the new environment created by the settlement, pending House legislation (H.R. 5158) "reflects a completely different theory for protecting the public interest, one that will lead to increased

## AT&T settlement: the debate goes on

**Baxter defends agreement in appearance at Senate Commerce Committee; Mottl submits bill to protect consumer's interest; public utility commissioners predict soaring local phone rates**

The Justice Department and a panel of local public utility commissioners offered sharply opposing views before Congress last week on the question of whether local telephone rates will skyrocket after AT&T divests its local operating companies in accordance with its antitrust settlement. Meanwhile, criticism of its deal with the Justice Department continued last week, and Representative Ronald Mottl (D-Ohio) introduced legislation to create a national consumer group to represent the public in court and ratemaking proceedings.

Assistant Attorney General for Antitrust William Baxter told the Senate Commerce Committee last Thursday (Feb. 4) that the subsidy of local rates by long distance revenues probably no longer exists. The FCC's cost allocation process allows a "generous flow of funds" from AT&T to the local companies, said Baxter, "but it is not clear that that flow is any more than the flow of funds in the opposite direction."

Contract fees Bell operating companies pay AT&T for research and central corporate management are too large, said Baxter, who called the fees, "a path through which AT&T has siphoned revenues that ought to have stayed with local companies." Local companies also have been under "very considerable pressure to purchase equipment from AT&T," he said, "and it's my view they've been paying unnecessarily high prices."

Critics of the AT&T settlement have

argued that local rates will double or triple because the long distance subsidy will end. Baxter said local regulators can compensate for any loss of revenues by setting "as high as they want to" access charges, to be paid by long distance carriers to local companies.

Baxter said charges that divested local companies will not be financially viable are "amusing to anyone who understands the cost relationships involved." Local telephone companies have a "natural monopoly of enormous market power," he said, and the demand for their services "lies loftily above the cost" of providing them.

In addition to monopoly telephone revenues and income from access charges, local companies also will "have exclusive possession" of the most valuable ingredient of the Yellow Pages, a machine-readable, up-to-date listing of local businesses, said Baxter, and this listing can be "auctioned off to the highest bidder."

The "real fight" over the future assets for local companies is over customer premise equipment, especially that already in the home, said Baxter. The settlement bars local companies from owning existing or providing new equipment, because equipment manufacture is a "potentially competitive market," he said, and the settlement sought to separate competitive from monopoly activities. Local regulators want the value of equipment to stay in the local rate base, "because they expect it to generate a revenue stream higher than its costs," he said, "but this could be true only if they kept it in a monopoly regulated activity."

Public utility commissioners testifying before the House Telecommunications Subcommittee on Tuesday, however, unanimously predicted that local rates will

regulation, marketplace allocation and a significant advantage to foreign competition," said Schmitt. "We don't need to change existing law if all we are going to get is more regulation, loss of markets, deteriorating service and no clear guarantee that basic telephone service will be available to all the American people at reasonable rates."

## HDTV, digital star at Opryland

**SMPTTE TV conference sets up groups to study HDTV, hears report on work toward digital standards; equipment shown includes multitrack audio, dual video, cameras, switchers**

Some 400 television engineers gathered last week at the Opryland hotel in Nashville for the annual TV conference of the Society of Motion Picture and Television Engineering to learn about the latest developments in digital television and to get a handle on high-definition television, an amorphous technology that promises vast improvements in existing television pictures and sound.

Reflecting the industry's intense interest in HDTV—much of it generated by CBS's proposal to dedicate the entire spectrum of the incipient direct broadcast satellite service to it, and its unveiling of HDTV production two weeks ago (BROADCASTING, Feb. 1)—more than 80 engineers showed up in Nashville a day early to partake in the deliberations of the SMPTE study group on HDTV.

To better address the many questions surrounding HDTV, the study group, which is headed by Donald Fink, spun off subgroups to explore transmission and distribution, production and hardware specifications. One subgroup on psy-

chophysics may have the hardest job of all. In terms of HDTV, it must decide "how high is high" or, in other words, how many lines of vertical and horizontal resolution are needed, and what kind of "artifacts" can be tolerated and perhaps how wide the picture should be in relation to its height.

While SMPTE's interest in HDTV could one day lead to efforts to standardize some of the elements of a future HDTV system, that day is still some time off. Roland Zavada, SMPTE's vice president of engineering, stressed that the function of the study group is strictly investigative.

The working group on digital video standards saw its component video standard tentatively adopted last fall as the world standard by the International Radio Consultative Committee of the International Telecommunication Union. "We are confident," said the working group's chairman, Ken Davies, at the Friday morning session, "that it can be found completely acceptable in a final recommendation later this year."

Despite its success, or, perhaps, because of it, the group's work is far from completed. Davies said that his group is working hard on "practical specifications" for adapting the component video signal for the studio and promised an initial recommendation in 18 months.

One key problem is finding a suitable means for piping the component digital video signal, a data stream of 300 megabits per second (Mbs) around the studio.

"Our recent investigations indicate that while cable and fiber media can be successful and economical up to about 30 Mbs, the technology for an inexpensive, short-distance system of 300 Mbs is still considerably beyond us, perhaps six to eight years," Davies said. Instead of a "serialized" stream of data, however, the group is considering a proposal for transmitting the signal about the studio as eight discreet multiplex channels. "It can be implemented in the electronic media and, in relatively simple fiber optics forms,

with good future compatibility with an alternate all-serial scheme," Davies said.

The achievement of a world digital standard, according to Davies, underscores the need for a digital audio standard. Although standardization of audio is more complex because it is used for radio and sound recording as well as for television, Davies said the SMPTE and Audio Engineering Society have been able to come to some tentative conclusions. "The proposal that may well be found acceptable," he said, "is for sampling at a 48 khz rate in all . . . studio applications, but retaining the option to use a 44.1 khz rate "for consumer disk and tape production."

Audio was a major topic of the conference. The Friday afternoon session was dedicated to papers on audio, digital and analog. Thomas Keller, senior vice president, science and technology, National Association of Broadcasters, released results of a field test on the proposed multi-channel sound systems conducted by the Electronic Industries Association.

In keeping with tradition, most of the 25 exhibitors showed products that reflected the conference's theme. Ampex for instance, demonstrated a multi-trak audio production system for television. Ampex linked one of its videotape recorders with a 16-track and a 4-track audio recorder through a Harrison console and an Eeco synchronizer employing SMPTE time codes. As Ampex's Edwin Engberg explained it, the 16 tracks of audio are manipulated and reduced by the console to a 4-track audio master. The master is then "laid back" onto the videotape (as a mono channel for broadcasting or two channel stereo for nonbroadcast applications). Ampex also showed its improved version of ADO (formerly Merlyn), a sophisticated special effects machine. The obvious change was the addition of a CRT to give the operator more control over the effects. The inconspicuous, but perhaps more significant, change was the switch to a luminance sampling frequency of 13.5 mhz to conform to the world digital standard.

NEC America used the conference for its first public demonstration of its DV-10 Dual Video System, capable of sending two full video signals across one satellite, microwave or coaxial channel. According to NEC's Richard Dienhart, the system is conceptually simple. In the multiplexer, the two video signals are compressed horizontally so that each takes up just half of a TV screen. At the receiver end, the de-multiplexer simply separates the two images and expands them to their original dimensions. DVS eliminates "the instability and low resolution inherent in field interlace systems," said Dienhart.

The EC-35, the CBS-inspired and Ikegami-made electronic cinematography camera, turned up in two booths, those of Cinema Products and Camera Mart, the former distributing the camera in the West; the latter in the East. The EC-35 is designed to be a video camera with all the creative flexibility that is inherent in a 35 mm film camera. In addition to selling the camera, Cinema Products is also offering

**LPTV action.** Offering more evidence that it is moving forward in its low-power proceeding, the FCC last week granted seven LPTV applications.

Kutv Inc., licensee of KUTV-TV Salt Lake City; KARD-TV Wichita, Kan., and KTVJ-TV Joplin, Mo., was granted six LPTV's: ch. 64, Delta, Utah; ch. 43, Myton, Utah; ch. 45, Grand Valley, Colo.; ch. 57, Rifle, Colo.; ch. 65, Glenwood Springs, Colo., and ch. 36, New Castle, Colo.

Bill Watson, an attorney for kutv, said the company hadn't expected its applications to be granted so soon and wasn't sure what it would do with the stations.

The seventh grant went to Sky Window TV Inc. for ch. 7 in Douglas, Wyo.

Lee Smathers, Skywave vice president, said the corporation, which was formed exclusively to apply for low-power stations, planned to offer a subscription service during the evenings and to originate local programming for the days.

The seven applications were processed under an exemption from the freeze the FCC imposed on the processing and acceptance of new applications in April 1981. That exemption applied to applications proposing service in areas that now receive fewer than two full-service stations. (The FCC also exempted applications for a change of frequency from channels 70-83 to a channel below channel 70 and applications to change channels to resolve interference with a full-service station.)

The FCC also will issue a cutoff list this week including 311 LPTV applications that have qualified for processing under the exemptions.

Clay Pendarvis, chief of the FCC Broadcast Bureau's auxiliary services branch, said the commission planned to grant additional applications in coming weeks.

The FCC has set March 19 as the deadline for filing competing applications and petitions.

some accessories that should make it more attractive: matte boxes, a zoom motor control, a follow-focus mechanism, shoulder pod and Steadicam.

Grass Valley Group showed off its new computer software which permits it production switchers "to interface with editing systems." At the conference, a CMX editor was used to control the videotape recorders and to call up functions from the switchers and special effects generators. To further facilitate post-production, according to GVG's Daniel Antonellis, the system produces a printed list of every edit and effect used in a program for future reference.

## Must-carry provisions remain in House bill

**Markup of copyright legislation rescheduled for Feb. 23; still no action on Senate side**

Markup of cable copyright legislation by the House Judiciary Committee will tentatively take place on Tuesday, Feb. 23, instead of tomorrow (Feb. 9). Minor amendments to controversial must-carry provisions have been all but completed, according to a committee staffer, but the amendments will not eliminate what many broadcasters have found unacceptable—a requirement that stations receive a minimum share of their market's viewership to guarantee carriage by local cable systems.

This week's markup was canceled for reasons unrelated to the copyright bill, said Bruce Lehman, staff director of the Subcommittee on Courts, Civil Liberties and the Administration of Justice, which oversees copyright law. Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) is ready to proceed with his bill (H.R. 3560), said Lehman, but problems with legislation in another subcommittee caused Judiciary Committee Chairman Peter Rodino (D-N.J.) to reschedule the meeting.

An amendment to the bill will close what network representatives perceive as a potential loophole in present FCC must-carry rules. Cable systems in time zones different from those in which distant signals they import are originated would be prevented, under the bill, from airing network programs hours before local affiliates air them. Cable systems located in mountain time zones would be exempt from strict application of this law, because network programming is generally received in that time zone in a variety of schedules, patched together by affiliates trying to overcome technical problems with reception.

Another amendment would eliminate language that would have prohibited the

**Splitting up the action.** In three separate deals last week, CBS kept up the momentum of the industrywide trend in joint venturing ("Closed Circuit," Jan. 25). In a unique "understanding" with Metromedia, CBS Cable will join with that group broadcaster to develop cultural programs for carriage first on cable and then on broadcast television. CBS Publications will bring the corporation into its second cable venture—a new series over advertiser-supported USA Network called *Woman's Day USA*. That will unite the CBS-owned magazine *Woman's Day* with General Foods in a package put together by the Young & Rubicam advertising agency. (USA Network, of course, is itself a joint venture of Time Inc., Paramount and MCA.) And 20th Century-Fox reportedly will buy into one of CBS's West Coast production facilities, Studio Center.

In the Metromedia-CBS Cable arrangement, announced Friday by CBS Cable President Richard Cox and George Duncan, vice president, operations of Metromedia, the focus will be "the development of quality programing which otherwise would not be affordable to them individually" CBS Cable will get cablecast rights and Metromedia "takes on the properties for over-the-air broadcast." The partners said the first shared work will be "A Gala Night at the Kirov," which was produced last year at that Leningrad ballet center. The production arrangement is open-ended, with no set number of projects or cost figures.

The USA Network series is to be a "weekly menu planner and shopping guide" plus a mix of other features from *Woman's Day*. A separate part of the package, to be called *Woman's Day: Today's Meal*, will consist of two-minute "newsbreaks" running several times a day, each demonstrating the preparation of meals suggested in the menu planner segments. The series will be written and produced by Y&R, and will be a first participation for CBS Publications in cable and General Food's first "significant program development venture in cable television." USA Network is calling it a "marriage of advertising, publishing, package goods and communications."

CBS would only say that "no deal" had been reached with Fox. The company is "conducting negotiations" on various matters with various companies, but had "no announcement" to make regarding what it and Fox might or might not be doing.

**Bohi on PTAR warpath.** Eugene H. Bohi, president and general manager of WGHP-TV High Point, N.C., and a member of the National Association of Broadcasters television board, isn't taking calmly that body's decision—at the annual joint board meeting in Hawaii last month (BROADCASTING, Jan. 25)—not to get involved in the dispute over repeal or amendment of the prime time access rule. In a letter to the board last week, Bohi challenged members "to perform a simple exercise. Take the net revenue for 1981 earned by the access time period and then subtract your cost of programing. Next, total the net revenue you would have received if you had been paid network compensation at your network hourly rate for the time period. Subtract the net comp from your earned 1981 time period income and you can readily see what you have to lose should the networks recapture the time period either with news or entertainment programing." Bohi went on to criticize the NAB for avoiding the issue as an inappropriate association activity. His response: "What is the 'area of activity' of the NAB? Were the wishes of the membership properly represented on the PTAR issue? By failing to take a stand on a controversial issue of great concern to hundreds of television stations, is the NAB truly a viable force working for the member stations following the stated objective in the bylaws or is it a 'paper tiger' not willing to take a stand on sensitive and controversial issues?" NAB officials had no direct response to the Bohi letter, other than to repeat their intention not to become involved in "internecine warfare."

FCC from considering must-carry requirements for future "audio or video services," for example teletext or direct-to-home broadcast signals. Broadcasters feared that the previous language would have prohibited the FCC from ever modifying the rules.

The most controversial provisions—those requiring that stations receive at least 1% of viewing in local noncable homes and 2% of viewing in all TV homes to be protected under must-carry law—remain in the bill, "because the National Association of Broadcasters agreed to those provisions," according to Lehman. The provisions would also permit cable systems to substitute for duplicated network affiliates' signals those of local public stations, at least two of which must be carried under Kastenmeier's bill. "If we change anything," said Lehman, "it will

be to provide for more public station carriage."

Kastenmeier is "a proponent of must-carry rules," said Lehman, and "he hopes to go to the Energy and Commerce Committee with a finalized bill that represents an agreement by all parties and should be agreed to quickly." The Energy and Commerce Committee will review the bill because its must-carry provisions amend the Communications Act.

As copyright action proceeds in the House, it continues to go untouched in the Senate. A spokesman for the Senate Judiciary Committee said Friday that none of the parties—the NAB, the National Cable Television Association and the Motion Picture Association of America—has approached the committee to ask for action. "They're waiting to see if they like what comes out of the House," he said.



## DILEMMA FOR THE FOWLER FCC

## Yesterday's marketplace, or tomorrow's?

**There are five men, two women and as many votes on the new FCC, under a chairman who hears but one drummer; unregulation is still the order of the day, but some questioning voices are beginning to be heard; what won't survive: the status quo**

The FCC as it looks ahead to the issues of 1982 resembles nothing so much as Janus, the Roman god of doorways with one head and two faces, each looking in an opposite direction. On the one hand, Chairman Mark S. Fowler, after eight months in office, is making it clear that he, like the President who appointed him, thinks it good public policy to peel off the layers of regulations imposed over the past 50 years—in effect, to retreat to square one. On the other hand, the technological revolution in telecommunications continues with increasing fury, imposing on the commission the responsibility for determining how the new services being made available are to be incorporated into the country's telecommunications scheme. All this during a time of sharp budget cuts. It would not be surprising if the commissioners sometimes reflected on what the Chinese regarded as a curse: "May you live in interesting times?"

How to proceed? Fowler, at least, has a polestar to follow: the marketplace. He believes the marketplace provides for more efficient regulation than any rules government is wise enough to devise. And as he charts the commission's course toward the condition of marketplace regulation, he quotes with approval the command of Murray Weidenbaum, chairman of the President's Council of Economic Advisers: "Don't just stand there! Undo something." (Fowler's own battle cry, of course, is "unregulation.")

Fowler is careful to note that he is aware of the public interest standard in the Communications Act. "We have to weigh the costs against the benefits of deregulation," he says. Still, for the other members of the commission, the way ahead seems more

complicated—although only one mocks the marketplace theory as it is being pursued at the commission.

Commissioner Joseph Fogarty, the last liberal Democrat serving on the commission, says, "We still license the spectrum. If we want to follow Fowler's views, let's call in the 9,000 licenses and raffle them off, and let the marketplace—which I've never been able to find—control the destiny of America, so far as broadcasting is concerned." Fogarty is also frequently at odds with the chairman on common carrier issues.

Other commissioners generally speak the same marketplace-is-best line as Fowler. But they follow their own drummers, too; all will acknowledge that there are times when, perhaps, government does, or should, know best.

For instance, Commissioner Anne P. Jones, who appears to be in the minority on the issue, makes clear the skepticism with which she views the proposal to authorize direct broadcast satellite service,

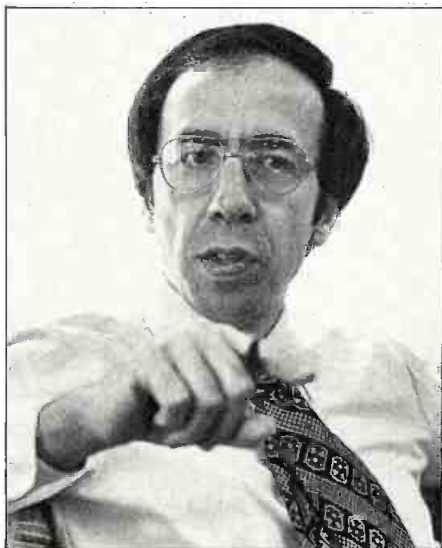
even on an interim basis. She is concerned about the kind of services that would be denied spectrum space if, say, the Communications Satellite Corp.'s \$500-million proposal to provide pay television service by broadcast satellite is approved: "People won't vote for health and safety services," she says. "They want entertainment. Government has to make that decision... There's still a need for regulation."

And Commissioner Mimi Weyforth Dawson adds a word of caution: "We shouldn't be so result-oriented we rush into something."

But, the Fowler FCC, as it looks back to rules adopted by the commission in a more activist day (with a view to repealing or weakening them), and forward to policies for opening the door to telecommunications services that technology is making available, is testing the continued viability of the Communications Act's public interest standard as one involving deliberate choices of a government bureaucracy.

And it's making some people nervous, including people who hailed Reagan's appointment of Fowler—the communications lawyer who once had served in broadcasting—with cheers and great expectations. It's not that broadcasters are disenchanting. National Association of Broadcasters officials say broadcasters are "exhilarated," as one of them put it, to have as chairman someone who understands their business and has gone on record as forcibly as Fowler has with promises not to second guess or attempt to intimidate them. Still, there is an uneasiness.

Kenneth Schanzer, before he left his post with the NAB as vice president for government relations, talked of the possible loss of "localism" as a bulwark of communications policy resulting from the course the commission is following. "Congress and the FCC ought to be more sensitive to the potential loss of local service and less sensitive to the demands of a marketplace, where economies of scale



**Mark Fowler**

His solution of choice for virtually any question: Let the marketplace do it.

may overwhelm local entities," Schanzër said. "There are people who are concerned that a system that has gotten to this point [one based on local service] could be undermined by another system"—a reference to the likely emergence of DBS.

The NAB's executive committee is on record as opposing the FCC's recommendation to Congress to repeal that provision of the Communications Act [Section 307(b)] that calls for an equitable distribution of broadcast services among the states and cities of the country.

It's not merely the localism issue that worries the NAB as it watches the commission begin to put in place the kind of marketplace regulation some broadcasters pined for in the days when FCC commissioners believed they had done a good day's work only if they had adopted one or two tough rules. Erwin Krasnow, the NAB's senior vice president and general counsel, notes that the association is concerned about "the technical integrity of broadcasting."

"If you say the marketplace should be the standard," he says, "then you lose sight of basic matters, such as engineering standards for teletext and AM stereo." The commission has proposed to leave the establishment of standards for teletext to the working of the marketplace. And it is expected to adopt such a marketplace rule when, after more than four years of study and debate, it comes to grips with a final order on AM stereo later this month ("Closed Circuit," Feb. 1). One argument commission officials make in favor of the marketplace in those matters is that selection of a single standard could delay introduction of the service for years as backers of unselected systems fought the commission's choice in court. Nevertheless, Krasnow says, the NAB believes the commission "is responsible for setting and maintaining technical standards."

If the NAB is uneasy, citizen groups are angry and worried. The National Citizens Committee for Broadcasting's Sam Simon sees Fowler conducting an "anti-First Amendment, anticonsumer program" as he works for the deregulation of broadcasters. And Pluria Marshall, chairman of the National Black Media Coalition, says, "There is nothing that Fowler's doing that minorities ought to feel comfortable about." He regards Fowler (who stresses efforts to raise the capital minorities need to buy into the broadcasting business) as insensitive to the needs of minorities and women; indeed, he feels Fowler is attempting to scuttle the FCC's EEO program. Marshall says, "Regulation gave us a little bit of a handle. Without it, we're just out of it."

Whatever the reactions of those monitoring the commission's activities, observers remain impressed with the swift and decisive manner with which Fowler moved to place his stamp on the commission. After three days in office, he won commission approval of his management by objectives plan, which lays out in broad outline the commission's five principal



James Quello

Generally considered a safe vote for broadcasters, he may go for DBS.

goals—creation of an unregulated marketplace for the development of telecommunications to the maximum extent possible, elimination of unnecessary regulations and policies, providing services to the public in the most expeditious manner possible, promoting the coordination and planning of international communications to assure the vital interests of the American public, and elimination of government action that infringes the freedom of speech or of the press. And he has put in key staff positions people of his choice generally regarded as first rate.

What's more, Fowler lost no time in translating his ideology into specific actions and proposals. Among other things, the commission's recommendations to Congress for legislative action include repeal of the equal-time law and the fairness doctrine, as well as the requirement that broadcasters afford candidates for federal office reasonable access to their facilities. The likelihood that Congress will accept those recommendations may be slight, but the commission's boldness in making them was eye-catching; and the recommendations were cheered by broadcasters.

Regardless of Fowler's success in persuading Congress to repeal those political broadcasting measures, the commission is moving ahead—perhaps backward is the word—in its deregulatory campaign. Not only has the commission reduced substantially the paperwork required of its licensees, it is headed toward deregulation of television—at least to the extent the Ferris commission deregulated radio: guidelines on nonentertainment programming and commercial time would be dropped, as would log-keeping and formal ascertainment requirements.

"I believe that we are coming to the end of regulated broadcasting under the so-called trusteeship model," Fowler said in his speech to the Association of Independent Television Stations convention in Washington two weeks ago (BROADCASTING, Jan. 25). "Instead, we have to move

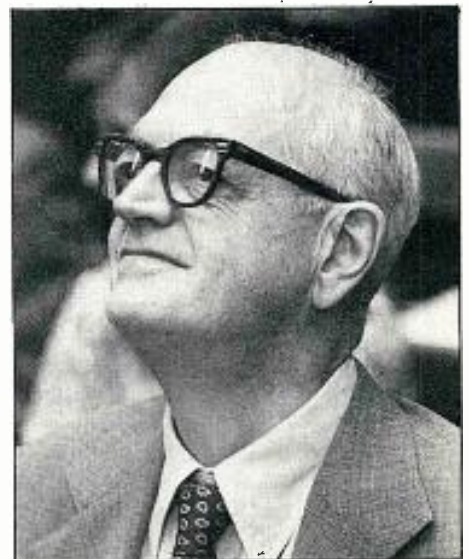
to a marketplace approach."

For Fowler, at least, that appears to mean lifting the ban on the ownership of co-located cable television systems by broadcasters and cable ownership anywhere by networks. (Broadcasters, he feels, are peculiarly equipped to program cable systems.) He has left no doubt that it means, as well, abandoning or at least modifying the rule barring any party from owning more than seven AM, seven FM and seven TV stations. His conviction that government should not interfere in programming matters leads to the conclusion that the commission should repeal its prime-time access rule. And he no longer sees any need for the rule the commission adopted to prohibit entities from entering broadcast ownership for the purpose of buying and selling stations rather than serving the public interest—the rule that bans sales of properties held less than three years. Restrictions on pay television operations are in the process of being repealed.

None of that is to suggest that those and other deregulatory proposals now being formulated are certain to be adopted. One or more commissioners have questions about more than several. Even Jones, long an ardent backer of deregulation, has expressed some uneasiness that the commission may move too swiftly. "I hope the commission will be sensible about deregulation," she says. "I'm a little concerned that there may be a headlong rush."

But Fowler's position on his role as regulator is clear. "Lacking current information on the people's needs, wants and choices, and free from the risks and rewards of the market," Fowler said in a speech to the International Radio and Television Society in New York last fall (BROADCASTING, Sept. 28, 1981), "I approach my task as a regulator with a presumption against intervention."

To Fowler's critics, such talk simply



Abbott Washburn

An old-line conservative but no sure vote in any chairman's pocket.

masks a desire to favor the broadcast establishment. Where, they ask, are the proposals to increase competition? Deregulation, they note, presupposes competition and diversity of voices; yet one of the commission's first major actions after Fowler succeeded Charles Ferris as chairman was its reversal of its position favoring reduction in AM channel spacing from 10 khz to 9—a reduction that was designed to increase by several hundred the number of AM stations that the spectrum could accommodate.

Fowler says he is "comfortable" with that decision. He feels the costs—in terms of expenditures by existing stations and in terms of the interference-caused service losses to listeners—would have been great, while the benefits were "illusory." "Very few of the stations would have been located in major markets," he says.

As for competition, he says his policy regarding technologies is one of "neutrality"; it is not to favor one over another, or to protect any group. And observers note that more than enough competition for some tastes may in fact be on the way. The commission, after all, is expected within months to authorize a DBS system. Proposed rules whose adoption would in time unleash thousands of low-power television stations will be on the commission's agenda in a matter of weeks. The commission is considering a rulemaking to reduce from 4 degrees to 2 degrees the spacing required between fixed satellites (and thus increase the number of satellites that could be orbited). Efforts are being made to extend the broadcast hours of daytime broadcasters. And "TV stereo—we're looking at that," Fowler says.

What's more, Fowler regards the possible repeal or modification of the seven-seven rule as more than a break for broadcasters with loose cash to invest in additional stations. He sees it as a step toward the generation of programming that

would compete with that offered by the networks and the availability of which would make more acceptable to affiliates the prospect of repeal of PTAR. (According to discussions on the subject at the commission, easing of the multiple ownership rule would not apply to the networks to the same degree as it would to other licensees.)

Nor is that all. The FCC proposal initiated during the Ferris regime to drop in VHF allocations at short spacing under an "equivalent protection" scheme is still alive, and is expected to reach the commission's agenda later this year. The commission received a sharp nudge on the issue in a letter from Senator Ernest F. Hollings, (D-S.C.), ranking minority member on the Senate Communications Subcommittee, in December. He urged the commission to act on three issues then pending—cellular radio, low-power television and the VHF drop-ins. "Without ease of entry, competition in communications will neither occur nor flourish," he wrote. "Deregulation alone will simply not produce a workable competitive marketplace."

The only members who voted for the rulemaking who are still on the commission are Fogarty and Jones. As for Fowler, he has not discussed the proposal publicly. But in a meeting last month with members of the NAB's UHF committee, which had sought the audience as part of its effort to advance the cause of UHF comparability with VHF, Fowler is said to have introduced the subject of VHF drop-ins—and in a manner some industry sources have taken to mean indicates he is receptive to the idea.

If Fowler did support the drop-in proposal—which had been opposed overwhelmingly by those filing comments with the commission—he would confound those critics who tend to view him as a tool of the broadcast establishment. It would also wipe away the argument that his position on the 9 khz channel spacing issue is proof of a lack of interest in promoting competition in the telecommunications industry.

Indeed, one commissioner described his vote on that issue as "an aberration." Another said that, "apart from style, Fowler is no different from Ferris in his concern for the promotion of competition." And that concern may be demonstrated with increasing forcefulness once the Broadcast Bureau is—as Fowler is proposing—transformed into one dealing with all electronic media: cable television, teletext and multipoint distribution service along with radio and television. As one commissioner suggested, the question of, say, whether and what kind of limits should be placed on broadcast station ownership could well look different if considered in the context of a video as opposed to a broadcast-only market.



Anné Jones

Known above all for independence, she still sees a need for regulation.

quiet but effective leadership. Some of his colleagues describe him as a persuasive lobbyist. And since he controls the agenda, he can usually be certain that items do not surface until he is confident the result will be satisfactory to him.

Thus, the package of proposals that would weaken the commission's equal employment opportunity program was pulled from the agenda last month, when it probably could not have been approved without a bruising battle—if at all. Fowler and Commissioner Henry Rivera, who is the commission's lead member on EEO matters and who strongly opposed the proposals (BROADCASTING, Jan. 4), were reported to be attempting to narrow their differences. But last week commission officials acknowledged that the matter will remain on the deferred list for months—perhaps until the fall. (The Office of Management and Budget has been asked for a six-month extension of a March 31 deadline for responding to its recommendation that the commission drop its requirement that broadcasters file affirmative action reports with their license renewal applications. A proposal to adopt the recommendation is the centerpiece of the package to be considered.) And by the fall, Commissioner Abbott Washburn, who favors retaining the commission's EEO program in its present form, is expected to have left the commission. His term expires on June 30.

Fowler does not always prevail. In December, he picked up only one other vote—Jones's—on the cellular radio issue. Four other commissioners followed Fogarty's lead and voted to retain the "set-aside" provision, which assures telephone companies (including Bell companies) of access to half of the 40 mhz of space available. Fogarty's argument was that the provision means speedier delivery of the new service to consumers. Fowler and Jones—and the Common Carrier Bureau staff—were worried about "anticompeti-

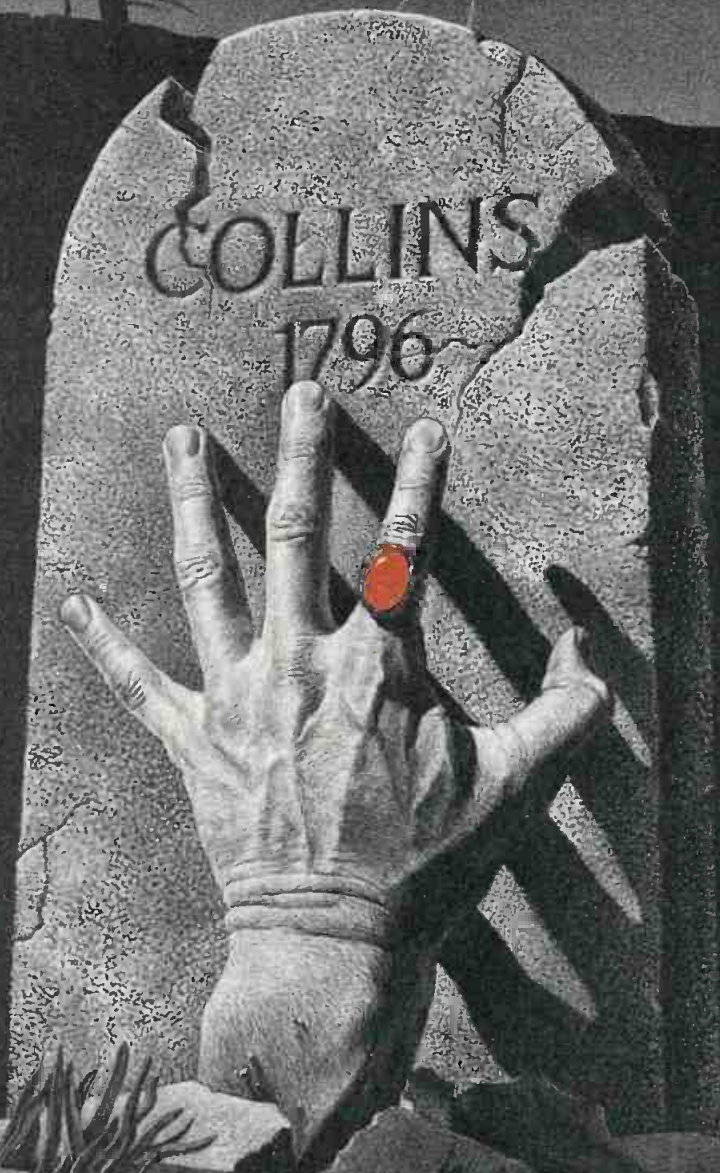


Joseph Fogarty

Admits he's last of FCC liberals, denies he's commissioner from AT&T.

As chairman, Fowler, who passed his 40th birthday on Oct. 6 is demonstrating a

# IT HAS RISEN AGAIN.



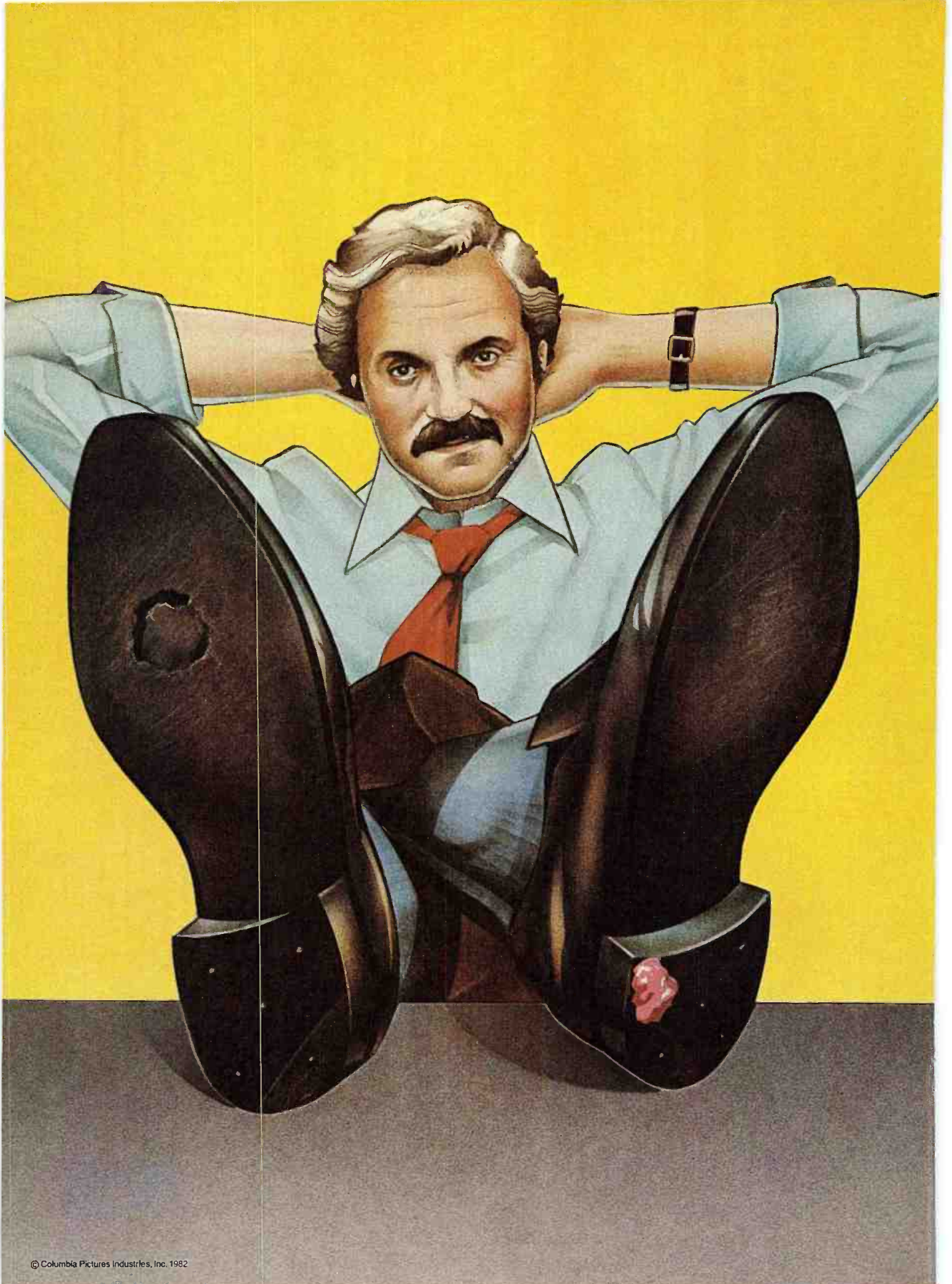
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AUGUSTA	WRDW	FRESNO	KJEO	PITTSBURGH	WPGH
AUSTIN	KVUE	GRAND RAPIDS	WZZM	PORTLAND	KOIN
BAKERSFIELD	KERO	GREEN BAY	WBAY	PROVIDENCE	WPRI
BALTIMORE	WBAL	GREENSBORO	WJTM	RENO	KCRL
BATON ROUGE	WAFB	GREENVILLE	WCTI	RICHMOND	WWTB
BEND	KTVZ	HARRISBURG	WHTM	ROANOKE	WSLS
BILLINGS	KULR	HARTFORD	WFSB	ROCHESTER	WUHF
BINGHAMTON	WBNG	HONOLULU	KGMB	SACRAMENTO	KTXL
BIRMINGHAM	WVTM	HOUSTON	KRIV	ST. LOUIS	KTVI
BOISE	KBCI	HUNTSVILLE	WHNT	SALT LAKE CITY	KSL
BOSTON	WSBK	INDIANAPOLIS	WRTV	SAN ANTONIO	KSAT
BUFFALO	WIVB	JACKSONVILLE	WTLV	SAN DIEGO	KCTV
BURLINGTON	WPTZ	JOHNSTOWN	WJAC	SAN FRANCISCO	KTVU
CANTON	WAKC	KANSAS CITY	KMBC	SAN JOSE	KMST
CHARLESTON, SC	WCSC	KNOXVILLE	WATE	SANTA BARBARA	KEYT
CHARLESTON, WV	WSAZ	LAFAYETTE	KLFY	SAVANNAH	WSAV
CHARLOTTE	WCCB	LANSING	WJIM	SEATTLE	KSTW
CHATTANOOGA	WDEF	LAS VEGAS	KSHO	SHREVEPORT	KTAL
CHICAGO	WGN	LOS ANGELES	KNXT	SPOKANE	KXLY
CHICO	KHSL	LOUISVILLE	WHAS	SPRINGFIELD, IL	WAND
CORPUS CHRISTI	KRIS	LUBBOCK	KLBK	SPRINGFIELD, MO	KYTV
CINCINNATI	WXIX	MADISON	WISC	SYRACUSE	WSTM
CLEVELAND	WEWS	MEDFORD	KTVL	TAMPA	WTOG
COLORADO SPRINGS	KOAA	MEMPHIS	WPTY	TOLEDO	WTVG
COLUMBIA	WOLO	MIAMI	WCIX	TOPEKA	WIBW
COLUMBUS, GA	WRBL	MILWAUKEE	WVTV	TRAVERSE CITY	WWTW
COLUMBUS, OH	WBNS	MINNEAPOLIS	KMSP	TUCSON	KGUN
DALLAS	KDFW	MOBILE	WKRG	TULSA	KJRH
DAVENPORT	WOC	MONROE	KTVE	TYLER	KLTV
DAYTON	WKEF	MONTGOMERY	WKAB	UTICA	WUTR
DENVER	KMGH	NASHVILLE	WSMV	WASHINGTON, D.C.	WDCA
DES MOINES	WHO	NEW ORLEANS	WVUE	WAUSAU	WSAW
DETROIT	WDIV	NEW YORK	WPIX	WEST PALM BEACH	WPTV
DULUTH	KDLH	NORFOLK	WYAH	WHEELING	WTOV
EL CENTRO	KEYC	ODESSA	KOSA	YAKIMA	KAPP
EL PASO	KTSM	OKLAHOMA CITY	KOKH	YOUNGSTOWN	WYTV

# BARNEY MILLER



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**Mimi Dawson**

Gaining a reputation for maintaining sanctity of the spectrum.

“tive” questions they felt the provision raises.

□

But the loss was a rare one for Fowler, at least on a major issue. And it probably demonstrated as much as anything Fogarty's leadership on common carrier matters, on which, in his five and a half years on the commission, he has made himself expert. The loss also serves as a reminder that, as Commissioner James H. Quello—now the senior member of the commission, with almost eight years of service—says: “Every chairman finds it out, regarding the members; everyone has his own background, and forms his own conclusions.”

Fogarty, 51, is a good example. He is a former Senate Commerce Committee staff member who was regarded as a certified liberal when he was appointed by President Ford, but, over the years, he has sometimes been referred to by critics as the Bell System's representative on the commission. Not so, he says. His concern is the consumer.

In the days before the settlement of the Justice Department's antitrust suit against AT&T, Fogarty would argue that it is in the best interests of “the ratepayer” for the 1,500 independent telephone companies as well as the Bell companies to participate “in this new computer age.” His constituents, he feels, are “customers who will be denied services” unless those companies participate.

Indeed, rather than be protective of AT&T, Fogarty says he would like to see it faced with competition in computer services from other major corporations, such as ITT, Exxon and Xerox. “But here,” he says, “we're obsessed with bigness, and worry about cutting big companies down—and at a time when the reverse is the case abroad.”

Quello, 66, a Democrat, brings to the commission the experience he gained in 25 years with WJR(AM) Detroit, the last eight as manager. As a result, his positions are often predictable. He has long been vigorous in advocating for broadcasters the

same First Amendment rights enjoyed by the print press. And, although he is aware of the inconsistency, he favors retention of PTAR. “I don't like government telling stations about programing,” he says. “But [PTAR] has been successful in reducing network dominance of prime time—one of its objectives—and [the half hour from which the networks are barred] is a very important revenue source for television stations in larger markets.” But he can break the broadcaster mold: He is likely to support authorization of a DBS system; he has not been persuaded by the localism argument. Quello also has a cause: UHF comparability. As education commissioner, he is the commission's principal advocate of a tighter noise standard for UHF sets; he believes it should be reduced from 14 db to 12 db and eventually to 10.

Washburn, who is 66, is generally regarded as conservative, a solid Republican who served two Republican administrations—he was deputy director of the U.S. Information Agency under President Eisenhower and chairman of the U.S. delegation to the 1969-71 Intelsat conference under President Nixon. But in his seven and a half years on the commission, he has never been anyone's automatic vote. He won't be Fowler's, either. For instance, while he is a likely supporter of DBS, he favors retention of PTAR (“I've always been for that”). And he would not support unconditional repeal of the seven-seven-seven rule; he favors a large number of owners of relatively few properties rather than the other way around—in cable television, too, for that matter. However, it seems unlikely Washburn will have an impact on commission policy for many more months; his term expires on June 30 and he is not expected to be reappointed. He may not even seek it.

Jones, 46, has demonstrated a strong streak of independence in her almost three years on the commission. President Carter had nominated her while she was general counsel of the Home Loan Bank Board and, although she was a Republican, some FCC watchers believed she would be a dependable ally of Chairman Ferris, an old friend. That did not prove to be the case; but neither was it the case that she voted against him often enough on major issues to satisfy Ferris's critics in the regulated industries. Now, she will be voting her mind in the Fowler years, and one key issue on which she seems certain to differ with the chairman is DBS. “We're rushing to judgment on this one,” she says. “We haven't done the analysis of what else that [portion of the] spectrum can be used for.” Indeed, she sees the commission suffering from a lack of long-range planning, “to show us where different roads will take us.” The Office of Plans and Policy was created originally for that purpose, but under Ferris, she notes, it was transformed principally into a resource for economic analysis and for monitoring the work of the commission's bureaus and offices.

Dawson, 37, and Rivera, 35, are still re-

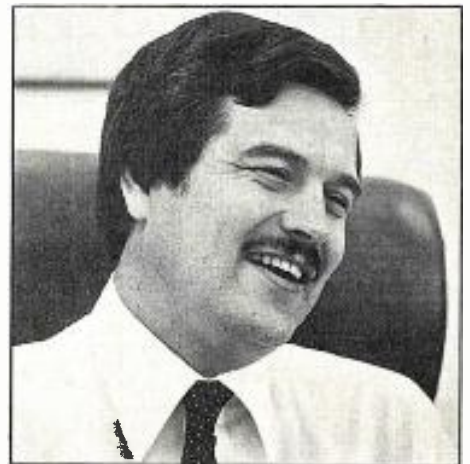
latively new to the FCC scene. Dawson, who had been chief aide to Senator Bob Packwood (R-Ore.), joined the commission in July 1981, and Rivera, a lawyer with a general business practice in Albuquerque, N.M., in September, 1981.

Dawson is developing a reputation as one concerned about maintaining the integrity of the spectrum; she demands assurance that proposals for new services will not result in erosion of existing ones. And in efforts to increase the number of stations in broadcasting to achieve diversity, she says, the commission must be aware of the point at which “the effectiveness” of the broadcasting medium as a competitor of other media is reduced. Will she support creation of DBS and LPTV, given that kind of concern? “If I believe they are the most efficient means of using the spectrum.” But she professes being as pro-competition as any member of the FCC. Staffers proposing regulatory solutions know she must be reckoned with.

Rivera was picked for the commission in part because of his ethnic background: the commission had never included a Hispanic-American. He was also regarded by the White House as able and, although a Democrat, as conservative and likely to support Fowler. Five months after being thrown into the murky waters of commission issues and politics, Rivera is learning to swim. A colleague describes him as “bright” and independent. His memorandum criticizing Fowler's EEO package helped derail it, at least temporarily.

□

And although he has been on the job only five months, Rivera has discovered some fundamental truths as the commission proceeds with deregulation and its plans to provide competition. “Everyone agrees we must regulate the spectrum,” he says, “but beyond that, it becomes relative—relative to all kinds of political ideologies. So it's difficult to speak in generalities about deregulation.” What's more, he says, “some people want competition and the deregulation that goes with it—and some don't. It depends on whose ox is being gored.”



**Henry Rivera**

Junior commissioner is earning marks as fast study, leads the way on EEO.

# Radio

## Financial Data 1980

# Knowledge.

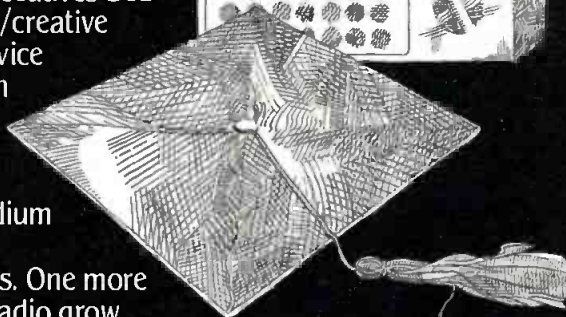
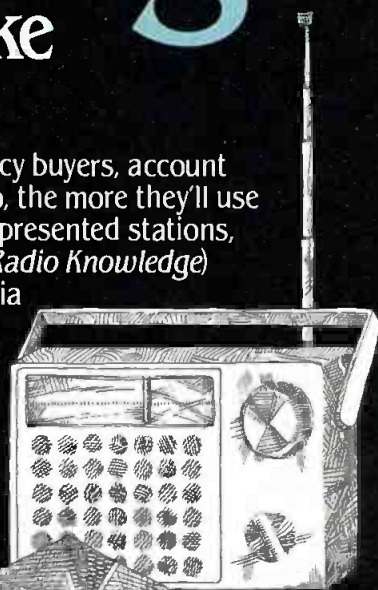
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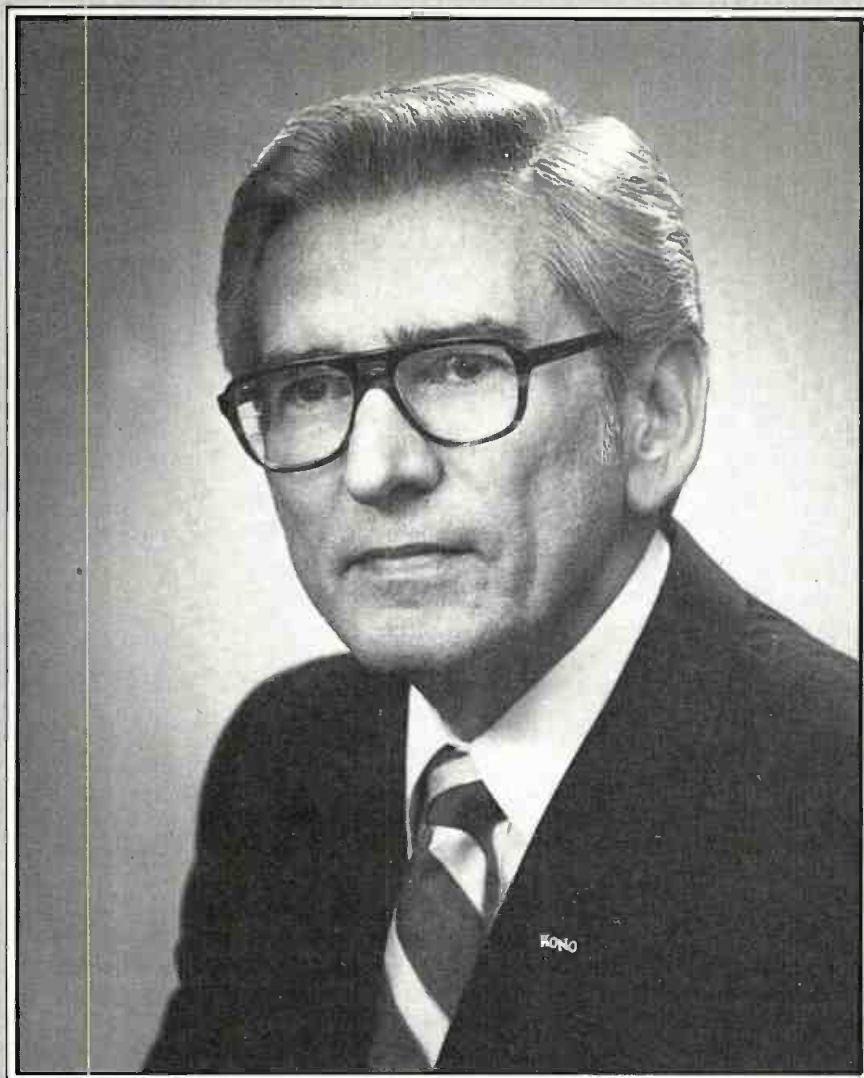
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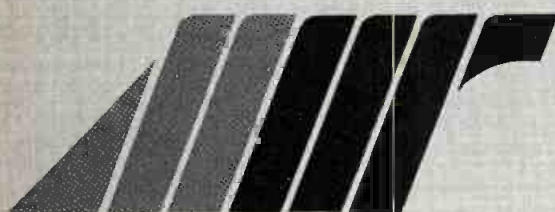
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In 1980, the eight radio networks had revenues of \$108,019,000, their 35 owned-and-operated AM and FM stations added another \$184,786,000 and 7,312 other AM, FM and AM-FM stations brought in a total of \$2,880,553,000 for an industry total of \$3,173,353,000.

Expenses for the networks in 1980 were \$103,449,000, their 35 owned stations spent \$161,813,000, and other AM, FM and AM-FM stations had expenses of \$2,754,401,000 for an industry total of \$3,019,663,000.

So the radio networks reported a drop in profits of 71.3% from 1979 to \$4,570,000, owned stations showed a pretax profit of \$22,973,000, down 18%, and profits for AM, FM and AM-FM stations were \$126,152,000, down 35.1% for an all-radio pretax profit of \$153,695,000, down 33.6% from 1979.

# Radio 1980: Gross up, net down

Life on the down side of the profit roller coaster continued in 1980 for the radio industry.

That's the not-so-cheery report today (Feb. 8) from the FCC which released annual financial figures that show radio's pretax profit plummeted to \$153,700,000. That was 33.6% under the comparable total for 1979. The drabness of that performance was accentuated by the fact that those 1979 profits were 25.6% under radio's best year in 1978.

The 1980 profit slide occurred despite a 10.4% increase in revenues to \$3,173,400,000. But that was not enough to offset expenses that ballooned 14.3% to \$3,019,700,000 in 1980.

Advertisers spent an all-time high of \$3,537,710,000 for radio in 1980, up 10.5% from 1979 (see chart 3). That amount was broken down to \$157,302,000 in network sales, up 13.5%; \$734,775,000 for national and regional spot, up 15.2%, and \$2,626,132,000 for local advertising, up 9.1%. Sales to advertisers are the total amount paid by sponsors for the use of broadcast facilities. It includes commissions paid to advertising agencies and representatives, and covers charges for broadcast time, programs, materials, facilities and services supplied by broadcasters in connection with the sale of time. It does not include advertiser-supplied commercials or programs.

The network operations of the eight national radio networks (MBS, Sheridan Broadcasting, NBC, CBS and ABC's three AM and one FM network) showed a pretax profit of \$4,570,000 on revenues of

## 1. The radio and television broadcast services' 1980 totals of revenues, expenses and income, for networks and stations

	1980	1979	% change 1979-1980
<b>Broadcast revenues</b>			
Radio	\$3,173,400,000	\$2,873,600,000	10.4
Television	8,807,700,000	7,875,100,000	11.8
<b>INDUSTRY TOTAL</b>	<b>11,981,100,000</b>	<b>10,748,800,000</b>	<b>11.5</b>
<b>Broadcast expenses</b>			
Radio	\$3,019,700,000	\$2,642,200,000	14.3
Television	7,154,200,000	6,184,900,000	15.7
<b>INDUSTRY TOTAL</b>	<b>10,173,900,000</b>	<b>8,827,100,000</b>	<b>15.3</b>
<b>Broadcast income (before federal income tax)</b>			
Radio	\$153,700,000	\$231,400,000	-33.6
Television	1,653,500,000	1,690,200,000	-2.2
<b>INDUSTRY TOTAL</b>	<b>1,807,200,000</b>	<b>1,921,600,000</b>	<b>-6.0</b>

**Notes:** 1980 radio data covers the operations of the nationwide networks (CBS, MBS, NBC, Sheridan Broadcasting Network, and ABC's three AM networks and one FM network), 4,255 AM and AM-FM stations (1,472 FM stations filing a combined report with the AM, 716 FM stations associated with AM stations but reporting separately in 1980 and 905 independent FM stations). This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations but does not include the revenues retained by these other networks nor their expenses. Radio data for 1979 covers the operations of the nationwide networks, 4,253 AM and AM-FM stations, 1,438 FM stations filing a combined report with the AM, 681 associated FM's that reported separately in 1979 and 835 independent FM stations. TV data for 1980 covers the operations of three networks and 723 stations. TV data for 1979 covers the operation of three networks and 725 stations. Totals may not add to totals because of rounding.

**Editor's note.** The FCC announced at press time last week that it had discovered a number of errors in the 1980 radio figures and would withhold their official release. It believes the market-by-market chart to be essentially correct. But radio totals and overall broadcasting industry totals may be affected. After rerunning computer programs, the commission will decide whether to stand by its initial computations or release corrected figures.

\$108,019,000 (see charts 3, 5). That was 71.3% less than network income of \$15.9 million in 1979.

The picture at the networks' 35 owned-and-operated stations (17 AM, 18 FM) was much brighter. That group's 1980 profits were \$22,973,000, up 18.8%, on revenues of \$184,786,000.

Revenues for the 7,312 other AM, FM and AM-FM station operations were \$2,880,553,000, up 9.8% from 1979. A 13.4% increase in expenses dragged that group's pretax income for 1980 down 35.1% to \$126,152,000.

The FCC broke down the station profit-and-loss picture into three categories: (1) AM and AM-FM operations, (2) independent FM's and (3) FM's associated with AM's.

The percent of AM and AM-FM operations that showed a profit for the full year of 1980 dropped only slightly from the preceding year—58% compared to 60% in 1979. But it was the lowest figure for that group in the past decade. Also, the average profit for black-ink operations in that category was \$89,401, down from an average \$118,910 in 1979. The average loss in 1980 was \$78,860 as compared to \$78,317 the preceding year.

The percent of independent FM's with a profit for the full year of 1980 slipped to 50% from 52% in 1979. The average profit of that 50% was \$139,439, substantially higher than the \$123,225 figure in 1979. Average loss for independent FM's losing money in 1980 was \$113,682, well above

## Radio and TV in 1980

The FCC's principal radio data, combined with the 1980 television financial figures released last summer (BROADCASTING, Aug. 10, 1981), offer this bottom line on radio and TV's performance for that year (see chart 1):

- Broadcast revenues of \$11,981,100,000, 11.5% more than in 1979.
- Broadcast expenses of \$10,173,900,000, up 15.3% from 1979.
- Broadcast pretax income of \$1,807,200,000, down 6% from the preceding year.

the \$86,620 average in 1979.

The percent of FM operations associated with AM's that turned a profit for all of 1980 declined to 60% from 64% the preceding year. The average profit of those in the black was \$203,229, a sizable increase over the \$166,456 average in 1979. The average loss in 1980 was \$112,574 as compared to \$100,579 in 1979.

The FCC offered another insight into those three categories by providing the number of stations that fell within various increments of revenues, profits and losses (see chart 6).

The radio industry reported a total of 97,605 employes in 1980 with an overall payroll of \$1,304,995,000. Full-time employes numbered 72,745 and part-time employes came to 24,883. The national radio networks employed 1,008, of whom 26 were part-timers, with a payroll of \$26,325,000. At the network owned-and-operated radio stations, the employe count was 2,326, including 219 part-timers, with a payroll of \$66,977,000. At the 7,312

other station operations, there were 94,291 employes, of whom 24,638 were part-timers, and a total payroll of \$1,211,693,000.

For the second consecutive year, Los Angeles-Long Beach was the top market in both profits and revenues. Its total income in 1980 was \$38,583,656 on revenues of \$147,234,809. Those compared with 1979 totals of \$28,276,426 and \$116,691,312, respectively.

New York held onto the number-two spot in profits and revenues with total income of \$19,370,263 on revenues of \$131,430,076. New York's profit in 1979 was \$13,557,470 from revenues of \$114,237,435.

Houston remained third in profits with \$11,165,445, though ninth in revenues of \$51,149,048. Comparable figures in the preceding year were \$10,845,391 and \$42,433,223, respectively.

Atlanta stayed fourth in profits \$9,857,490 on 11th-ranked revenues of \$36,383,339. Those figures surpassed the market's 1979 performance of \$9,205,029 profits and \$33,287,681 revenues.

And the 1980 profit-rankings for the top five markets remained the same as in 1979 when Minneapolis-St. Paul retained fifth spot with income of \$8,239,043 on 13th-ranked revenues of \$34,309,321. In 1979, the Twin Cities had profits of \$8,541,317 and revenues of \$30,886,601.

Filling in the remaining top-10 markets in 1980 income:

Philadelphia was sixth with profits of \$6,127,744 on revenues of \$53,212,395 (sixth).

Columbus, Ohio, moved up to seventh with profits of \$5,609,966, even though its revenues of \$18,430,845 earned it a ranking of 28th.

Dallas-Fort Worth rose to eighth with profits of \$4,860,500 on revenues of \$52,701,630 (seventh).

Baltimore inched up to ninth spot in profits with \$4,438,418 on revenues of \$26,828,348 (19th).

The Washington, D.C., market was 10th on the income list with \$4,268,903 on revenues of \$56,596,530 (fifth).

Conversely, many other major markets reported relatively low profitability—or none—in relation to high revenues. These include Chicago, San Francisco, Detroit, Pittsburgh and Boston.

A market-by-market breakdown of radio station revenue and profit in 1980 begins on page 52. In addition, BROADCASTING has compiled a separate alphabetical list of all markets which ranks those markets in terms of revenues and incomes (see chart 9).

- Negotiations
- Appraisals
- T.V.
- Newspapers
- CATV
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## 2. Breakdown of revenues and expenses for radio stations

Broadcast revenues	AM and AM/FM stations <sup>1</sup>		FM stations <sup>2</sup>	
	Individual Items	Totals	Individual Items	Totals
<b>A. Revenues from the sale of station time:</b>				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges) .....	\$20,524,000		\$4,232,000	
Sale of station time to other networks (before line or service charges) .....	5,115,000		757,000	
Total .....		\$25,639,000		\$4,989,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors .....	515,441,000		216,029,000	
Sale of station to local advertisers or sponsors .....	1,858,772,000		743,472,000	
Total .....		2,374,213,000		959,501,000
<b>Total sale of station time .....</b>		<b>2,399,852,000</b>		<b>964,490,000</b>
<b>B. Broadcast revenues other than from sale of station time (after deductions for trade discounts but before cash discounts and before commission):</b>				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors .....	2,868,000		437,000	
(b) to local advertisers or sponsors .....	10,540,000		1,870,000	
(2) Other broadcast revenues .....	19,252,000		6,628,000	
Total broadcast revenues, other than from time sales .....		32,660,000		8,935,000
<b>C. Total broadcast revenues .....</b>				
		2,432,512,000		973,425,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes and less cash discounts .....				
	231,644,000		110,432,000	
<b>D. Net broadcast revenues .....</b>				
		2,200,868,000		862,993,000 <sup>3</sup>
<b>E. Joint AM/FM reports</b>				
FM revenues from sale of station time (after discounts, commission, etc.) .....				
	252,195,000			
FM revenues from providing functional music or other special services .....				
	4,791,000			
Other FM revenues .....				
	1,397,000			
Total .....	258,383,000 <sup>4</sup>			
<b>Broadcast expenses</b>				
<b>Technical expenses:</b>				
Technical payroll* .....	72,696,000		21,846,000	
All other technical expenses .....	70,165,000		26,888,000	
Total technical expenses .....		142,861,000		48,734,000
<b>Program expenses:</b>				
Payroll* for "talent" and all other program employes .....	379,275,000		119,827,000	
Rental and amortization of film and tape .....	2,633,000		1,631,000	
Records and transcriptions .....	8,492,000		4,387,000	
Cost of outside news service .....	32,513,000		7,984,000	
Payments to talent other than reported above .....	13,213,000		2,894,000	
Music license fees .....	51,422,000		20,996,000	
Other performance and program rights .....	28,484,000		4,948,000	
All other program expenses .....	95,071,000		36,107,000	
Total program expenses .....		611,103,000		198,773,000

Chart 2 continues on page 50



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	AM and AM/FM stations <sup>1</sup>		FM stations <sup>2</sup>	
	Individual Items	Totals	Individual Items	Totals
<b>Selling expenses:</b>				
Selling payroll*	273,296,000		115,098,000	
All other selling expenses	185,699,000		104,683,000	
Total selling expenses		458,995,000		219,781,000
<b>General and administrative expenses:</b>				
General and administrative payroll*	222,018,000		74,615,000	
Depreciation and amortization	125,946,000		49,139,000	
Interest	87,944,000		33,051,000	
Allocated costs of management from home office or affiliate(s)	59,433,000		30,729,000	
Other general and administrative expenses	397,412,000		150,678,000	
Total general and administrative expenses		892,753,000		338,212,000
Total broadcast expenses		2,105,712,000		805,500,000

### Broadcast income

Broadcast revenues	2,201,534,000 <sup>5</sup>	863,805,000 <sup>5</sup>
Broadcast expenses	2,108,163,000 <sup>5</sup>	808,051,000 <sup>5</sup>
Broadcast operating income or (loss)	93,371,000	55,755,000

<sup>1</sup>Includes 4,255 AM and AM/FM combination stations. Does not include 716 FM stations that are associated with AM's but reported separately.

<sup>2</sup>Includes 784 FM stations that are associated with AM stations but which reported separately, and 835 independent FM stations.

<sup>3</sup>Excludes 1,085 AM/FM stations that reported FM revenues of \$258,383,604.

<sup>4</sup>Of the 1,472 FM stations that filed a combined report with AM's, 1,085 FM's reported revenues.

<sup>5</sup>Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

\*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: \$1,947,284,000; for FM's: \$331,386,000.

Note: Totals may not add due to rounding.

## 3. Network and station breakouts

Broadcast revenues, expenses and income	Networks <sup>1</sup>	% change from 1979	35 owned-and-operated AM and FM stations	% change from 1979	7,312 other AM, FM and AM/FM stations	% change from 1979	Total networks and stations	% change from 1979
Sales to advertisers for time, program talent, facilities, and services.								
Network sales	152,281,000	11.5						
Deduct: Payments to owned-and operated stations	2,822,000	27.8						
Deduct: Payments to other affiliated stations	22,785,000	14.9						
Retained from network sales	126,674,000	10.6	2,822,000	17.1	27,806,000 <sup>2</sup>	28.6	157,302,000	13.5
Nonnetwork sales <sup>4</sup>								
to national and regional advertisers	—	—	84,824,000	16.4	649,951,000	15.0	734,775,000	15.2
to local advertisers	—	—	134,065,000	19.8	2,482,067,000 <sup>3</sup>	8.6	2,616,132,000	9.1
Total nonnetwork sales	—	—	218,889,000	18.7	3,132,018,000	9.9	3,350,907,000	10.4
Total sales to advertisers	126,674,000	10.6	221,711,000	18.8	3,159,824,000	10.0	3,508,209,000	10.5
Sales to other than advertisers	3,620,000	30.1	249,000	-16.5	25,632,000	9.4	29,501,000	11.3
Total sales	130,294,000	11.0	221,960,000	18.7	3,185,456,000	10.0	3,537,710,000	10.5
Deduct: Commissions to agencies, representatives, etc.	22,275,000	7.0	37,174,000	18.3	304,903,000	11.6	364,352,000	12.0
<b>Total broadcast revenues</b>	<b>108,019,000</b>	<b>11.9</b>	<b>184,786,000</b>	<b>18.8</b>	<b>2,880,553,000</b>	<b>9.8</b>	<b>3,173,353,000</b>	<b>10.4</b>
<b>Total broadcast expenses</b>	<b>103,449,000</b>	<b>28.3</b>	<b>161,813,000</b>	<b>20.5</b>	<b>2,754,401,000</b>	<b>13.4</b>	<b>3,019,663,000</b>	<b>14.3</b>
<b>Total income (before federal income tax)</b>	<b>4,570,000</b>	<b>-71.3</b>	<b>22,973,000</b>	<b>18.0</b>	<b>126,152,000</b>	<b>-35.1</b>	<b>153,695,000</b>	<b>-33.6</b>

<sup>1</sup> CBS, MBS, NBC, Sheridan Broadcasting Network, and ABC's 3 AM networks and 1 FM network.

<sup>2</sup> Includes \$5,872,029 in compensation from regional networks. The balance differs from the amount reported by the networks because of differences in accounting methods.

<sup>3</sup> Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenues of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.

<sup>4</sup> Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.



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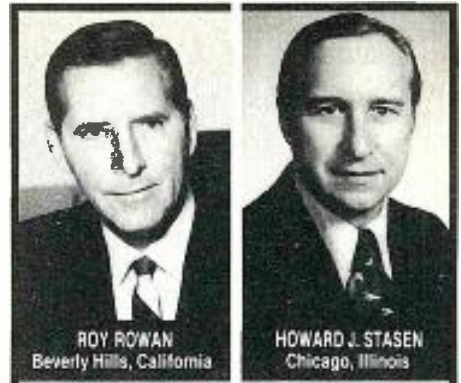
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# 4. The market-by-market breakdown of

Metropolitan areas (number of stations <sup>1</sup> reporting in parentheses)	Time sales <sup>2</sup>					
	Network		National and regional advertisers <sup>3</sup>		Local advertisers <sup>3</sup>	
	1980	1979	1980	1979	1980	1979
Abilene, Tex. (9)	1,355	1,418	310,002	179,906	2,313,632	1,449,995
Akron, Ohio (8)	119,684	95,334	1,649,637	1,605,761	6,499,896	6,323,008
Albany, Ga. (7)	2,365	1,638	387,259	344,385	1,557,198	1,592,153
Albany-Schenectady-Troy, N.Y. (20)*	249,801	104,187	2,738,654	2,176,133	8,057,185	7,564,422
Albuquerque, N.M. (16)	71,056	32,968	2,610,177	1,959,138	6,544,340	6,168,862
Alexandria, La. (7)*	4,668	5,491	325,514	345,476	1,174,642	1,251,795
Allentwn-Bethlehem-Easton, Pa.-N.J. (17)	73,721	57,121	1,074,866	633,168	6,276,655	5,746,184
Altoona, Pa. (11)	9,371	7,923	356,559	314,466	2,508,408	1,942,088
Amarillo, Tex. (13)	19,893	21,045	669,367	663,862	4,011,254	3,655,934
Anaheim-Santa Ana-Garden Grve, Ca. (8)			995,075	814,225	5,666,261	4,877,495
Anchorage, Alaska (10)*		89,478	724,313	847,133	3,898,475	4,795,815
Anderson, S.C. (4)	3,272	5,744	63,446	75,285	1,209,590	1,249,746
Ann Arbor, Mich. (7)	2,253		380,644	251,944	1,467,913	870,433
Anniston, Ala. (4)			173,194	137,432	1,205,464	1,147,709
Appleton-Oshkosh, Wis. (13)	8,421	6,206	347,845	307,114	3,689,226	3,628,104
Asheville, N.C. (7)	26,998	25,959	224,357	206,747	2,535,619	2,182,498
Atlanta, Ga. (35)*	792,913	742,697	9,637,064	8,651,314	31,693,102	29,250,340
Atlantic City, N.J. (9)	14,279	9,751	355,415	276,804	2,630,407	2,197,915
Augusta, Ga.-S.C. (13)	48,334	36,410	710,358	562,389	3,168,819	2,575,869
Austin, Tex. (16)	24,834	13,787	1,428,232	1,263,164	7,660,062	6,267,759
Bakersfield, Calif. (20)	71,274	70,952	1,426,782	1,369,716	4,061,975	4,533,399
Baltimore (32)*	588,537	467,747	7,539,232	7,034,542	22,748,862	21,952,463
Baton Rouge, La. (11)	57,649	20,425	1,170,036	624,261	6,104,414	5,317,179
Battle Creek, Mich. (8)	12,864	7,535	201,201	171,760	1,736,521	1,509,122
Bay City, Mich. (4)	6,038		131,058		2,201,356	
Beaumont-Pt. Arthur-Orange, Tex. (19)	50,770	36,840	1,155,728	621,255	4,947,329	3,282,779
Billings, Mont. (9)	8,935	7,502	379,143	351,152	2,755,080	2,472,952
Biloxi-Gulfport, Miss. (11)	930	934	479,368	439,570	2,353,322	2,117,490
Binghamton, N.Y. (9)	26,068	21,036	471,637	501,568	3,371,523	3,000,435
Birmingham, Ala. (24)*	224,345	189,806	2,901,748	2,558,544	10,572,369	9,948,019
Bloomington-Normal, Ill. (4)	841	1,031	282,795	236,968	2,379,968	2,292,916
Boise, Idaho (9)	10,920	15,155	551,317	414,239	2,309,179	1,809,969
Boston (34)*	1,346,646	833,262	18,893,536	16,047,245	40,998,042	33,177,648
Bridgeport, Conn. (4)*	7,729	8,724	807,896	699,799	3,379,833	3,345,163
Brownsvt-Harlingen-San Benito, Tx. (5)	3,150		1,086,082	829,966	1,839,057	1,662,678
Bryan-College Station, Tex. (4)*			43,440	30,473	879,616	1,321,487
Buffalo, N.Y. (17)	346,994	297,284	4,711,702	4,299,816	13,299,042	13,134,036
Burlington, N.C. (6)	1,181		294,382	218,072	1,066,955	895,527
Canton, Ohio (10)	18,915	13,880	1,101,247	948,592	4,116,821	4,132,809
Cedar Rapids, Iowa (8)	23,818	15,761	1,337,632	1,210,716	4,317,513	4,113,570
Champaign-Urbana-Rantoul, Ill. (8)	8,734	7,996	586,888	373,876	2,470,155	2,072,256
Charleston, W. Va. (13)	47,975	35,084	1,266,778	837,586	3,555,661	3,388,216
Charleston-N. Charleston, S.C. (14)	31,372	17,593	571,491	650,199	4,606,369	4,251,229
Charlotte-Gastonia, N.C. (21)*	258,882	191,219	3,947,416	3,529,098	11,941,032	11,342,698
Chattanooga, Tenn.-Ga. (16)*	27,019	28,508	929,782	619,466	4,572,307	3,956,833
Chicago (65)*	1,385,625	1,115,379	33,060,209	28,788,669	85,689,655	79,362,850
Cincinnati, Ohio-Ky. (19)	464,777	446,306	5,810,691	4,810,015	20,880,326	19,662,866
Clarksville-Hopkinsville, Tn-Ky (8)	1,229	1,447	176,605	171,034	1,756,789	1,794,735
Cleveland (23)*	695,722	457,627	8,599,785	7,691,729	25,754,105	27,143,099
Colorado Springs, Colo. (13)	802	1,004	742,519	566,320	4,564,414	3,334,324
Columbia, Mo. (4)	6,941	137,133	112,556		1,503,153	1,152,046
Columbia, S.C. (13)	65,246	42,963	1,410,725	1,088,404	5,487,380	4,869,771
Columbus, Ga.-Ala. (10)	25,932	20,641	648,684	688,303	3,017,155	2,643,138
Columbus, Ohio (19)	231,111	167,522	4,525,088	4,205,039	16,616,896	15,386,879
Corpus Christi, Tex. (16)	19,105	21,634	1,718,306	1,334,923	3,754,089	2,899,757
Dallas-Fort Worth (40)*	630,923	560,817	16,503,501	13,560,408	44,108,106	35,530,972
Davenport-Rock Isl-Moline, Ia-Ill (14)	33,664	24,948	1,416,845	1,194,596	5,021,955	4,803,251
Dayton, Ohio (15)*	130,116	92,408	2,272,772	2,007,502	11,159,177	11,163,642
Daytona Beach, Fla. (12)*	3,854	3,750	907,485	575,521	2,626,221	2,411,864
Denver-Boulder, Colo. (35)	432,668	330,079	9,123,153	6,761,307	27,736,685	22,073,080
Des Moines, Iowa (12)*	95,665	81,974	2,186,989	1,995,163	6,976,208	6,500,087
Detroit (38)	1,006,889	894,607	16,190,041	14,186,158	41,812,821	38,498,279
Dubuque, Iowa (5)			233,642		2,380,143	
Duluth-Superior, Minn.-Wis. (17)	30,291	19,592	480,693	382,542	4,560,159	2,762,503
Eau Claire, Wis. (8)*	6,347	3,928	374,453	314,702	2,638,636	2,554,269
El Paso, Tex. (16)	44,816	35,166	2,198,734	1,903,860	3,840,209	3,526,864
Elmira, N.Y. (7)	4,484	4,830	359,392	263,628	1,082,509	1,049,432
Erie, Pa. (11)*	31,723	16,809	545,518	310,216	2,741,809	2,359,372
Eugene-Springfield, Ore. (13)	12,142	7,462	1,531,034	1,318,958	4,078,914	3,388,513
Evansville, Ind.-Ky. (14)	8,510	5,578	608,893	467,373	5,148,654	5,025,282
Fall River (3)	317	313	183,417	170,366	1,046,723	792,931
Fargo-Moorhead, Minn.-N.D. (7)	17,996	17,978	863,134	726,751	4,242,925	3,724,796
Fayetteville, N.C. (6)	87,910	64,321	667,455	632,442	2,269,357	2,014,325
Fayetteville-Springdale, Ark. (12)			875,141	338,294	2,767,807	2,401,581
Fitchburg-Leominster, Mass. (4)	3,228	5,518	195,667	158,143	823,023	723,419
Flint, Mich. (10)	93,391	85,825	1,556,935	1,371,232	4,920,075	5,554,473

# radio station revenue and profit in 1980

Commissions		Value of trade-outs and barter transactions		Net broadcast revenues <sup>4</sup>		% change	Total broadcast expenses	Total broadcast income
1980	1979	1980	1979	1980	1979		1980	1980
122,354	65,702	117,751	45,417	2,534,674	1,570,672	61.4	2,663,316	-128,642
886,119	931,372	433,198	284,471	7,461,454	7,162,395	4.2	6,980,501	500,953
62,669	48,519	45,629	46,277	2,049,244	1,892,758	8.3	2,065,012	-15,768
1,240,224	1,069,320	465,943	513,843	9,900,088	8,842,361	12.0	9,549,152	350,936
1,149,447	1,062,117	359,965	346,794	8,119,094	7,170,289	13.2	9,838,039	-1,718,945
39,385	58,193	8,440	7,353	1,465,743	1,545,676	- 5.2	1,533,008	-67,265
472,646	320,688	265,663	168,086	7,075,854	6,191,258	14.3	6,049,176	1,026,678
111,360	79,812	296,997	255,770	2,771,289	2,192,933	26.4	3,129,153	-357,884
375,694	346,041	263,395	208,516	4,365,201	4,035,361	8.2	4,737,174	-371,973
666,054	653,187	711,027	409,577	6,060,238	5,052,638	19.9	5,570,229	490,009
464,494	408,371	377,218	380,944	4,176,081	5,435,641	-23.2	5,074,101	-898,020
44,040	52,909	81,303	50,644	1,242,420	1,277,866	- 2.8	988,046	274,374
65,988	53,997	94,223	70,444	1,785,541	1,080,856	65.2	2,535,532	-749,991
14,418	13,596	3,194	2,492	1,371,190	1,277,845	7.3	1,199,460	171,730
225,013	227,034	157,911	72,307	3,881,664	3,810,211	1.9	4,055,488	-173,824
144,646	129,161	60,246	55,575	2,689,664	2,308,822	15.6	2,272,409	397,255
6,002,103	5,487,755	1,724,036	1,344,375	36,383,339	33,287,681	9.3	26,525,849	9,857,490
100,521	91,004	217,681	173,646	2,929,532	2,409,516	21.6	2,751,672	177,860
293,278	238,973	102,585	123,877	3,743,762	3,022,446	23.9	3,651,858	91,904
1,020,355	839,810	264,876	100,339	8,107,865	6,755,139	20.0	7,014,867	1,092,998
610,451	604,792	243,550	249,720	5,039,273	5,437,035	- 7.3	5,179,313	-140,040
4,153,239	4,061,199	1,728,446	1,667,135	26,828,348	25,573,773	4.9	22,389,930	4,438,418
672,518	579,084	85,624	57,787	6,740,868	5,463,766	23.4	5,865,472	875,396
78,119	62,723	60,470	58,089	1,873,469	1,626,903	15.2	1,615,830	257,639
197,354		65,937		2,156,670			1,855,854	300,816
492,201	318,965	197,902	211,825	5,665,437	3,622,672	56.4	6,803,589	1,138,152
132,201	114,765	146,111	55,542	3,065,614	2,781,432	10.2	3,176,419	-110,805
78,163	57,328	140,053	96,085	2,985,550	2,581,722	15.6	2,571,626	413,924
294,035	289,692	515,956	358,541	3,592,712	3,240,873	10.9	3,343,276	249,436
1,587,256	1,533,172	418,705	294,810	12,234,201	11,312,724	8.1	12,591,787	-357,586
106,781	91,981	112,907	99,266	2,613,508	2,488,038	5.0	2,232,038	381,470
307,728	250,787	125,916	81,985	2,601,229	2,055,429	26.6	3,262,813	-661,584
9,791,582	7,729,331	3,718,108	3,302,521	52,037,543	42,764,849	21.7	51,359,233	678,310
500,695	462,193	40,994	190,422	3,694,766	3,597,841	2.7	3,456,515	238,271
259,566	256,818	110,484	77,008	2,668,986	2,255,826	18.3	2,390,542	278,444
28,945	27,599			925,981	1,330,460	-30.4	897,493	28,488
2,307,747	2,149,694	913,572	1,102,608	16,127,872	15,869,347	2.9	14,125,398	2,002,474
28,524	19,748	58,505	39,908	1,371,189	1,097,715	24.9	1,301,718	69,471
477,057	458,553	131,553	99,050	4,825,462	4,710,593	2.4	4,669,461	156,001
624,954	558,195	178,485	176,125	5,108,748	4,840,101	5.6	4,373,340	735,408
212,026	144,005	89,745	60,050	2,908,755	2,375,242	22.5	2,909,183	-428
221,267	200,634	193,481	152,987	4,675,137	4,082,641	14.5	4,237,486	437,651
436,520	368,022	325,821	252,387	4,780,604	4,566,737	4.7	6,056,584	-1,275,980
2,008,952	1,886,441	1,211,571	852,650	14,253,055	13,386,258	6.5	12,606,091	1,646,964
425,346	286,232	226,821	105,958	5,187,197	4,355,820	19.1	4,917,239	269,958
17,127,850	15,457,324	6,360,300	6,226,056	104,375,740	95,126,212	- 2.4	101,827,891	2,547,849
3,943,525	3,427,135	1,280,743	1,395,096	23,244,486	21,623,963	7.5	24,615,959	-1,371,493
35,752	28,122	49,446	43,884	1,918,629	1,951,149	- 1.7	1,721,660	196,969
5,026,180	4,845,748	2,898,260	4,072,931	30,466,570	30,719,520	- 0.8	28,316,640	2,149,930
572,135	428,046	458,204	185,213	4,757,047	3,482,830	36.6	6,235,594	-1,478,547
76,138	63,479	40,430	26,558	1,566,185	1,209,572	29.5	1,509,817	56,368
616,248	475,619	195,854	163,957	6,527,996	5,651,615	15.5	6,063,920	464,076
317,845	281,070	171,708	118,129	3,511,346	3,166,564	10.9	4,154,284	-642,938
3,030,928	2,823,399	609,961	612,529	18,430,845	17,040,391	8.2	12,820,879	5,609,966
462,469	377,181	259,061	199,653	5,099,790	3,892,343	31.0	4,680,889	418,901
8,776,624	7,067,891	2,970,385	2,033,884	52,701,630	42,838,165	23.0	47,841,130	4,860,500
751,629	674,348	214,201	141,836	5,780,128	5,407,696	6.9	5,818,150	-38,022
1,875,996	1,793,309	270,982	205,615	11,788,006	11,572,025	1.9	9,490,091	2,297,915
192,426	153,595	219,714	152,100	3,425,068	2,902,669	18.0	3,773,988	-348,920
5,512,236	4,325,631	2,568,341	2,175,308	32,178,564	25,303,429	27.2	30,522,852	1,655,712
1,283,353	1,135,407	503,047	501,909	8,193,928	7,668,292	6.9	7,075,932	1,117,996
8,249,225	7,307,142	2,383,248	2,019,850	51,047,084	46,549,732	6.2	52,101,394	-1,654,310
77,175		68,726		2,563,425			2,292,203	271,222
197,764	137,147	222,860	78,889	4,893,712	3,070,118	59.4	4,771,614	122,098
75,800	77,425	117,369	15,482	2,999,151	2,850,454	5.2	2,623,446	375,705
746,319	612,929	323,145	365,276	5,376,225	4,886,158	10.0	6,870,923	-1,494,698
44,767	34,566	179,351	162,786	1,410,274	1,291,404	9.2	1,396,364	13,910
271,919	200,263	253,137	234,327	3,121,630	2,529,179	23.4	3,323,756	-202,126
679,884	582,407	526,468	308,022	5,009,437	4,181,509	19.8	5,751,402	-741,965
405,046	311,807	116,564	104,924	5,466,259	5,264,377	3.8	5,290,133	176,126
65,887	5,124	115,195		1,166,999	914,764	27.8	1,172,085	-5,088
297,951	246,430	136,822	127,795	4,872,836	4,263,059	14.3	4,918,725	-45,889
144,090	121,447	25,979	33,661	2,883,459	2,596,823	11.0	2,737,385	146,074
99,960	88,774	201,418	132,991	3,582,041	2,695,438	32.9	3,335,716	246,325
57,730	60,293	82,171	50,465	967,486	831,792	16.3	1,145,726	-178,240
655,465	630,998	319,003	232,961	5,944,118	6,401,379	- 7.1	5,526,806	417,312



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Metropolitan areas (number of stations <sup>1</sup> reporting in parentheses)	Time sales <sup>2</sup>					
	1980	Network 1979	National and regional advertisers <sup>3</sup>		Local advertisers <sup>3</sup>	
			1980	1979	1980	1979
Florence, Ala. (8)	2,553	6,410	225,110	197,802	1,316,981	1,901,650
Fort Collins, Colo. (7)	80,573	73,185	408,130	641,787	1,864,878	1,418,065
Ft. Lauderdale-Hollywood, Fla. (12)	71,454	49,263	2,834,123	2,861,539	11,523,692	9,609,579
Fort Myers-Cape Coral, Fla. (9)	1,549	1,638	658,592	557,910	2,764,681	2,138,785
Fort Smith, Ark.-Okla. (15)	6,153	4,414	226,389	214,720	2,788,998	1,839,642
Fort Wayne, Ind. (14)	19,848	26,893	1,484,595	1,142,891	6,182,890	5,999,877
Fresno, California (20)*	74,400	59,183	3,447,316	2,515,838	6,528,010	5,511,695
Gadsden, Ala. (4)			198,182	164,677	1,900,291	1,896,056
Gainesville, Fla. (6)	4,862	4,224	221,017	242,903	1,626,114	1,568,647
Galveston-Texas City, Tex. (4)	740	752	228,497	235,979	740,988	555,678
Gary-Hammond-East Chicago, Ind. (7)*	13,705	13,454	499,365	504,391	2,796,894	2,777,184
Grand Forks, Minn. (10)			456,229	416,372	2,986,823	2,804,875
Grand Rapids, Mich. (21)	58,951	52,411	1,882,713	1,505,500	9,708,681	9,040,329
Great Falls, Mont. (6)	850		364,729	345,475	1,899,432	1,701,550
Greeley, Colo. (5)			240,232		1,083,835	
Green Bay, Wis. (5)	15,274	13,224	723,023	488,491	3,133,962	2,653,010
Grnsboro-Winstn Slm-High Pt. N.C. (28)*	72,373	56,204	1,789,143	1,503,527	9,907,813	9,031,492
Greenville-Spartanburg, S.C. (23)*	79,280	60,018	1,562,800	1,383,387	7,491,211	6,724,579
Hamilton-Middletown, Ohio (8)*	60,705	7,697	567,536	600,507	2,155,987	1,545,485
Harrisburg, Pa. (13)	57,210	48,151	1,383,667	1,056,031	4,566,610	4,416,366
Hartford, Conn. (11)*	241,176	181,878	4,245,824	3,532,607	9,103,425	8,904,393
Honolulu (21)*	35,825	37,916	1,203,714	1,033,005	9,758,739	9,055,545
Houston, Tex. (33)*	450,880	284,704	15,561,697	11,357,126	42,077,044	38,011,518
Huntington-Ashland, W. Va.-Ky.-Oh. (13)	34,313	15,490	718,269	1,026,541	4,271,857	3,291,878
Huntsville, Ala. (16)	5,921	6,388	468,185	366,709	3,501,474	3,228,477
Indianapolis, Ind. (24)*	281,471	309,728	5,547,587	5,062,248	19,345,491	17,725,549
Iowa City (4)			102,719	87,706	1,568,139	961,874
Jackson, Miss. (14)	14,502	7,581	811,796	761,874	4,860,967	4,903,715
Jacksonville, Fla. (23)	70,405	91,243	2,345,457	1,789,326	5,395,074	6,311,642
Johnson Cy-Kingspr-Brstl, Tn.-Va. (23)	33,163	20,453	1,020,615	594,702	5,263,244	4,080,310
Johnstown, Pa. (14)*	18,812	22,774	246,296	237,446	2,388,526	2,256,175
Kalamazoo-Portage, Mich. (5)	5,329	5,948	418,337	441,105	2,702,961	2,806,171
Kansas City, Mo.-Kan. (21)	434,861	288,975	6,531,862	5,477,443	17,194,979	16,529,680
Killeen-Temple, Tex. (7)			341,263	296,631	2,500,845	2,519,936
Knoxville, Tenn. (18)*	138,702	65,472	1,472,351	1,270,026	6,404,889	5,164,001
Lacrosse, Wis. (6)	5,665	4,892	242,859	228,079	2,530,228	2,176,144
Lafayette, La. (5)	481	378	840,881	619,409	3,181,447	2,010,248
Lafayette-West Lafayette, Ind. (5)*			317,338	301,487	1,690,982	1,681,766
Lake Charles, La. (8)	1,769	1,925	351,795	346,529	2,228,895	1,939,288
Lakeland-Winter Haven, Fla. (11)	15,292	14,126	461,053	503,767	2,980,822	2,659,171
Lancaster, Pa. (9)	16,590	15,856	885,757	817,844	2,397,787	1,947,112
Lansing-East Lansing, Mich. (12)	17,453	15,334	819,221	785,412	3,856,317	4,710,697
Las Cruces, N.M. (5)			171,265	131,541	919,449	895,007
Las Vegas (14)	14,194	18,061	2,042,644	2,195,079	7,306,523	6,235,275
Lawrence-Haverhill, Mass. (5)*	34,302		37,129		1,476,747	
Lawton, Okla. (4)			130,682	142,435	1,009,896	911,576
Lexington-Fayette, Ky. (13)	14,548	12,415	914,431	642,917	5,474,522	5,023,434
Lima, Ohio (9)	14,253	14,205	656,111	622,137	2,407,343	2,116,293
Lincoln, Neb. (9)	6,881	3,293	550,356	318,429	4,938,710	4,069,883
Little Rock-N. Little Rock, Ark. (15)	117,272	351,552	2,056,590	1,582,766	5,926,766	5,074,205
Longview-Marshall, Tex. (9)*			259,022	329,825	2,191,857	1,832,236
Lorain-Elyria, Ohio (5)			184,866	199,716	1,665,391	1,476,558
Los Angeles-Long Beach, Calif. (55)*	1,529,043	1,369,852	66,819,658	52,000,786	106,162,156	84,672,987
Louisville, Ky.-Ind. (16)	194,653	163,477	2,778,035	2,943,147	10,048,590	10,363,576
Lubbock, Tex. (12)*	2,034	4,563	680,549	647,049	3,746,469	4,037,353
Lynchburg, Va. (14)*	4,073	2,798	540,763	253,488	1,715,876	2,007,695
Macon, Ga. (14)	28,532	24,804	784,987	485,913	2,754,980	2,408,077
Madison, Wis. (9)	38,871	40,006	1,061,758	779,523	5,531,030	5,382,466
Manchester, N.H. (5)	29,829	28,504	673,416	492,684	2,892,672	2,139,543
Mansfield, Ohio (4)	1,181	1,234	291,344	271,319	1,286,484	1,206,795
McAllen-Pharr-Edinburg, Tex. (9)	3,626		423,975	339,101	2,588,918	1,813,771
Melbourne-Titusville-Cocoa, Fla. (14)	2,256		587,554	677,373	2,218,772	1,523,414
Memphis, Tenn.-Ark. (19)	278,049	178,922	4,896,674	3,926,632	10,236,401	11,308,783
Miami, Fla. (24)	269,900	277,258	9,909,663	7,448,393	29,027,257	21,001,548
Midland, Tex. (7)*			320,197	201,515	1,434,169	1,457,516
Milwaukee (27)*	342,362	249,976	5,212,847	3,888,627	20,894,804	18,622,816
Minneapolis-St. Paul (33)	441,123	348,522	7,718,396	6,537,480	29,394,681	26,499,447
Mobile, Ala. (16)	70,798	52,977	1,401,733	843,956	4,724,415	4,408,784
Modesto, Calif. (10)	11,021	151	2,435,923	1,240,798	3,128,470	1,862,486
Monroe, La. (8)*	699	905	333,224	314,938	2,521,079	1,753,965
Montgomery, Ala. (12)	6,978	6,563	839,853	616,067	3,632,712	3,690,792
Mskgn-Mskgn Hts-Norton Shrs, Mich. (7)	741	1,084	54,039	43,615	1,654,486	1,707,155
Nashville-Davidson, Tenn. (31)*	167,831	139,427	4,733,088	3,766,776	11,560,349	11,018,512
Nassau-Suffolk, N.Y. (23)	6,000	6,000	5,075,220	4,848,741	11,774,740	9,194,962
New Britain, Conn. (4)	30,000		531,916	402,965	1,398,729	1,317,086
New Haven-West Haven, Conn. (6)	14,873	1,442	1,498,093	1,148,350	5,060,344	4,934,031
New London-Norwich, Conn.-R.I. (9)	1,450		276,942	191,702	2,723,427	2,084,740
New Orleans (22)*	211,849	166,347	4,575,905	3,862,712	14,762,300	13,282,262
New York (41)	2,919,914	2,064,486	34,033,692	33,411,439	113,558,058	95,426,757
Newark, N.J. (13)	18,172	63,192	3,131,890	2,097,457	6,624,217	7,159,221
Newport News-Hampton, Va. (8)	13,151	4,178	737,135	644,057	2,354,147	2,382,960
Norfolk-Va. Beach-Portsmouth, Va. (19)	179,693	126,358	2,471,568	2,526,192	8,784,815	6,736,564

Commission		Value of trade-outs and barter transactions		Net broadcast revenues <sup>4</sup>		% change	Total broadcast expenses	Total broadcast income
1980	1979	1980	1979	1980	1979		1980	1980
23,321	60,137	16,445	44,213	1,523,073	2,055,048	-25.9	1,520,691	2,382
71,886	86,838	118,331	73,828	2,315,898	2,097,750	10.4	2,231,975	83,923
1,924,349	1,715,378	1,116,857	771,690	13,019,821	10,870,278	19.8	13,274,520	-254,899
221,823	168,762	337,358	290,850	3,244,618	2,540,511	27.7	3,503,792	-259,174
121,907	80,444	107,549	25,987	2,916,204	1,992,965	46.3	2,843,739	72,465
928,824	826,168	841,480	456,385	6,826,252	6,415,878	6.4	6,789,828	36,424
1,345,309	1,095,684	369,718	342,370	8,820,511	7,070,101	24.8	8,831,010	-10,499
89,252	71,532	113,876	58,740	2,014,281	1,989,201	1.3	1,853,929	160,352
115,450	105,633	54,024	90,555	1,834,932	1,792,006	2.4	1,690,013	144,919
58,271	65,179	34,871	38,220	938,583	752,034	24.8	1,284,801	-346,018
166,682	178,188	187,336	162,700	3,149,356	3,128,828	0.7	2,828,026	321,330
56,271	59,280	70,796	39,254	3,458,239	3,242,974	6.8	3,170,059	288,180
1,211,290	1,150,879	457,011	449,305	10,553,052	9,538,980	10.6	10,018,792	534,260
162,883	117,308	18,408	19,948	2,123,222	1,980,423	6.3	2,317,124	-193,902
43,385		42,292		1,285,057			1,399,788	-114,731
285,305	211,764	44,135	45,658	3,848,193	2,974,415	22.7	3,341,639	306,554
859,699	759,315	239,485	238,785	11,008,432	9,870,241	11.5	11,790,608	-782,176
851,105	512,929	182,066	308,263	8,699,839	7,850,169	10.8	7,540,596	1,159,243
182,576	120,010	307,339	240,845	3,167,459	2,568,138	23.3	6,387,793	-3,200,334
602,445	548,114	521,255	184,120	5,568,337	5,161,182	7.9	5,482,066	84,271
2,072,720	1,835,438	487,407	541,706	11,580,109	10,833,569	6.9	10,545,848	1,034,281
1,082,986	988,968	826,787	831,303	10,388,705	9,543,553	8.9	12,532,432	-2,143,727
9,201,281	7,404,385	2,057,150	1,861,047	51,149,048	42,433,223	20.5	39,983,603	11,165,445
218,964	228,299	207,046	187,304	4,864,993	4,165,881	16.8	4,322,628	542,365
227,617	162,696	139,303	135,450	3,783,315	3,479,850	8.7	3,778,401	4,914
3,869,415	3,376,512	1,167,434	818,868	21,619,718	19,810,537	9.1	19,899,888	1,919,850
26,312	18,012	92,485	37,007	1,669,710	1,034,568	61.4	1,859,485	-189,775
467,855	398,962	298,105	73,001	5,520,507	5,514,148	0.1	5,467,192	53,315
935,886	957,308	393,300	574,700	6,955,637	7,310,268	-4.9	8,446,956	-1,491,319
218,423	112,652	317,522	122,475	6,231,442	4,862,095	33.7	5,969,513	261,929
93,109	80,617	178,552	85,581	2,603,975	2,458,049	5.9	2,510,001	93,974
238,655	233,742	46,849	111,483	2,925,940	3,052,908	-4.2	2,658,946	266,994
3,876,063	3,284,677	890,774	999,185	20,555,112	19,046,700	7.9	20,410,320	144,792
56,646	47,053	22,467	43,487	2,814,662	2,830,809	.8	2,376,879	437,783
687,492	523,429	271,053	177,473	7,409,952	6,043,223	22.6	7,512,727	-102,775
87,765	62,223	23,747	48,896	2,785,678	2,427,737	14.7	2,396,508	389,170
251,588	204,206	78,564	88,445	3,844,784	2,476,293	55.3	3,193,551	651,213
37,687	37,739	35,342	55,878	1,994,332	1,973,587	1.1	2,018,276	-23,944
102,212	92,118	364,519	175,236	2,507,662	2,208,051	13.6	2,428,918	80,744
214,278	181,932	149,137	166,238	3,301,450	3,046,994	8.4	3,780,514	-479,084
181,727	152,380	123,162	51,272	3,180,509	2,664,542	18.6	3,447,661	-287,152
344,579	399,250	-121,220	86,282	4,477,672	5,133,427	-12.8	3,833,610	644,062
64,111	70,059	21,423	23,923	1,035,040	964,531	7.3	1,179,457	-144,417
1,162,355	1,019,484	710,755	334,183	8,225,359	7,569,844	8.7	7,898,204	327,155
75,898		89,220		1,493,507			1,637,723	-144,216
23,877	23,447	21,486	15,271	1,128,344	1,033,344	9.2	1,110,192	18,152
549,654	542,915	182,312	120,251	5,899,647	5,141,091	14.8	5,002,384	897,263
141,282	133,410	47,218	30,358	2,940,724	2,639,986	11.4	3,242,410	-301,686
312,411	218,793	72,854	70,562	5,279,995	4,273,797	23.5	4,822,287	457,728
898,566	698,824	528,851	553,888	7,323,792	6,369,508	15.0	7,842,842	-518,850
74,628	24,499	11,482	16,979	2,400,002	2,160,728	11.1	2,273,163	128,839
56,422	58,057	87,672	18,633	1,815,082	1,655,464	9.6	1,734,862	80,420
28,046,444	22,228,655	5,764,372	4,789,282	147,234,809	118,691,312	26.2	108,651,153	38,583,656
1,864,551	1,823,034	732,155	569,937	11,584,527	11,951,230	-3.2	12,702,248	-1,137,721
312,989	329,319	111,049	104,269	4,128,331	4,378,824	-5.7	4,338,369	-212,038
82,752	66,483	114,038	154,840	2,200,061	2,206,326	-0.3	2,686,443	-486,382
188,238	146,500	80,397	22,863	3,429,820	2,830,426	21.2	3,389,584	40,036
555,987	428,064	287,231	194,827	6,272,159	5,914,002	6.1	5,409,503	862,656
322,294	233,048	278,575	197,845	3,301,211	2,454,911	34.5	3,482,907	-181,896
735,19	51,786	15,507	12,772	1,883,120	1,598,238	5.4	1,398,290	284,830
140,404	126,523	97,582	49,323	2,895,265	2,078,038	39.3	3,374,292	-479,027
180,234	100,117	112,449	83,283	2,852,919	2,110,069	25.7	2,958,246	-305,327
2,227,700	2,168,821	428,968	550,783	13,087,893	13,333,585	-1.8	12,988,238	99,655
5,845,413	4,313,374	2,504,225	1,769,494	33,673,888	24,668,638	36.5	33,179,870	493,798
74,324	87,326	24,907	32,994	1,693,210	1,596,487	6.1	1,603,183	90,047
3,870,391	2,810,389	1,498,693	1,265,170	22,908,235	18,082,883	26.7	20,513,830	2,395,405
6,128,574	5,478,118	989,159	1,058,881	34,309,321	30,886,601	11.1	26,070,278	8,239,043
854,229	505,444	338,852	300,190	5,824,906	4,959,547	13.4	5,493,394	131,512
425,859	248,600	558,556	248,433	5,278,915	2,872,864	63.8	5,393,625	-114,710
269,480	209,796	28,993	24,464	2,594,867	1,868,592	38.9	2,243,036	351,831
232,198	129,090	58,417	62,295	4,256,991	4,253,180	0.1	4,312,529	-55,538
84,825	57,191	84,202	63,137	1,644,880	1,695,199	-3.0	1,766,035	-121,355
1,945,981	1,788,084	603,061	701,278	14,826,148	13,270,915	10.2	15,763,421	-1,137,273
1,840,134	1,388,649	1,100,860	971,089	15,480,433	12,835,913	20.4	14,018,002	1,442,431
222,047	193,403	49,555	75,869	1,754,509	1,549,077	13.3	1,823,575	-69,086
775,115	722,837	879,575	337,875	8,160,252	5,807,842	9.9	6,135,188	25,084
103,898	108,448	57,202	28,581	1,942,400	2,170,895	-10.5	2,521,989	420,411
2,395,280	2,311,109	1,033,657	657,486	17,329,906	15,291,350	13.3	18,968,578	363,328
19,709,986	17,517,899	11,224,270	8,706,881	131,430,076	114,237,435	15.0	112,059,813	19,370,283
870,402	714,366	828,845	705,729	9,123,493	8,611,771	5.9	8,732,831	390,682
383,178	310,784	280,719	232,585	2,887,918	2,780,391	3.1	3,357,287	-489,349
1,442,937	1,208,483	920,884	718,020	10,058,439	8,428,025	19.3	10,335,344	-278,905

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Metropolitan areas (number of stations <sup>1</sup> reporting in parentheses)	Time sales <sup>2</sup>					
	Network		National and regional advertisers <sup>3</sup>		Local advertisers <sup>3</sup>	
	1980	1979	1980	1979	1980	1979
Northeast Pennsylvania, Pa. (23)	93,719	78,214	1,120,708	921,771	6,624,422	6,067,240
Odessa, Tex. (8)			319,008	272,706	1,888,700	1,042,350
Oklahoma City (21)*	181,791	117,918	2,515,639	2,691,317	13,653,273	10,509,809
Omaha (11)	189,071	183,889	2,229,418	2,114,520	6,760,574	5,943,718
Orlando, Fla. (19)	99,210	58,023	2,360,108	1,809,098	8,670,500	7,705,592
Oxnard-Simi Valley-Ventura, Cal. (13)	55,421	58,253	921,537	571,844	4,278,290	2,754,743
Panama City, Fla. (5)*			352,316		1,141,712	
Parkersburg-Marietta, W. Va.-Ohio (7)			23,500	149,935	2,063,975	1,848,357
Pascagoula-Moss Point, Miss. (4)			11,467	16,564	573,085	636,233
Pensacola, Fla. (12)	16,336	14,041	501,747	390,604	3,917,603	3,309,644
Pecunia, Ill. (13)	26,948	17,437	1,754,647	1,190,404	5,360,461	3,987,783
Philadelphia (37)*	980,065	725,631	19,178,545	16,143,306	41,590,993	35,432,257
Phoenix, Ariz. (31)	249,934	154,970	8,271,361	6,782,934	18,806,009	16,355,173
Pine Bluff, Ark. (6)			60,526	62,117	870,882	864,760
Pittsburgh, Pa. (38)*	450,245	341,242	9,746,785	8,759,382	21,531,710	20,006,148
Pittsfield, Mass. (6)	5,470	2,559	71,395	53,422	1,371,786	1,260,655
Portland, Me. (13)*	43,711	47,113	915,499	660,023	2,996,530	2,824,769
Portland, Ore.-Wash. (25)	228,198	163,514	8,492,360	6,564,599	16,894,479	12,220,463
Poughkeepsie, N.Y. (7)			198,139	193,501	2,422,689	1,866,699
Providence-Warwick-Pawtucket, R.I.-Ma. (20)*	103,633	99,451	3,828,992	3,439,561	6,955,828	6,562,163
Provo-Orem, Utah (4)*			110,030	100,358	1,231,360	1,249,069
Pueblo, Colo. (9)*			233,523	173,770	1,819,248	1,352,946
Racine, Wis. (4)	7,800	9,852	218,952	182,557	1,511,003	1,273,342
Raleigh-Durham, N.C. (20)*	360,440	109,631	2,820,536	1,955,748	9,442,226	6,669,399
Rapid City, S.D. (8)*	7,589	5,532	257,082	300,678	2,083,505	2,340,188
Reading, Pa. (5)	23,658	20,027	294,144	207,411	2,880,175	2,787,063
Reno (10)	13,270	18,014	1,074,473	933,390	3,749,376	4,101,030
Richland-Kennebec-Pasco, Wash. (9)			422,885	431,994	2,296,391	2,316,049
Richmond, Va. (19)*	199,487	84,638	2,809,057	1,625,962	8,743,454	5,654,137
Riverside-San Bernardino-Ontario, Ca. (43)*	123,857	108,738	3,114,572	1,728,003	10,312,826	8,134,085
Roanoke, Va. (10)	47,190	37,524	898,504	825,898	3,319,214	3,449,539
Rochester, Minn. (7)			258,873	211,696	2,227,661	1,792,113
Rochester, N.Y. (21)*	187,080	230,965	2,852,018	2,192,376	9,719,381	8,605,900
Rockford, Ill. (9)*	5,144	8,371	635,023	497,130	4,072,736	4,114,244
Sacramento, Calif. (20)	107,609	109,896	8,404,262	6,903,943	10,177,578	9,271,160
Saginaw, Mich. (5)	15,932	12,137	294,666	263,074	2,084,221	1,992,733
St. Cloud, Minn. (8)	1,905		422,195	368,937	3,327,621	3,153,429
St. Joseph, Mo. (4)*	17,071	20,922	477,302	408,250	1,392,338	1,529,691
St. Louis, Mo.-Ill. (34)	430,628	192,886	10,235,435	9,517,442	27,596,511	23,786,523
Salem, Ore. (6)			440,235	349,507	1,422,418	1,348,470
Salinas-Seaside-Monterey, Calif. (14)*	15,407	4,336	2,113,178	1,058,649	3,383,887	2,787,505
Salt Lake City-Ogden, Utah (24)	65,082	129,268	4,069,485	3,075,819	13,528,734	12,342,832
San Angelo, Tex. (8)			341,658	248,522	1,548,787	1,318,799
San Antonio, Tex. (25)*	88,612	113,319	5,462,998	5,404,557	14,310,551	14,006,853
San Diego (24)	215,852	121,837	9,579,878	7,612,431	20,421,661	18,804,918
San Francisco-Oakland (37)*	1,041,792	564,854	28,164,197	24,306,802	55,468,680	51,697,501
San Jose, Calif. (15)*			4,750,798	3,413,233	14,788,272	14,467,470
Santa Barbara-Santa Maria-Lompoc, Ca. (18)*	16,620	36,552	1,018,702	737,742	3,797,312	3,152,084
Santa Cruz, Calif. (4)	4,516	4,403	183,384	162,725	633,559	613,799
Santa Rosa, Calif. (7)	3,749		199,945	233,137	2,064,925	1,730,181
Sarasota, Fla. (9)*	7,556	2,050	341,501	223,893	2,363,929	1,636,096
Savannah, Ga. (12)*	19,664	2,709	575,272	247,780	2,948,778	1,945,717
Seattle-Everett, Wash. (30)*	377,933	255,686	11,687,453	9,157,882	29,430,606	28,364,352
Sherman-Denison, Tex. (5)			261,900	198,325	1,038,076	778,570
Shreveport, La. (16)*	53,524	56,476	1,442,623	1,378,373	5,776,885	5,371,869
Sioux City, Iowa (5)*	1,261	1,218	253,839	328,828	1,546,676	1,955,641
Sioux Falls, S.D. (9)	4,649	2,829	591,393	669,926	2,809,039	2,497,973
South Bend, Ind. (9)	9,488	9,846	531,531	455,888	3,309,467	3,306,096
Spokane, Wash. (16)	35,772	32,333	1,790,941	1,367,690	5,163,849	4,366,711
Springfield, Ill. (6)	7,257	5,265	810,103	279,039	2,914,797	2,561,721
Springfield, Mo. (10)	53,827	25,851	749,333	639,054	4,163,603	4,048,749
Springfield, Ohio (4)	7,115	2,679	307,444	34,416	1,057,766	1,356,776
Springfield-Chicopee-Holyoke, Mass. (13)	94,251	39,300	1,773,513	1,378,887	4,794,380	4,800,858
Steubenville-Weirton, Ohio-W. Va. (4)	4,050	1,263	306,457	335,711	1,160,873	1,056,301
Stockton, Calif. (8)			688,521	549,819	2,654,693	2,424,634
Syracuse, N.Y. (21)*	93,439	246,437	2,122,621	1,565,324	6,111,230	5,995,427
Tacoma, Wash. (6)			894,385	568,010	3,449,921	2,843,852
Tallahassee, Fla. (9)*	14,590	25,474	731,448	572,034	2,065,845	1,674,388
Tampa-St. Petersburg, Fla. (30)*	311,965	216,503	6,026,374	4,402,038	16,131,639	12,787,069
Terre Haute, Ind. (11)*	19,259	16,336	413,360	365,391	2,055,582	2,023,460
Texarkana, Tex.-Ark. (9)	1,854	1,179	262,189	245,830	1,513,568	1,386,528
Toledo, Ohio-Mich. (16)	179,385	103,065	1,611,844	1,711,527	8,717,601	8,164,524
Topeka, Kan. (8)	20,322	19,782	803,540	808,647	3,213,503	3,251,202
Trenton, N.J. (8)	3,744	2,331	293,678	184,168	3,441,822	2,664,371
Tucson, Ariz. (15)	23,401	20,998	2,975,472	2,576,780	5,570,900	4,799,402
Tulsa, Okla. (20)*	35,504	29,958	1,467,579	1,564,796	10,539,620	8,609,564
Tuscaloosa, Ala. (8)	2,234	2,219	447,682	305,148	1,459,128	1,381,121
Tyler, Tex. (7)			270,713	221,316	2,382,163	2,141,409
Utica-Rome, N.Y. (14)*	63,821	44,704	487,818	474,828	3,348,488	3,235,553
Vallejo-Fairfield-Napa, Calif. (4)			366,228		1,379,871	
Waco, Tex. (7)	661	2,035	627,755	416,264	2,001,192	1,785,264
Washington, D.C.-Md.-Va. (39)	661,556	575,700	17,859,122	14,894,532	46,941,745	43,836,014



Commission		Value of trade-outs and barter transactions		Net broadcast revenues <sup>4</sup>		% change	Total broadcast expenses	Total broadcast income
1980	1979	1980	1979	1980	1979		1980	1980
494,417	453,047	632,391	642,640	7,450,693	6,737,704	10.6	7,764,700	-314,007
115,780	79,543	94,939	49,487	2,109,892	1,243,174	69.7	2,443,610	-333,718
1,747,006	1,497,686	869,678	779,436	15,024,769	12,101,497	24.2	16,713,672	-1,688,903
1,286,598	1,165,034	233,779	164,708	8,140,871	7,254,969	12.2	7,144,565	996,306
1,298,715	1,140,716	683,436	637,849	9,871,015	8,483,970	16.3	9,442,841	428,174
354,248	191,247	571,262	371,608	4,930,466	3,231,173	52.6	5,321,963	-391,497
48,471		126,966		1,473,562			1,516,993	-43,431
50,377	46,157	25,357	61,952	2,045,570	1,962,116	4.3	2,301,967	-256,397
5,804	5,316	23,662	17,734	583,836	665,591	-12.3	553,962	29,874
200,909	198,020	110,547	101,627	4,347,926	3,586,770	21.2	4,923,735	-575,809
738,527	490,188	271,541	209,773	6,433,946	4,789,148	34.3	6,249,598	184,348
9,581,891	7,932,619	3,489,820	3,641,803	53,212,395	45,353,530	17.3	47,084,651	6,127,744
3,234,243	3,005,747	1,301,461	1,219,834	24,510,527	20,429,608	20.0	24,067,574	442,953
37,482	25,785	44,680	21,961	898,116	901,210	-0.3	922,573	-24,457
4,450,385	3,915,310	2,261,099	15,771,293	27,485,386	25,511,615	7.7	27,379,100	106,286
55,276	60,711	30,829	24,648	1,424,327	1,273,266	11.9	1,319,347	104,980
413,201	364,165	236,800	245,429	3,624,118	3,245,812	11.7	3,846,663	-222,545
3,943,064	2,969,220	1,149,312	724,854	21,900,747	16,098,778	36.0	21,426,211	474,536
92,648	101,051	285,670	238,965	2,591,790	2,043,890	26.8	2,667,984	-76,194
1,438,484	1,353,504	620,233	631,073	9,753,567	8,969,965	8.7	9,281,109	472,458
92,021	93,726	83,437	95,600	1,249,379	1,255,701	-0.5	1,170,907	78,472
148,582	244,949	168,125	56,061	1,918,555	1,309,683	46.5	2,492,547	-573,992
94,090	66,225	104,676	54,561	1,651,050	1,405,462	17.5	1,771,317	-120,267
1,376,836	871,063	321,889	217,987	11,286,507	7,878,115	43.3	10,065,745	1,220,762
29,877	27,798	47,370	34,866	2,322,436	2,632,782	-11.8	2,017,127	305,309
127,261	108,352	16,070	50,833	3,076,747	2,913,995	5.6	3,152,085	-75,338
563,495	573,340	194,405	137,093	4,343,124	4,520,197	-3.9	4,163,173	179,951
226,817	231,653	44,348	30,078	2,493,526	2,518,366	-1.0	2,522,260	-28,734
1,566,130	880,900	519,925	309,628	10,393,816	6,698,168	55.2	9,806,664	787,152
1,111,934	871,783	1,188,449	808,424	12,504,020	9,357,501	33.6	12,122,211	381,809
369,004	378,887	136,215	148,652	3,945,662	4,002,714	-1.4	3,468,262	477,400
99,282	78,097	72,567	49,276	2,409,690	2,073,746	16.2	2,565,218	-155,528
1,617,891	1,495,598	573,599	390,780	11,211,503	9,711,937	15.4	10,422,462	789,041
386,346	322,853	272,390	70,171	4,446,696	4,430,540	0.4	4,170,114	276,582
2,586,378	2,280,677	441,140	306,559	16,161,496	14,026,852	15.2	15,364,253	797,243
204,342	191,537	49,532	130,929	2,202,263	2,088,630	5.4	1,996,592	205,671
76,706	76,853	63,760	22,170	3,677,504	3,457,498	6.4	3,331,959	345,545
170,059	158,891	24,798	54,831	1,726,181	1,815,789	-4.9	1,515,780	210,401
5,687,771	4,866,670	1,847,348	1,644,717	32,919,250	29,069,547	13.2	32,322,596	596,654
160,922	130,016	72,156	34,225	1,709,880	1,594,888	6.9	2,097,010	-387,130
567,417	343,737	323,055	263,114	5,149,368	3,590,378	43.4	5,560,861	-411,493
2,560,912	2,235,688	1,475,715	1,292,664	15,499,731	13,660,888	13.5	14,557,739	941,992
68,788	52,520	82,795	44,925	1,845,292	1,519,580	21.4	2,106,751	-261,459
2,451,129	2,370,949	1,325,259	1,213,202	17,579,480	17,386,206	1.1	14,395,102	3,184,378
4,739,697	4,053,173	1,410,345	1,636,904	25,643,354	22,810,517	12.4	27,856,624	-2,213,270
13,574,098	12,506,147	3,757,795	3,362,598	71,005,966	65,350,569	-22.0	71,789,333	783,367
2,725,737	2,495,246	3,084,313	1,138,061	4,469,991	15,404,899	9.4	15,588,701	1,267,997
408,565	305,043	168,691	123,924	1,169,991	3,679,816	-68.2	4,418,893	51,098
28,797	30,934	46,974	25,916	797,446	759,929	4.9	918,995	-121,549
53,394	100,845	36,922	18,674	2,233,224	1,892,790	18.0	2,197,668	35,558
195,485	119,483	170,847	123,020	2,609,928	1,800,090	45.0	3,068,084	-458,156
248,788	130,744	308,989	188,273	3,346,659	2,103,988	59.1	3,837,542	-490,883
6,109,134	5,308,382	2,188,493	1,789,220	35,559,001	32,702,515	8.7	31,472,279	4,086,722
44,403	34,829	8,197	12,744	1,272,965	959,747	32.6	1,167,538	105,427
680,842	823,631	327,858	271,216	6,749,434	6,396,748	5.5	6,306,759	442,675
118,109	118,012	53,449	52,191	1,696,958	2,194,267	-22.7	1,649,590	47,368
188,303	169,138	85,392	87,121	3,275,432	3,060,962	7.0	2,988,095	277,337
383,333	379,563	124,856	95,635	3,481,155	3,395,979	2.5	3,139,946	341,209
926,649	739,018	326,745	127,112	6,117,057	5,059,398	20.9	8,350,440	-233,383
252,405	121,637	166,083	89,268	3,520,777	2,769,596	27.1	3,055,498	485,279
394,445	340,599	183,820	176,810	4,710,245	4,513,275	4.4	4,260,127	450,118
80,771	74,465	11,713	16,876	1,292,429	1,330,829	-2.9	1,134,593	157,836
729,259	700,419	373,906	468,439	5,996,737	5,536,501	8.3	6,273,875	-277,138
76,460	69,608	86,619	87,449	1,421,917	1,344,552	5.8	1,456,299	-34,382
351,472	311,515	358,059	129,104	2,996,267	2,712,876	10.4	2,654,047	342,220
1,048,656	918,066	511,243	500,142	7,309,171	7,018,153	4.1	7,720,453	-411,282
442,518	337,996	210,085	117,168	3,931,129	3,124,413	25.8	4,179,770	-248,641
168,543	135,178	114,271	129,300	2,723,531	2,179,840	24.9	2,690,261	33,270
2,995,229	2,251,809	881,053	880,724	19,554,482	15,618,927	25.2	19,209,797	344,685
174,949	180,059	169,591	151,301	2,345,836	2,235,880	4.9	2,459,286	-113,450
71,807	78,221	23,215	21,009	1,755,076	1,595,466	10.0	1,519,549	235,527
1,253,797	1,155,657	370,853	488,559	9,283,733	8,893,299	4.4	8,792,865	490,868
362,108	367,979	210,910	210,529	3,742,968	3,763,257	-0.5	3,887,049	-144,081
194,117	142,295	251,134	265,815	3,575,093	2,811,079	27.2	3,597,251	-22,158
1,015,898	798,482	677,553	514,788	7,812,744	6,616,597	18.1	8,247,700	-434,958
1,339,328	1,183,913	368,964	281,863	10,740,482	9,055,822	18.6	10,670,938	69,544
54,934	40,927	44,051	48,903	1,880,963	1,669,996	12.6	1,848,710	32,253
125,915	84,942	11,760	40,049	2,551,747	2,299,580	11.0	2,470,226	81,521
207,966	212,511	296,980	275,282	3,759,147	3,562,695	5.5	4,155,625	-396,478
57,690		130,768		1,688,409			1,564,548	123,861
178,528	140,419	451	14,171	2,477,618	2,178,003	13.8	2,764,074	-286,456
9,222,194	8,400,379	3,453,341	2,446,933	56,596,530	51,282,629	10.4	52,327,627	4,268,903

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**WASK, Lafayette**

**KAMA, El Paso**

**WXCM, Jackson**

**WQIO, Canton**

**WRDI, Hammonton**

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Metropolitan areas (number of stations <sup>1</sup> reporting in parentheses)	Time sales <sup>2</sup>					
	Network		National and regional advertisers <sup>3</sup>		Local advertisers <sup>3</sup>	
	1980	1979	1980	1979	1980	1979
Waterbury, Conn. (6)	380,897	28,617	384,579	657,557	1,885,380	1,759,882
Waterloo-Cedar Falls, Iowa (6)*	10,542	8,781	369,526	629,331	1,409,496	2,060,995
W. Palm Beach-Boca Raton, Fla. (17)	24,124	13,193	1,130,532	1,052,414	7,293,328	6,016,528
Wheeling, W. Va.-Ohio (9)	56,233	50,435	1,143,955	1,235,736	2,640,067	2,520,587
Wichita, Kan. (13)	85,776	57,919	759,372	892,915	8,661,719	7,917,541
Wichita Falls, Tex. (6)*	4,148	2,708	558,419	400,952	1,829,969	1,342,549
Williamsport, Pa. (7)	5,426	1,132	164,829	138,903	1,830,023	1,482,008
Wilmington, Del.-N.J.-Md. (10)*	28,510	25,224	395,495	344,905	4,752,750	4,362,765
Wilmington, N.C. (10)	6,157	2,122	270,870	251,226	1,882,285	1,617,770
Worcester, Mass. (7)	33,383	41,778	1,188,616	1,025,929	4,325,450	3,555,765
Yakima, Wash. (11)	6,448	7,447	495,258	692,544	1,681,224	2,109,041
York, Pa. (12)	17,162	9,505	792,341	657,971	5,936,548	5,634,818
Youngstown-Warren, Ohio (10)	22,805	26,928	1,097,410	908,346	3,970,075	4,181,331

**Non-metro areas of 3 or more stations**

Fairbanks, Ak. (3)			166,142	157,306	1,299,697	1,264,564
Decatur, Ala. (5)			33,688	55,118	912,781	972,716
Dotha, Ala. (5)			113,186	120,129	1,226,896	1,118,281
Talladega, Ala. (3)			34,070		417,364	
Hot Springs, Ark. (6)	1,776	624	133,957	133,165	719,166	582,860
Jonesboro, Ark. (4)			170,249	150,020	698,888	633,391
Flagstaff, Ariz. (5)		72	357,579	215,710	951,691	813,226
Yuma, Ariz. (4)	1,911		196,065	156,401	924,918	822,504
Chico, Calif. (4)	3,610	3,969	353,286	308,403	1,437,424	1,324,345
Eureka, Calif. (3)	3,315		94,999		681,757	
Redding, Calif. (4)	3,801	2,704	350,266	256,354	1,575,871	1,408,980
San Luis Obispo, Calif. (4)	780	427	248,343	153,750	1,249,076	801,576
South Lake Tahoe, Calif. (4)			296,071	3,411,115	1,448,316	1,225,864
Tulare, Calif. (4)*	16,500		108,648		1,162,522	
Grand Junction, Colo. (6)	57,200	3,069	182,786	111,736	1,912,562	1,578,769
Fort Pierce, Fla. (4)			320,727		1,557,710	
Leesburg, Fla. (3)			242,518	3,572	1,702,066	522,863
Ocala, Fla. (5)			313,186	270,072	1,737,814	1,467,597
Vero Beach, Fla. (4)	370	112	79,100	35,979	1,157,138	683,916
Athens, Ga. (5)	2,122		321,839		1,106,863	
Brunswick, Ga. (5)	1,881	1,521	108,365	74,511	697,105	608,170
Dalton, Ga. (3)			85,491	90,736	582,338	550,498
Dublin, Ga. (5)			19,791		506,651	
Gainesville, Ga. (5)	1,823	1,533	171,267	129,805	1,171,033	1,079,638
Griffin, Ga. (4)			84,285		548,316	
Rome, Ga. (6)	2,283	1,348	282,363	209,377	1,133,209	1,146,479
Thomasville, Ga. (3)	1,578	2,463	14,978	18,947	455,127	403,842
Valdosta, Ga. (7)			134,351	123,819	1,020,467	651,804
Hilo, Hi. (4)			129,702	109,791	849,208	658,843
Fort Dodge, Iowa (4)*	19,688	16,316	526,734	524,290	1,113,852	1,135,337
Mason City, Iowa (5)	4,728	4,262	681,685	367,223	965,910	1,209,002
Idaho Falls, Idaho (5)	15,672		440,280		1,393,486	
Nampa, Idaho (4)	3,643	1,509	132,179	130,405	878,116	967,906
Pocatello, Idaho (6)	35,679	21,427	159,750	168,499	1,131,354	1,063,224
Twin Falls, Idaho (5)	1,803	620	340,415	304,535	1,501,755	1,444,694
Danville, Ill. (5)	1,766	2,017	77,484	35,503	1,475,106	1,293,498
Dodge City, Kan. (4)	5,495	4,560	79,592	92,860	823,300	711,673
Hutchinson, Kans. (4)	510	617	62,856	75,463	1,414,604	1,118,017
Liberal, Kans. (4)			55,861		628,557	
Salina, Kans. (6)	9,863	344	299,710	276,108	3,088,635	2,720,517
Bowling Green, Ky. (5)	2,152	1,800	158,866	161,607	937,312	957,672
Paducah, Ky. (5)	3,854	3,350	508,689	249,001	992,731	1,119,349
New Iberia, La. (3)			80,681	39,630	1,289,696	1,179,138
Frederick, Md. (4)	1,702	1,572	201,393	219,820	1,548,873	1,509,724
Salisbury, Md. (6)*	7,772	3,400	633,253	337,808	1,512,433	1,157,571
Bangor, Me. (6)	2,716	2,254	308,702	285,405	1,615,168	1,557,548
Presque Isle, Me. (4)*	1,083	1,211	87,712	95,741	561,937	478,151
Cadillac, Mich. (4)	3,785	3,856	67,303	81,623	575,890	656,680
Escanaba, Mich. (4)	6,871	2,299	94,940	100,320	735,786	750,626
Marquette, Mich. (3)			126,600	150,572	572,026	483,431
Traverse City, Mich. (5)	1,910	2,214	337,905	297,022	1,380,975	1,459,765
Cape Girardeau, Mo. (5)			101,561	28,253	845,836	601,594
Jefferson City, Mo. (4)	2,696	2,470	203,468	189,098	1,148,828	998,630
Joplin, Mo. (6)	1,900	1,300	334,841	278,469	1,380,823	1,138,556
Poplar Bluff, Mo. (4)	5,086	12,020	73,181	106,920	695,187	602,222
Clarksdale, Miss. (3)			53,145		317,611	
Columbus, Miss. (5)			106,508	114,727	574,062	500,041
Corinth, Miss. (4)			10,887	16,557	437,493	448,673
Greenville, Miss. (5)			85,338	24,199	582,574	506,523
Greenwood, Miss. (4)	1,675	1,085	51,758	58,083	356,246	366,305
Hattiesburg, Miss. (7)	561	382	98,869	110,348	1,105,115	1,027,178
Laurel, Miss. (4)	1,599	1,021	27,011	26,005	853,636	903,585
McComb, Miss. (4)			25,233	25,720	524,445	545,680
Meridian, Miss. (7)*		799	334,561	329,390	1,467,809	1,426,913
Tupelo, Miss. (4)			142,866		790,493	

Commission		Value of trade-outs and barter transactions		Net broadcast revenues <sup>4</sup>		% change	Total broadcast expenses	Total broadcast income
1980	1979	1980	1979	1980	1979		1980	1980
259,551	280,843	247,593	160,949	2,408,137	2,165,636	11.2	2,516,279	-108,142
46,950	94,212	5,990	45,850	1,923,575	2,689,850	-26.5	1,799,242	124,333
909,590	740,625	632,778	560,613	7,824,334	6,427,895	18.6	8,227,813	-603,479
383,748	375,825	44,069	58,552	4,216,836	4,038,638	4.4	3,186,905	1,029,931
644,501	683,476	428,096	442,569	9,692,213	8,834,988	9.7	10,240,929	-548,716
117,608	110,045	84,122	31,682	2,302,150	1,846,122	39.9	2,195,336	106,814
15,254	3,930	147,353	83,486	2,035,520	1,655,689	22.9	2,260,849	-225,329
263,161	208,828	165,630	127,745	4,938,972	4,556,571	8.3	3,979,275	947,697
102,285	60,801	129,064	119,046	2,113,823	1,865,593	13.3	2,406,118	-292,495
687,042	573,002	465,685	410,193	4,866,913	4,057,699	19.9	4,590,761	276,152
167,761	232,019	94,863	75,648	2,022,206	2,625,157	-23.0	1,928,411	93,795
429,405	383,494	371,028	289,361	6,340,707	5,945,866	6.6	5,124,463	1,216,244
324,165	292,925	76,917	49,205	4,785,022	4,836,432	-1.1	4,720,892	64,130

65,113	54,088	125,125	106,844	1,410,203	1,381,041	2.1	1,744,508	-334,303
111,404	15,659	6,977	39,649	866,354	1,024,844	-15.4	873,128	-6,774
41,582	24,816	11,429	50,970	1,303,769	1,220,565	6.8	1,233,467	70,302
1,035		6,366		454,144			423,310	30,834
37,701	26,642	24,099		823,514	694,806	18.5	835,271	-11,757
37,225	25,428	13,053	12,712	843,247	766,780	10.0	717,501	125,746
50,392	25,663	66,791	28,217	1,281,172	1,003,345	27.7	1,327,828	-46,654
60,511	45,616	29,882	30,278	1,072,220	936,242	14.5	1,216,788	-144,548
100,092	84,375	57,735	44,562	1,696,513	1,556,384	9.0	1,442,672	253,841
34,950		18,878		758,060			740,094	17,966
82,308	52,076	44,965	31,978	1,855,777	1,625,184	14.2	1,856,931	-1,154
30,534	43,627	91,018	100,396	1,495,249	961,333	55.5	1,880,519	-385,270
58,008	43,480	52,672	28,154	1,686,379	1,523,719	10.7	1,723,956	-37,577
79,769		225,060		1,224,988			1,489,317	-264,329
105,078	62,581	71,966	55,193	2,101,848	1,680,811	26.6	2,078,422	23,426
72,888		173,114		1,836,239			2,299,798	-463,559
185,681	18,627	115,511	42,586	1,758,903	507,808	246.4	1,895,107	-136,204
55,332	40,971	45,584	42,244	1,995,668	1,696,698	17.6	1,797,113	198,555
40,721	15,010	39,247	11,309	1,211,551	728,286	66.4	1,261,958	-50,407
43,481		9,150		1,442,559			1,461,342	-18,783
28,325	17,298	33,400	21,121	792,313	683,564	15.9	1,083,012	290,699
		2,146	587	667,829	641,234	4.1	516,751	151,078
972		2,900		525,470			483,902	41,568
14,375	10,578	8,267	7,630	1,401,845	1,269,723	10.4	1,300,762	100,883
6,200		3,357		629,502			625,008	4,494
33,657	26,345	55,079	46,235	1,395,732	1,355,939	2.9	1,498,569	-102,837
13,300	10,240			458,383	418,412	9.6	378,138	80,245
6,130	68,915	1,875	646	1,152,650	707,671	62.9	1,078,383	74,267
29,674	25,622	65,143	13,846	998,283	745,797	33.9	975,064	23,219
98,415	92,881	43,238	62,610	1,818,577	1,613,212	0.3	1,535,841	82,736
125,489	101,044	33,737	36,896	1,538,152	1,485,183	3.6	1,542,485	-4,333
138,595		39,559		1,713,438			1,821,734	-108,296
80,380	83,790	42,372	36,357	933,558	1,016,030	-8.1	1,071,709	-138,151
67,715	71,854	46,312	10,107	1,326,322	1,196,737	10.8	1,638,511	-312,189
102,633	64,850	52,127	21,576	1,767,267	1,690,454	4.5	1,968,064	-200,797
35,137	29,558	30,992	14,937	1,520,577	1,303,011	16.7	1,561,463	-40,886
25,083	30,140	32,087		938,992	827,598	13.5	876,484	62,508
31,740	40,750	33,761	29,648	1,503,613	1,246,267	20.6	1,387,842	115,771
16,327		19,135		697,022			621,909	75,113
160,405	116,203	79,362	67,561	3,270,645	2,897,438	12.9	3,424,129	-153,484
11,398	15,849	11,290	28,166	1,109,387	1,106,894	0.2	1,011,354	98,033
56,968	43,367	35,330	18,686	1,452,078	1,330,135	9.2	1,471,213	-19,135
30,495	27,835	16,980		1,358,400	1,208,365	12.4	1,084,948	273,452
38,553	40,765	14,705		1,736,108	1,699,295	2.2	1,430,435	305,673
120,814	75,630	9,532	2,235	2,080,031	1,451,084	43.3	2,097,744	-17,713
184,070	153,097	36,638	67,190	1,798,991	1,710,501	5.2	1,803,343	-4,352
28,646	28,016	19,084	10,306	636,840	569,617	11.8	778,104	-141,264
21,580	24,782	10,260	7,422	641,493	630,176	1.8	860,066	-218,573
9,307	15,412	3,720	43,000	843,905	838,172	.7	991,329	147,424
32,087	29,295	35,642	33,548	696,934	615,918	13.2	840,022	-143,088
63,586	63,074	9,032	9,567	1,672,471	1,716,777	-2.6	1,570,767	101,704
21,279	13,973	29,181	19,466	927,593	615,874	50.6	1,042,500	-114,907
51,719	38,514	1,297		1,320,720	1,165,358	13.3	1,249,079	71,641
53,147	39,776	58,926	60,062	1,676,579	1,393,195	20.3	1,352,778	323,801
13,337	7,820	44,002	21,100	803,009	714,989	12.3	694,067	108,942
8,297		1,780		362,595			477,391	-114,796
16,316	13,564	23,216	28,155	686,658	626,093	9.7	778,709	-92,051
2,141	2,691			450,513	464,531	-3.0	443,359	7,154
22,771	16,835	31,618	2,628	845,141	513,887	25.5	767,451	-122,310
4,905	5,841	1,797	3,410	417,316	430,003	-3.0	405,307	12,009
18,142	16,208	17,511	11,107	1,191,803	1,127,098	5.7	1,017,584	174,219
5,272	4,412	8,000		888,916	941,836	-5.6	879,997	8,919
3,694	4,479			545,984	566,921	-3.7	485,918	60,066
64,228	56,135	133,688	61,091	1,739,277	1,702,551	2.2	1,838,646	-99,369
16,802		10,332		979,400			1,066,638	-87,238

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WHUM, Reading

WICO, Salisbury

WRNL, Richmond

KEAM, Nederland

WYFA, Patchogue

WEEJ, Port Charlotte

WMIV, South Bristol Township

WDMV, Pocomoke

WAYZ, Waynesboro

WFHR, Wisconsin Rapids

WDIX, Orangeburg

WWRL, New York City

WEER, Warrenton

KZUL, Parker

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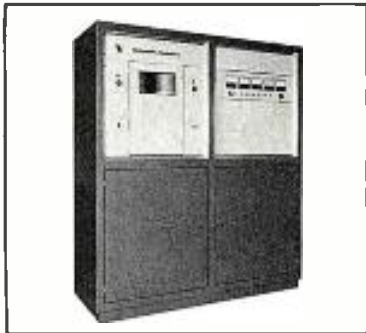
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Type of Business \_\_\_\_\_

Title/Position \_\_\_\_\_

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Signature (required) \_\_\_\_\_

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Metropolitan areas  
(number of stations<sup>1</sup>  
reporting in  
parentheses)

Time sales<sup>2</sup>

	Network		National and regional advertisers <sup>3</sup>		Local advertisers <sup>3</sup>	
	1980	1979	1980	1979	1980	1979
Vicksburg, Miss. (4)			19,482	25,784	730,672	687,047
Bozeman, Mont. (4)			78,925	54,964	1,371,678	1,311,147
Helena, Mont. (5)	203	453	95,811	35,067	1,003,340	1,103,173
Katispell, Mont. (3)			96,651	80,020	766,896	744,745
Missoula, Mont. (7)	1,936	1,891	212,320	201,168	1,726,292	1,758,603
Goldsboro, N.C. (5)	36,966	34,998	45,708	34,534	932,485	900,885
Hickory, N.C. (5)	2,964	1,889	64,793	83,399	1,258,711	1,152,077
Jacksonville, N.C. (5)			126,916	139,187	893,307	808,253
Kinston, N.C. (5)	3,875	2,529	234,077	207,669	893,088	853,495
Reidsville, N.C. (3)			224,035	200,991	357,363	290,105
Rocky Mount, N.C. (5)	334	348	86,659	73,297	851,376	773,198
Wilson, N.C. (4)			447	67,495	664,038	603,475
Bismarck, N.D. (5)	5,721	4,372	573,958	499,342	2,684,583	2,267,735
Jamestown, N.D. (5)*			105,165		1,207,189	
Minot, N.D. (6)			86,455	131,487	1,854,087	1,829,991
Scottsbluff, Neb. (4)	13,453	12,514	120,876	113,021	1,292,965	1,107,466
Alamogordo, N.M. (4)			85,814		499,438	
Carlsbad, NM (4)			9,955	51,958	287,280	387,248
Clovis, N.M. (4)*			45,511	43,981	452,352	675,712
Farmington, N.M. (6)	16,476	15,738	410,628	334,439	1,338,187	1,207,823
Hobbs, N.M. (3)*			90,324	78,840	436,528	353,140
Roswell, N.M. (5)*	729		209,030	131,315	594,142	820,720
Santa Fe, N.M. (4)			185,901	188,260	1,002,393	904,359
Ithaca, N.Y. (4)		352	165,245	268,509	741,923	1,052,515
Watertown, N.Y. (4)	3,721		243,200		1,040,042	
Chillicothe, Ohio (4)*			73,967	119,187	396,935	368,590
Ardmore, Okla. (3)			69,524		718,219	
Muskogee, Okla. (3)	742		57,695		474,741	
Bend, Ore. (4)			904,608	174,093	718,548	1,155,833
Medford, Ore. (8)	2,929	3,886	275,916	228,571	1,926,634	1,795,272
Roseburg, Ore. (4)	2,319	2,428	171,911	104,267	1,080,541	1,032,801
The Dalles, Ore. (3)			78,951	81,976	440,582	445,494
Florence, S.C. (4)	2,161	1,328	214,174	176,360	828,737	765,800
Greenwood, S.C. (4)	778	795	73,715	90,761	677,180	598,520
Orangeburg, S.C. (5)			157,364	130,564	635,630	656,695
Sumter, S.C. (4)*		4,500	661,194	539,867	604,645	866,779
Aberdeen, S.D. (5)*			175,878	187,952	1,015,593	920,303
Watertown, S.D. (4)	240		39,233	51,955	948,441	798,522
Yankton, S.D. (3)	11,369	6,326	540,106	452,537	1,933,936	1,816,473
Athens, Tenn. (3)*			33,569		324,051	
Cleveland, Tenn. (4)			62,412		806,573	
Fayetteville, Tenn. (3)	849	737	3,268	3,746	376,416	405,653
Jackson, Tenn. (5)	858	1,419	212,234	168,209	1,494,597	1,268,287
Big Spring, Tex. (4)			55,603	47,667	748,939	650,063
Brownwood, Tex. (4)	3,825	3,825	26,367	14,803	805,971	800,805
Lufkin, Tex. (4)			35,238	24,272	810,573	473,008
Victoria, Tex. (5)			178,702		1,150,581	
Charlottesville, Va. (6)	1,459		14,153		1,657,682	
Danville, Va. (5)	989	921	202,447	164,832	1,350,233	1,499,390
Harrisonburg, Va. (5)			280,629	271,403	1,235,234	1,256,480
Warrenton, Va. (4)			33,505		404,422	
Burlington, Vt. (5)	8,486	8,020	272,604	169,150	2,303,101	2,009,463
Bellingham, Wash. (6)	684	581	489,119	449,642	1,622,237	1,433,545
Walla Walla, Wash. (5)			306,611	274,071	873,785	905,433
Wenatchee, Wash. (4)	795		281,308	129,245	1,133,035	576,314
Wausau, Wis. (5)	6,791	5,338	190,718	121,665	1,448,845	1,425,342
Beckley, W. Va. (5)	459	319	255,832	203,772	1,582,893	1,480,776
Bluefield, W. Va. (3)	1,504		11,594		1,017,580	
Clarksburg, W. Va. (7)*	2,349	2,330	125,776	120,013	1,064,261	993,318
Casper, Wyo. (4)	8,424	8,819	292,931	346,634	2,700,817	2,505,807
Cheyenne, Wyo. (7)			135,662	95,447	1,274,976	1,096,678
Mayaguez, P.R. (9)*	373,914	184,914	361,518	416,233	1,064,673	1,055,978
Ponce, P.R. (9)	383,320	147,385	559,079	821,622	1,568,367	1,346,012
San Juan, P.R. (22)*	1,189,400	358,696	2,939,050	3,858,340	9,591,238	7,430,494
Total (43)	1,946,634		4,236,864		12,579,537	
Agana, Guam (5)			96,872	87,806	1,581,721	1,397,253
Charlotte Amalie, V.I. (3)					970,131	905,318
Total(50)	98,977		1,818,680		8,093,233	
Metropolitan Areas U.S. (3,492)	27,176,913	21,703,241	649,366,058	554,528,058	1,964,846,188	1,770,364,753
Non-Metro areas, 3-plus stations (13,888)	719,619	462,535	41,803,254	33,481,254	274,876,853	230,203,914
Non-Metro areas of 2 stations (1,649)	473,779	425,855	25,097,302	23,418,726	238,570,361	221,715,636
Non-metro areas of one station (728)	211,794	269,241	9,148,283	8,641,431	103,278,103	104,337,099
Total United States (7,257)	28,582,095	22,860,872	725,414,897	820,069,469	2,581,571,305	2,328,621,402
Commonwealth and possessions (93)	2,045,611	770,430	6,055,544	6,922,269	20,672,770	17,014,468
Grand Total (7,350)	31,661,507	23,631,302	743,129,571	626,991,738	2,629,330,513	2,343,635,870

<sup>1</sup> Stations with less than \$25,000 in revenues report only total revenues and total expense. However, stations with less than \$25,000 in revenues accounted for less than one-tenth of 1% of the broadcast revenues of the reporting stations.

<sup>2</sup> Includes AM and FM stations. AM-FM associated stations are counted as two stations whether they file separately or jointly.

<sup>3</sup> Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, this data should be used with caution.

Commission		Value of trade-outs and barter transactions		Net broadcast revenues <sup>4</sup>			Total broadcast expenses	Total broadcast income
1980	1979	1980	1979	1980	1979	% change	1980	1980
14,406	13,541	14,748	6,985	740,846	702,270	5.5	825,213	-84,367
44,909	33,986	5,045	6,152	1,428,872	1,347,049	5.9	1,490,325	-63,453
18,001	15,876	20,235	11,074	1,159,238	1,136,182	2.0	1,167,163	-7,925
17,376	13,012	4,551	1,350	846,634	811,753	4.3	702,039	144,595
52,044	31,071	31,326	24,038	2,120,662	2,001,238	10.5	2,298,651	-87,989
23,506	16,425	1,449	4,140	991,653	953,992	3.9	982,344	9,309
27,136	28,001	34,317	13,296	1,330,983	1,240,668	7.3	1,256,932	74,051
56,560	54,365	21,244	22,845	963,663	899,653	7.1	990,152	-26,489
28,799	18,761	3,670	865	1,149,490	1,078,319	6.6	1,155,715	-6,225
12,207	15,434	5,082	784	570,065	477,808	19.3	631,750	-61,685
13,692	10,708	3,312	5,166	937,433	847,057	10.7	917,583	19,850
7,176	12,279	30,202	10,606	725,340	682,850	6.2	742,835	-17,495
77,305	59,495			3,244,487	2,734,000	18.7	2,936,531	307,956
24,757		17,000		1,287,597			1,257,278	30,319
40,396	41,672	9,754	6,632	1,945,369	1,963,991	- 0.9	2,136,240	-190,871
49,507	31,304			1,388,103	1,205,731	15.1	1,414,520	-26,417
13,872		14,659		586,103			705,277	-119,174
		596	7,007	322,135	439,204	-26.7	553,626	-231,491
14,860	18,669	5,122	5,793	483,003	701,649	-31.2	510,805	-27,802
47,613	25,166	6,532		1,780,859	1,557,235	14.4	1,590,366	190,493
21,200	24,577	39,272	41,903	521,104	426,878	22.1	669,652	-148,548
41,060	25,366	2,914	1,367	801,323	756,127	6.0	960,746	-159,423
32,053	25,879	12,429	3,766	1,160,880	1,073,511	8.1	1,107,605	53,275
33,216	57,719	34,509	73,750	960,679	1,454,658	-34.0	815,083	145,616
62,835		24,044		1,233,443			1,322,383	-88,940
17,039	10,719	7,441	5,683	454,606	492,600	- 7.7	494,801	-40,195
1,715		38,193		786,832			842,316	-55,484
7,262		80		526,930			547,458	-20,528
66,089	54,088	32,726	15,650	1,571,192	1,299,957	20.9	1,646,531	-75,339
150,207	57,896	43,334	37,195	2,073,853	1,972,509	5.1	2,445,696	-371,843
37,283	26,282	15,359	16,196	1,221,728	1,116,293	9.4	1,155,470	66,258
17,241	17,215	715	1,649	535,731	526,534	1.7	522,621	13,110
37,480	29,807	15,457	5,153	1,007,733	914,047	10.2	905,379	102,354
5,757	6,364	7,439	4,763	745,916	683,712	9.1	681,308	64,608
24,540	14,040	19,739	7,184	769,521	795,250	- 3.2	886,378	-116,857
76,613	63,042	62,617	33,345	1,189,928	1,199,868	- 0.8	1,159,886	30,042
21,231	39,755	54,492	30,373	1,205,977	1,094,142	10.2	1,363,683	-157,706
1,945	4,291	21,626	6,559	986,169	846,186	16.5	997,703	-11,534
210,261	180,620	35,473	20,031	2,275,150	2,094,716	8.6	1,660,967	-614,183
4,154		25,301		353,779			508,604	-154,825
12,302		284		656,683			724,247	-67,564
30	112	200	100	381,001	410,718	- 7.2	364,907	16,094
44,499	38,769	34,336	42,883	1,704,067	1,426,205	19.5	1,568,854	135,213
6,603	5,347	6,068	5,982	800,739	696,676	14.9	791,893	8,846
7,418	6,649	262	12,408	828,825	812,824	2.0	1,010,189	-181,364
25,077	10,406	24,558		825,211	489,889	88.4	977,718	-152,507
83,794				1,290,630			1,150,648	139,982
111,448		85,945		1,922,689			2,044,872	-122,183
32,751	26,895	29,902	38,040	1,527,485	1,645,842	- 7.2	1,354,594	172,891
39,559	39,057	22,128	6,671	1,478,524	1,491,046	- 0.8	1,445,456	33,068
1,502		66,967		508,158			634,699	-126,541
93,228	76,002	186,263	88,406	2,530,513	2,144,891	18.0	2,453,882	76,631
144,535	177,912	68,772	51,956	1,982,840	1,723,897	15.0	1,794,753	188,087
54,947	66,561	34,363	25,107	1,130,549	1,116,021	1.3	1,128,806	3,743
75,466	17,923	42,553	14,518	1,349,025	687,768	96.1	1,385,964	-36,939
68,704	51,332	23,829	14,843	1,585,823	1,508,625	5.1	1,353,496	232,327
42,134	33,224	27,354	25,344	1,849,495	1,701,754	8.7	1,632,245	217,250
60,307		14,442		970,371			710,378	259,993
14,934	13,712	23,169	17,155	1,191,998	1,107,055	7.7	1,185,999	5,999
116,676	121,892	44,907	48,740	2,956,449	2,800,788	5.6	2,449,058	507,391
24,748	30,097	7,511	5,119	1,393,021	1,164,457	19.6	1,706,285	-313,264
228,371	177,116	51,676	35,744	1,737,745	1,577,484	10.2	1,644,674	93,071
344,447	320,221	102,753	61,320	2,216,735	2,090,424	6.0	2,010,245	206,490
2,077,923	1,561,760	546,418	520,644	12,021,955	10,195,030	17.9	11,270,295	751,660
2,784,665		700,847	617,708	16,586,446			15,486,893	1,099,553
42,108	34,366	45,668	18,492	1,648,737	1,465,258	12.5	1,417,933	230,804
127,939	125,481	38,804	10,293	842,192	779,837	8.0	869,533	-27,341
567,232		844,828	678,637	9,649,271			8,948,075	701,196
322,109,171	283,416,490	134,492,351	126,477,441	2,351,131,444	2,091,291,434	12.4	2,213,403,131	137,728,313
9,650,293	7,776,996	4,978,804	3,936,540	313,041,078	260,279,289	20.3	310,470,557	2,570,521
5,033,174	4,512,969	3,813,706	2,998,747	262,494,616	243,342,146	7.9	255,066,961	7,427,655
1,931,505	1,943,809	5,249,447	3,675,535	112,435,999	113,364,209	- 0.8	112,838,030	-402,031
338,724,143	297,650,064	149,534,308	137,088,263	3,039,103,137	2,708,277,078	12.2	2,891,778,679	147,324,458
3,351,897	2,631,691	844,828	678,637	26,235,717	22,645,595	15.9	24,434,968	1,800,749
348,327,560	300,281,755	150,379,136	137,766,900	3,098,536,328	2,730,922,673	12.2	2,944,956,799	153,579,529

<sup>4</sup>Total time sales less commissions, plus talent and program sales, plus other incidental broadcast revenue.

<sup>5</sup>Markets with fewer than three stations have been omitted.

<sup>6</sup>Detailed data not shown in this report.

\*One or more stations did not report data for the full year.

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## 5. Network-only breakouts

### Network revenues<sup>1</sup>

Revenues from sale of time when program is supplied by advertiser .....	\$3,572,000
All other advertising revenues .....	148,710,000
Revenues from stations for cooperative programs .....	19,000
All other broadcast revenues .....	3,601,000
<b>Total gross broadcast revenues .....</b>	<b>155,902,000</b>
Value of trade-outs and barter transactions included in revenues .....	3,443,000
<b>Deduct:</b>	
Payments to networks and stations .....	25,607,000
Commissions to advertising agencies .....	22,275,000
Commissions to representatives, brokers and others .....	0
Cash discounts allowed by network .....	0
<b>Total deductions .....</b>	<b>47,883,000</b>
<b>Net broadcast revenues .....</b>	<b>108,019,000</b>

### Network expenses

<b>General categories of expenses:</b>	
Technical expenses .....	10,109,000
Program expenses .....	52,960,000
Selling expenses .....	18,460,000
General and administrative expenses .....	21,921,000
<b>Total broadcast expenses .....</b>	<b>103,449,000</b>
<b>Selected expense items</b>	
Salaries, wages and bonuses of officers and employees engaged in following categories:	
Technical .....	3,948,000
Program .....	11,513,000
Selling .....	7,023,000
General and administrative .....	8,436,000
<b>Total (all officers and employees) .....</b>	<b>26,325,000</b>
Depreciation of tangible property .....	920,000
Amortization expense on programs obtained from others:	
Feature film shown or expected to be shown in U.S. theaters .....	—
All other feature film .....	—
All other programs .....	494,000
Records and transcriptions .....	450,000
Music license fees .....	543,000
Other performance or program rights .....	497,000
Cost of intercity and intracity program relay circuits .....	10,663,000
<b>Total expense for news and public affairs<sup>2</sup> .....</b>	<b>44,683,000</b>

### Network income

Broadcast revenues .....	108,019,000
Broadcast expenses .....	103,449,000
<b>Broadcast operating income .....</b>	<b>4,570,000</b>

<sup>1</sup>CBS, MBS, NBC, Sheridan Broadcasting Network and ABC's three AM networks and one FM network.

<sup>2</sup>This figure contains some costs already shown above. Costs of sports programs are not included.

<sup>3</sup>Last digits may not add to totals because of rounding.



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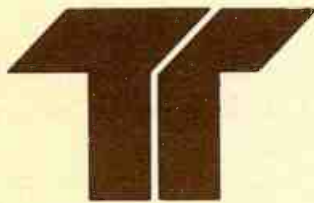
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# CONGRATULATIONS TO THE TOP 5 RADIO REPS\*

	# Ranked Stations	High Ranking Stations
Katz Radio	34	82
McGavren Guild	23	69
Torbet Radio	22	64
Blair Radio	22	61
Eastman	21	69



**Torbet Radio**

\*As ranked by the 1981 Duncan Report. Rankings subject to methodology described in the Duncan Report.

# 6. How many stations won, how many lost

Number of AM and AM/FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, in 1980  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000	
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000		
<b>Revenues of:</b>													
Over \$1,000,000	591	437	149	128	87	34	16	2	2	5	2	12	
\$500,000 to \$1,000,000	900	627		11	174	170	134	24	13	39	35	27	
\$250,000 to \$500,000	1,728	1,057			59	215	311	58	98	108	107	101	
\$200,000 to \$250,000	632	342			3	39	91	40	28	49	45	47	
\$150,000 to \$200,000	808	306				26	64	26	34	43	60	53	
\$100,000 to \$150,000	631	294				2	32	19	33	49	65	94	
\$75,000 to \$100,000	239	83				2	3	10	7	10	19	32	
\$50,000 to \$75,000	130	42						5	1	8	10	20	
\$25,000 to \$50,000	52	10									7	3	
Less than \$25,000	22	4										4	
<b>Totals</b>	<b>5,533</b>	<b>3,202</b>	<b>149</b>	<b>139</b>	<b>323</b>	<b>466</b>	<b>651</b>	<b>184</b>	<b>216</b>	<b>309</b>	<b>350</b>	<b>393</b>	

<sup>1</sup>Excludes 716 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, in 1980  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000	
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000		
<b>Revenues of:</b>													
Over \$1,000,000	591	154	41	38	41	14	10		1	2	5	2	
\$500,000 to \$1,000,000	900	273	28	35	54	51	41	12	8	12	11	21	
\$250,000 to \$500,000	1,728	671	15	42	128	147	108	22	39	42	49	79	
\$200,000 to \$250,000	632	290	3	15	35	51	53	14	20	36	28	35	
\$150,000 to \$200,000	808	302	4	24	45	55	19	25	30	51	49	49	
\$100,000 to \$150,000	631	337		2	31	35	60	19	38	36	48	88	
\$75,000 to \$100,000	239	156		1	5	18	35	10	18	19	21	31	
\$50,000 to \$75,000	130	88		1	5	14	18	4	3	8	16	21	
\$25,000 to \$50,000	52	42		1	6	3	11	3	1	3	1	13	
Less than \$25,000	22	18		2	3	5			2	2		4	
<b>Totals</b>	<b>5,533</b>	<b>2,331</b>	<b>87</b>	<b>141</b>	<b>332</b>	<b>381</b>	<b>391</b>	<b>103</b>	<b>155</b>	<b>188</b>	<b>230</b>	<b>323</b>	
<b>Total both</b>		<b>5,533</b>	<b>236</b>	<b>280</b>	<b>655</b>	<b>669</b>	<b>1,042</b>	<b>287</b>	<b>371</b>	<b>497</b>	<b>580</b>	<b>716</b>	

<sup>1</sup>Excludes 716 FM stations that are associated with AM's but which reported separately.

Number of independent FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, in 1980  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000	
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000		
<b>Revenues of:</b>													
Over \$1,000,000	107	72	23	23	18	8	3		1				
\$500,000 to \$1,000,000	138	88	6	34	27	13	3	1	2	2	2	9	
\$250,000 to \$500,000	187	111		11	27	26	9	6	9	14	14	3	
\$200,000 to \$250,000	62	28			3	7	8	5	3	1	3	3	
\$150,000 to \$200,000	90	33			2	8	1	3	3	5	11	12	
\$100,000 to \$150,000	110	43				4	4	7	6	10	12		
\$75,000 to \$100,000	45	8					2	1	1	2	1	6	
\$50,000 to \$75,000	43	10						1	2	1	6		
\$25,000 to \$50,000	18	7									2	5	
Less than \$25,000	15	3									1	2	
<b>Totals</b>	<b>813</b>	<b>403</b>	<b>23</b>	<b>29</b>	<b>61</b>	<b>65</b>	<b>63</b>	<b>25</b>	<b>26</b>	<b>24</b>	<b>38</b>	<b>49</b>	

<sup>1</sup>Excludes FM stations that are associated with AM's but which reported separately.

Number of independent FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, in 1980  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000	
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000		
<b>Revenues of:</b>													
Over \$1,000,000	107	35	15	7	7	3				2		1	
\$500,000 to \$1,000,000	138	48	5	7	12	9	7	1	2	1	2	2	
\$250,000 to \$500,000	187	78	3	6	16	14	7	3	1	7	3	3	
\$200,000 to \$250,000	62	34		3	6	3	11	2	2	5	2		
\$150,000 to \$200,000	90	57		1	7	10	7	3	3	7	10	9	
\$100,000 to \$150,000	110	67		1	6	15	18	1	5	3	9	9	
\$75,000 to \$100,000	45	37			4	6	7	1	3	3	6	7	
\$50,000 to \$75,000	43	33		1	4	2	4	6	2	5	5	4	
\$25,000 to \$50,000	18	11		1			2		2	4	2	2	
Less than \$25,000	15	12			3		2			2	4	1	
<b>Totals</b>	<b>813</b>	<b>410</b>	<b>23</b>	<b>27</b>	<b>65</b>	<b>64</b>	<b>72</b>	<b>19</b>	<b>22</b>	<b>30</b>	<b>46</b>	<b>40</b>	
<b>Total both</b>		<b>813</b>	<b>46</b>	<b>56</b>	<b>126</b>	<b>129</b>	<b>135</b>	<b>44</b>	<b>48</b>	<b>54</b>	<b>86</b>	<b>89</b>	

<sup>1</sup>Excludes FM stations that are associated with AM's but which reported separately.

Chart 6 continues on page 66.





It's a jungle out there...filled with all sorts of ferocious beasts. You could get lost.  
For a professional guide call your **ARBITRON** Representative.

Chart 6, continued from page 64.

Number of associated FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, in 1980  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
<b>Revenues of:</b>												
Over \$1,000,000	117	103	42	30	22	3	3			1		2
\$500,000 to \$1,000,000	134	94		15	59	10	7	1		1	1	
\$250,000 to \$500,000	156	94	3		19	30	17	3	6	5	6	5
\$200,000 to \$250,000	55	30			1	6	13	3	2	2	3	
\$150,000 to \$200,000	60	30			2	4	10	2	2	1	7	2
\$100,000 to \$150,000	68	29				7	7	1	7	2	7	5
\$75,000 to \$100,000	40	17				2	5	3	1		2	4
\$50,000 to \$75,000	20	8					1	1	1		3	2
\$25,000 to \$50,000	20	4								1		3
Less than \$25,000	13	4									1	3
<b>Totals</b>	<b>683</b>	<b>413</b>	<b>42</b>	<b>48</b>	<b>103</b>	<b>55</b>	<b>63</b>	<b>14</b>	<b>19</b>	<b>13</b>	<b>30</b>	<b>26</b>

<sup>1</sup> Does not include the 1,472 FM stations that filed a combined report with the AM.

Number of associated FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, in 1980  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
<b>Revenues of:</b>												
Over \$500,000 to \$1,000,000	134	40	3	8	9	10	7		1		1	1
\$250,000 to \$500,000	156	62	7	3	11	14	11	1	7	5	2	1
\$200,000 to \$250,000	55	25	1	2	7	2	5	2	2	2	2	2
\$150,000 to \$200,000	80	30			5	4	7	1	1	5	1	6
\$100,000 to \$150,000	68	39			4	9	9	2	2	3	6	4
\$75,000 to \$100,000	40	23				3	7	4	2	1	2	4
\$50,000 to \$75,000	20	12			1	3	3		2	1	1	1
\$25,000 to \$50,000	20	16				1	1	5	4	1	1	3
Less than \$25,000	13	9				2	1			4		2
<b>Total</b>	<b>663</b>	<b>270</b>	<b>15</b>	<b>16</b>	<b>42</b>	<b>48</b>	<b>52</b>	<b>15</b>	<b>19</b>	<b>22</b>	<b>17</b>	<b>24</b>
<b>Total both</b>		<b>683</b>	<b>57</b>	<b>64</b>	<b>145</b>	<b>103</b>	<b>115</b>	<b>29</b>	<b>38</b>	<b>35</b>	<b>47</b>	<b>50</b>

<sup>1</sup> Does not include the 1,438 FM stations that filed a combined report with the AM.

## 7. Status on the number of stations

	AM <sup>1</sup>	FM stations filing a combined report with AM	FM stations associated with AM but filing a separate report	FM independent stations	Grand total
<b>Stations in operation on Dec. 31, 1980</b>					
Full year operation	4,411	1,523	750	947	7,631
Part year operation	159	34	34	91	318
<b>Total</b>	<b>4,570</b>	<b>1,557</b>	<b>784</b>	<b>1,038</b>	<b>7,949</b>
Stations ceasing operations during 1980	0	0	0	0	0
<b>Total stations operating during 1980</b>	<b>4,570</b>	<b>1,557</b>	<b>784</b>	<b>1,038</b>	<b>7,949</b>
Less: Stations not reporting <sup>2</sup>	315	85	68	134	602
<b>Total stations reporting</b>	<b>4,255</b>	<b>1,472</b>	<b>716</b>	<b>905</b>	<b>7,348</b>
Full year operation	4,105	1,438	683	813	7,039
Over \$25,000 in time sales	4,079	1,434	670	796	6,979
Part year operation	159	34	33	91	317
Over \$25,000 in time sales	127	33	25	63	281

<sup>1</sup> AM stations that filed separately, and AM stations that filed combined reports with FM stations.

<sup>2</sup> Stations that are counted as not reporting include those stations that were licensed but silent for the entire year, those stations that filed too late to be included in this report, and those commercial stations with a religious format, provided that 50% or more of the revenues of such stations were obtained from contributions.

To the audio professional, when a compressor or limiter is needed to tame the potentially disastrous consequences of uncontrolled level or to create special effects, one name stands out as the best: UREI.

Studio Standards for more than a decade, the compressors and limiters from UREI have earned their way into thousands of recording, mastering, and broadcast installations around the world.

Because we built our reputation for unparalleled professional performance and quality with our compressors and limiters, we have continuously advanced their engineering and technology to offer more reliability, features and performance. When you need the fastest, quietest and most flexible gain control instruments available, you can be totally assured that these products will prove to you why they've earned the title — Studio Standard:

#### The Model LA-4

A single channel, half-rack unit with patented electro-optical attenuator. Featuring smooth, natural sounding RMS action, it offers selectable compression ratios, a large VU meter, adjustable output and threshold levels and stereo coupling.

#### The Model 1176LN

A peak limiter which features adjustable input and output levels; individual attack and release time controls; selectable compression ratios; switchable metering; and

stereo coupling. The 1176LN is the most widely used limiter in the world.

#### The Model 1178

A two channel version of the 1176LN in a compact (3-1/2 ) rack mounting design. Featuring perfect tracking in the selectable stereo mode, it additionally offers selectable VU or Peak reading meter ballistics.

From One Pro To Another — trust all your toughest signal processing needs to UREI.

# The UREI Compressor/Limiters



**UREI** From One Pro To Another

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8460 San Fernando Road, Sun Valley, California 91352 (213) 767-1000 Telex: 65-1389 UREI SNVY  
Worldwide: Gotham Export Corporation, New York; Canada: E.S. Gould Marketing, Montreal

See your professional audio products dealer for full technical information.

# 8. A 10-year track record for radio

## A. Industry totals<sup>1</sup>

### Total sales to advertisers<sup>2</sup>

Year	Total		Network		National and regional spot		Local	
	Amount <sup>3</sup>	% Change	Amount	% Change	Amount	% Change	Amount	% Change
1980	\$3,508,200,000	10.6	\$157,300,000	13.6	\$734,800,000	15.3	\$2,616,100,000	9.2
1979	3,172,400,000	9.0	138,500,000	9.6	637,300,000	7.6	2,396,600,000	9.3
1978	2,911,200,000	15.9	126,400,000	7.0	592,100,000	13.6	2,192,700,000	17.1
1977	2,512,500,000	12.9	118,100,000	28.1	521,300,000	5.4	1,873,100,000	14.3
1976	2,226,100,000	17.6	92,200,000	26.8	494,600,000	18.8	1,639,200,000	16.8
1975	1,892,300,000	7.8	72,700,000	20.6	416,300,000	7.6	1,403,300,000	7.2
1974	1,755,900,000	6.6	60,300,000	1.5	386,800,000	1.2	1,308,800,000	8.6
1973	1,647,100,000	6.4	59,400,000	-8.6	382,300,000	-0.5	1,205,400,000	9.7
1972	1,547,700,000	11.5	65,000,000	18.0	384,300,000	1.7	1,098,400,000	15.1
1971	1,387,700,000	10.4	55,100,000	12.9	378,000,000	6.4	954,600,000	12.0

### Net Broadcast Revenues, Expenses, and income

Year	Net broadcast revenues <sup>4</sup>		Expenses		Incomes <sup>5</sup>	
	Total Amount <sup>3</sup>	% Change	Total amount	% Change	Total amount	% Change
1980	\$3,173,400,000	10.4	\$3,019,700,000	14.3	153,700,000	-33.6
1979	2,873,600,000	9.0	2,642,200,000	13.7	231,400,000	-25.6
1978	2,635,300,000	15.9	2,324,200,000	14.6	311,100,000	26.4
1977	2,274,500,000	12.6	2,028,400,000	10.2	246,100,000	37.8
1976	2,019,400,000	17.1	1,840,800,000	12.6	178,600,000	96.9
1975	1,725,000,000	7.6	1,634,400,000	7.6	90,700,000	7.8
1974	1,603,100,000	6.7	1,519,000,000	9.1	84,100,000	-23.6
1973	1,501,900,000	6.7	1,391,900,000	9.4	110,100,000	-18.0
1972	1,407,000,000	11.8	1,272,600,000	10.2	134,300,000	30.6
1971	1,258,000,000	10.7	1,155,200,000	10.7	102,800,000	10.7

<sup>1</sup> Includes nationwide radio networks, and 7,348 AM and FM stations. Includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

<sup>2</sup> Total sales to advertisers are the total amount paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

<sup>3</sup> Detail may not add to totals because of rounding.

<sup>4</sup> Total sales to advertisers plus all other broadcast revenues less commissions.

<sup>5</sup> Before Federal income tax.

Chart 8 continues on page 74

**If you don't  
care about your**

- Early Fringe**
- Early News**
- Women 25-54**

**Skip the  
next two pages!**

A man in a dark suit, white shirt, and patterned tie is sitting in a light-colored armchair. He is looking towards the right. The background shows a living room with a television set on a dark wood cabinet, a coffee table with a bowl of fruit, and some plants. The overall lighting is warm and indoor.

# WERR

**First-Run Daily Hour Designed To**

Produced by Bob Banner Associates

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# Today

A woman with dark hair, wearing a red sweater with a white collar, is seated in a white armchair on the left, smiling. A man in a dark suit and striped tie is seated in a white armchair on the right, looking towards her. Between them is a large, dark Christmas tree. In the foreground, a round coffee table holds a large bouquet of white and yellow flowers. The background features a patterned wall and a framed picture.

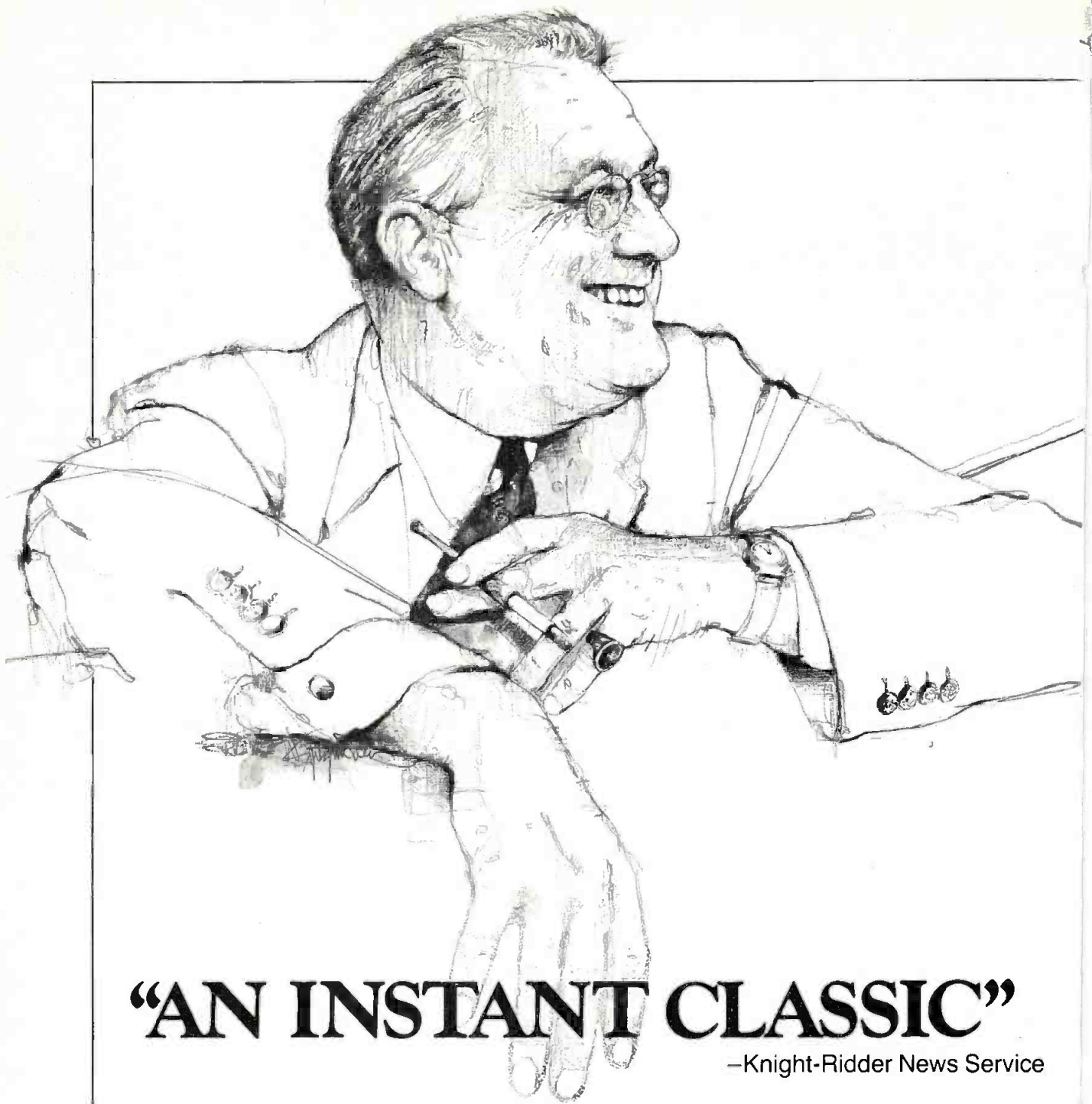
Hold Women 25-54! Coming Fall '82

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## “AN INSTANT CLASSIC”

—Knight-Ridder News Service

**O**n Friday, January 29th, ABC News presented an unprecedented three-hour profile of one of the greatest leaders of this century: FDR.

The project was invested with countless hours of research and production, the talents of dozens of journalists and scholars from across the nation and the total commitment of ABC News.

We are proud that this monumental effort met with such an abundance of critical praise and audience response.



"Splendid...an impressive assembling and packaging of history, an engrossing, illuminating three hours."

—Los Angeles Times

"A monumental TV documentary. 'FDR' is unmatched as a history of one of America's towering historical figures."

—Philadelphia Inquirer

"A valuable portrait of the man and his age."

—New York Times

"The ABC special, combining excellent film clips, interviews and narration, is a first-rate job..."

—New York Daily News

"A fascinating tribute to FDR and his era...remarkable...a stunningly entertaining yet educating look..."

—Detroit Free Press

"It's a testament to ABC's achievement that the three hours of 'FDR' pass like lightning, leaving you hungering for more."

—Knight-Ridder News Service

"A marathon of fascinating information and entertainment...vibrant history..."

—Christian Science Monitor

"ABC's robust undertaking illustrates how effective television can be...remarkable in its scope and insights..."

—Associated Press

"History comes alive stunningly in 'FDR'. Hats off to ABC News!...done with consummate artistry."

—Seattle Times

"It is fast-moving, incisive, nostalgic and entertaining...surprisingly compelling"

—Denver Post

"It easily was one of the most impressive programs that I have ever seen."

—Boston Globe

"Exquisitely done. It's more than just good history. Like Roosevelt himself, it's good theater as well!"

—United Press International

"Beautifully made, brilliantly thought out...ABC makes history with the definitive effort on FDR."

—Newark Star-Ledger

"One of the best and the brightest documentary biographies on television in many years..."

—Hartford Courant

"An instant classic...done expertly and entertainingly by an army of news talent that soon may be without peer on television."

—Knight-Ridder News Service

"This is an absorbing, stimulating evening...relevant and fascinating"

—Baltimore Sun

"This ABC special is exceptional television..."

—Boston Globe

**B. Network and stations** (Dollar amounts in millions)

	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971
Net broadcast revenues (total)	\$3,173.4	\$2,873.5	\$2,635.3	\$2,274.5	\$2,019.4	\$1,725.0	\$1,603.1	\$1,510.4	\$1,407.0	\$1,258.0
National networks	108.0	96.5	89.9	84.5	64.3	49.5	40.4	40.7	38.8	35.8
AM and AM-FM	2,201.5	2,080.0	1,974.9	1,761.4	1,622.6	1,430.2	1,369.3	1,316.1	1,137.1	1,137.7
FM independent	441.1	361.5	285.3	225.3	180.0	142.9	128.0	96.1	77.4	53.3
FM associated/AM	422.6	335.5	285.2	203.4	152.5	102.4	65.4	57.5	37.5	26.3
Broadcast expenses (total)	3,019.7	2,642.2	2,324.2	2,028.4	1,840.8	1,634.4	1,519.0	1,398.0	1,272.6	1,155.2
National networks	103.4	80.6	74.5	59.2	69.2	52.1	46.5	43.8	43.0	40.4
AM and AM-FM	2,108.1	1,923.0	1,752.9	1,582.2	1,460.2	1,332.1	1,268.4	1,189.8	1,103.1	1,018.2
FM independent	437.2	348.1	261.8	215.8	115.7	152.4	141.1	106.1	86.2	64.4
FM associated/AM	371.0	290.5	235.0	171.1	135.7	97.7	63.0	58.3	41.4	32.3
Broadcast income (total) <sup>1</sup>	153.7	231.4	311.5	246.1	178.6	90.7	84.1	112.4	134.3	102.8
National networks	4.6	15.9	15.4	25.3	- 5.0	- 2.5	- 6.2	- 3.1	- 3.9	- 1.7
AM and AM-FM	93.3	157.0	222.0	179.2	162.5	-98.0	-100.9	-126.3	143.1	119.4
FM independent	39.0	13.5	23.5	9.4	4.3	- 9.4	- 13.1	- 10.0	- 8.8	- 9.0
FM associated/AM	51.7	45.0	50.2	32.2	16.9	4.7	2.4	- 0.8	- 3.9	- 6.0
<b>Number of reporting stations</b>										
Entities	(5,877)	7,949	(5,748)	(5,619)	(5,638)	(5,535)	(5,436)	(5,244)	(5,136)	(5,020)
Stations	(4,255)	5,727	(4,318)	(4,292)	(4,363)	(4,355)	(4,361)	(4,267)	(4,267)	(4,252)
Total	905	835	777	741	713	703	678	616	590	527
AM and AM-FM	716	631	655	586	562	477	397	361	275	241
FM independent										
FM associated/AM										

<sup>1</sup> In prior years, AM/FM combinations which filled only one report were counted as one "entity" but two reporting stations. In this year's report these AM/FM combinations are always counted as two stations. The numbers shown in parentheses employ the discarded "entity" concept and are presented for comparison to past years.

**C. Profit or loss of stations**

**Average profit or loss of stations<sup>2</sup>**

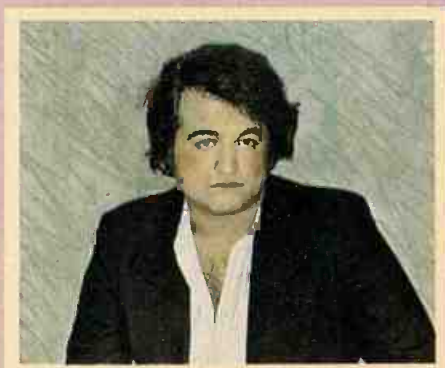
Year	AM, AM-FM		Independent FM		FM associated with AM	
	Average profit	Average loss	Average profit	Average loss	Average profit	Average loss
1980	89,401	78,860	139,439	113,682	203,229	112,574
1979	118,910	78,317	123,225	86,620	166,456	100,579
1978	110,928	64,362	103,064	58,176	149,622	64,829
1977	94,138	55,808	77,014	56,687	122,303	61,053
1976	82,173	51,224	63,259	49,581	90,566	69,282
1975	66,873	45,544	43,589	52,023	71,292	63,344
1974	62,310	48,998	41,830	60,669	56,914	53,933
1973	63,373	43,785	49,186	49,186	58,518	54,518
1972	61,837	38,473	31,557	43,333	45,923	52,030
1971	58,950	35,354	26,598	40,200	45,695	59,680

<sup>2</sup> Average profits calculated for those stations reporting profits. Average losses calculated for those stations reporting losses.

# THE CITY THAT NEVER SLEEPS! AND HERE'S WHY...

## Saturday Night

### IN NEW YORK



In New York, SATURDAY NIGHT delivers more total audience for WPIX 11:30 PM-12:30 AM Monday-Friday than all other programs scheduled IN THE LAST FIVE YEARS.

Year	Program	Ratings	Share	Total Women	Women 18-34	Women 18-49	Total Men	Men 18-34	Men 18-49
1981	SATURDAY NIGHT	4	11	170	122	158	155	116	146
1980	CELL B.H./ ODD CPL.	3	9	167	114	139	67	30	47
1979	ROCKFORD	2	6	166	91	124	86	36	70
1978	HONEYMOONERS/ TWILIGHT ZONE	3	10	111	67	92	116	80	96
1977	HONEYMOONERS/ TWILIGHT ZONE	3	7	114	68	81	95	65	77

SOURCE: NIELSEN NOV. 1977-81

Moreover, SATURDAY NIGHT outperforms all competing independents in the 11:30 PM-12:30 AM time period in the all important young adult categories IN THE LAST FIVE YEARS.

(Details on request)



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# 9. Market-by-market profit and revenue rankings

Market	Revenue rank	Profit rank	Market	Revenue rank	Profit rank	Market	Revenue rank	Profit rank
Abilene, Tex.	108	286	Dayton, Ohio	44	15	Lake Charles, La.	190	165
Akron, Ohio	70	51	Daytona Beach, Fla.	147	341	Lakeland-Winter Haven, Fla.	149	356
Albany, Ga.	213	230	Denver-Boulder, Colo.	16	19	Lancaster, Pa.	156	330
Albany-Schenectady-Troy, N.Y.	55	79	Des Moines, Iowa	64	26	Lansing-East Lansing, Mich.	118	45
Albuquerque, N.M.	66	381	Detroit	10	379	Las Cruces	320	296
Alexandria, La.	274	258	Dubuque, Iowa	186	100	Las Vegas	63	84
Allentwn-Bethlehem-Easton, Pa.-N.J.	75	30	Duluth-Superior, Minn.-Wis.	108	144	Lawrence-Haverhill, Mass.	271	295
Alltoona, Pa.	175	343	Eau Claire, Wis.	161	76	Lawton, Okla.	317	204
Amarillo, Tex.	120	345	El Paso, Tex.	97	378	Lexington-Fayette, Ky.	90	34
Anaheim-Santa Ana-Garden Grve, Ca.	87	54	Elmira, N.Y.	280	207	Lima, Ohio	165	333
Anchorage, Alaska	125	370	Erie, Pa.	158	314	Lincoln Neb.	98	60
Anderson, S.C.	301	98	Eugene-Springfield, Ore.	105	367	Littlr .tock-N. Little Rock, Ar.	73	360
Ann Arbor, Mich.	238	368	Evansville, Ind.-Ky.	96	124	Longview-Marshall, Tex.	195	140
Anniston, Ala.	286	127	Fall River	311	223	Lorain-Elyria, Ohio	234	166
Appleton-Oshkosh, Wis.	129	306	Fargo-Moorhead, Minn.-N.D.	109	251	Los Angeles-Long Beach, Calif.	1	1
Asheville, N.C.	177	71	Fayetteville, N.C.	171	132	Louisville, Ky.-Ind.	46	372
Atlanta, Ga.	11	4	Fayetteville-Springdale, Ark.	140	108	Lubbock, Tex.	126	315
Atlantic City, N.J.	166	123	Fitchburg-Leominster, Mass.	327	307	Lynchburg, Va.	205	357
Augusta, Ga.-S.C.	133	159	Flint, Mich.	89	69	Macon, Ga.	146	189
Austin, Tex.	67	27	Florence, Ala.	267	218	Madison, Wis.	83	36
Bakersfield, Calif.	104	291	Fort Collins, Colo.	198	162	Manchester, N.H.	150	309
Baltimore	19	9	Fort Lauderdale-Hollywood, Fla.	40	322	Mansfield, Ohio	254	93
Baton Rouge, La.	79	35	Fort Myers-Cape Coral, Fla.	153	324	McAllen-Pharr-Edinburg, Tex.	170	355
Battle Creek, Mich.	228	105	Fort Smith, Ark.-Okla.	168	173	Melbourne-Titusville-Cocoa, Fla.	179	334
Bay City, Mich.	206	91	Fort Wayne, Ind.	77	190	Memphis, Tenn.-Ark.	39	154
Beaumont-Pt. Arthur-Orange, Tex.	92	373	Fresno, Calif.	81	227	Miami, Fla.	14	52
Billings, Mont.	180	274	Gadsden, Ala.	217	128	Midland, Tex.	251	160
Biloxi-Gullport, Miss.	183	70	Gainesville, Fla.	233	134	Milwaukee	23	14
Binghamton, N.Y.	139	107	Galveston-Texas City, Tex.	331	340	Minneapolis-St. Paul	13	5
Birmingham, Ala.	42	342	Gary-Hammond-East Chicago, Ind.	157	86	Mobile, Ala.	93	139
Bloomington-Normal, Ill.	180	75	Grand Forks, Minn.	145	92	Modesto, Calif.	99	276
Boise, Idaho	183	366	Grand Rapids, Mich.	51	49	Monroe, La.	184	78
Boston	8	43	Great Falls, Mont.	207	312	Montgomery, Ala.	123	255
Bridgeport, Conn.	135	109	Greeley, Colo.	297	277	Mskgn.-Mskgn. Hts.- Morton Shrs., Mich.	260	283
Brownsvl-Harlingen-San Benito, Tx.	178	94	Green Bay, Wis.	137	88	Nashville-Davidson, Tenn.	37	371
Bryan-College Station, Tex.	335	199	Grnsboro-Wnstin-Slm-High Pt., N.C.	49	369	Nassau-Suffolk, N.Y.	35	21
Buffalo, N.Y.	33	17	Greenville-Spartanburg, S.C.	62	25	New Britain, Conn.	241	260
Burlington, N.C.	287	177	Hamilton-Middletown, Ohio	155	384	New Haven-West Haven, Conn.	85	200
Canton, Ohio	112	130	Harrisburg, Pa.	94	181	New London-Norwich, Conn.-R.I.	222	67
Cedar Rapids, Iowa	102	42	Hartford, Conn.	45	28	New Orleans	30	77
Champaign-Urbana-Rantoul, Ill.	169	219	Honolulu	53	382	New York	2	2
Charleston, W. Va.	117	85	Houston, Tex.	9	3	Newark, N.J.	60	72
Charleston-N. Charleston, S.C.	114	374	Huntington-Ashland, W. Va.-Ky.-Oh.	111	48	Newport News-Hampton, Va.	172	358
Charlotte-Gastonia, N.C.	38	20	Huntsville, Ala.	131	215	Norfolk-Va. Beach-Portsmouth, Va.	54	328
Chattanooga, Tenn.-Ga.	100	101	Indianapolis, Ind.	25	16	Northeast Pennsylvania, Pa.	71	337
Chicago	3	13	Iowa City	257	310	Odessa, Tex.	209	338
Cincinnati, Ohio-Ky.	22	375	Jackson, Miss.	95	184	Oklahoma City	36	380
Clarksville-Hopkinsville, Tn.-Ky.	225	118	Jacksonville, Fla.	76	377	Omaha	65	31
Cleveland	17	18	Johnson Cy.-Kingsport-Brstl., Tn.-Va.	84	103	Orlando, Fla.	56	66
Colorado Springs, Colo.	115	376	Johnstown, Pa.	182	156	Oxnard-Simi Valley-Ventura, Cal.	107	348
Columbia, Mo.	264	183	Kalamazoo-Portage, Mich.	167	102	Panama City, Fla.	273	250
Columbia, S.C.	80	59	Kansas City, Mo.-Kan.	26	135	Parkersburg-Marietta, W. Va.-Ohio	214	323
Columbus, Ga.-Ala.	143	365	Killeen-Temple, Tex.	173	64	Pascagoula-Moss Point, Miss.	367	198
Columbus, Ohio	28	7	Knoxville, Tenn.	72	270	Pensacola, Fla.	121	363
Corpus Christi, Tex.	103	68	LaCrosse, Wis.	174	73	Peoria, Ill.	81	121
Dallas-Fort Worth	7	6	Lafayette, La.	130	144	Philadelphia, Pa.-N.J.	6	6
Davenport-Rock Isl-Moline, Ia.-Ill.	91	247	Lafayette-West Lafayette, Ind.	219	237	Phoenix, Ariz.	21	62
						Pine Bluff, Ark.	336	238
						Pittsburgh, Pa.	18	148
						Pittsfield, Mass.	278	150
						Portland, Me.	138	317
						Portland, Ore.-Wash.	24	56
						Poughkeepsie, N.Y.	185	263
						Providence-Wrwcck.-Pwtckl. R.I.-Ma.	57	57
						Provo-Orem, Utah	300	168
						Pueblo, Colo.	226	362
						Racine, Wis.	258	282
						Raleigh-Durham, N.C.	47	23
						Rapid City, S.D.	197	90
						Reading, Pa.	159	281
						Reno	122	122
						Richland-Kennewick-Pasco, Wash.	191	243
						Richmond, Va.	52	39
						Rvrside-Sn Brndno-Ontario, Ca.	41	74
						Roanoke, Va.	127	55
						Rochester, Minn.	193	303
						Rochester, N.Y.	48	38

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Chart 9 continues on page 78.

# THE WALTONS ARE GETTING YOUNGER EVERY DAY!

42% of the available 18-34 Women watch The Waltons.  
And 36% of the available 18-34 Men watch The Waltons. That's  
just part of The Waltons' young appeal.

## THE WALTONS TIME PERIOD SHARES

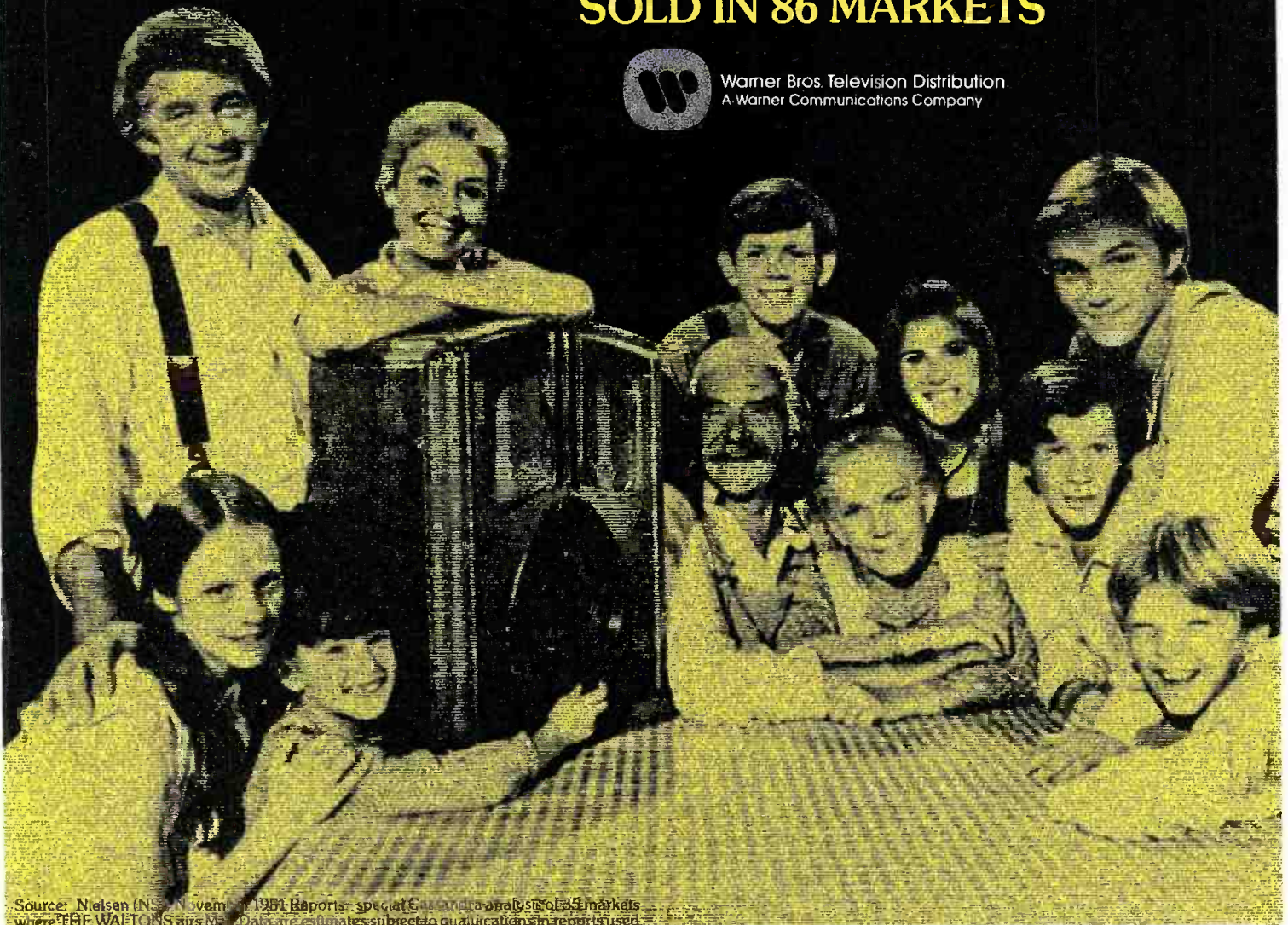
TOTAL WOMEN	42
WOMEN 18-34	42
WOMEN 18-49	41
TOTAL MEN	35
MEN 18-34	36
MEN 18-49	34
TOTAL TEENS	34
TOTAL CHILDREN	33

*The Waltons. Playing younger and better than ever.*

## 221 HOURS SOLD IN 86 MARKETS



Warner Bros. Television Distribution  
A Warner Communications Company



Source: Nielsen (NLS) November 1981 Report, special analysis and analysis of 85 markets where THE WALTONS airs. Data are estimates subject to qualifications in report used.

Market	Revenue rank	Profit rank	Market	Revenue rank	Profit rank	Market	Revenue rank	Profit rank
Rockford, Ill.	119	96	Wilmington, N.C.	208	332	Traverse City, Mich.	256	152
Sacramento, Calif.	32	37	Worcester, Mass.	110	97	Cape Girardeau, Mo.	334	279
Saginaw, Mich.	204	116	Yakima, Wash.	216	157	Jefferson City, Mo.	292	174
St. Cloud, Minn.	136	80	York, Pa.	82	24	Joplin, Mo.	255	85
St. Joseph, Mo.	245	114	Youngstown-Warren, Ohio	113	180	Poplar Bluff, Mo.	346	146
St. Louis, Mo.-Ill.	15	47	<b>Non-metro areas of 3 or more stations</b>			Clarksdale, Miss.	382	278
Salem, Ore.	247	347	Fairbanks, Ak.	281	339	Columbus, Miss.	359	268
Salinas-Seaside-Monterey, Calif.	101	351	Decatur, Ala.	338	225	Corinth, Miss.	379	213
Salt Lake City-Ogden, Utah	34	33	Dothan, Ala.	293	175	Greenville, Miss.	362	286
San Angelo, Tex.	231	325	Talladega, Ala.	378	195	Greenwood, Miss.	380	209
San Antonio, Tex.	29	12	Hot Springs, Ark.	345	229	Hattiesburg, Miss.	308	125
San Diego	20	383	Jonesboro, Ark.	341	141	Laurel, Miss.	337	211
San Francisco-Oakland	4	40	Flagstaff, Ariz.	298	252	McComb, Miss.	369	182
San Jose, Calif.	31	22	Yuma, Ariz.	319	297	Meridian, Miss.	242	269
Snt Barbara-Snt Maria-Lmpc., Ca.	310	186	Chico, Calif.	250	106	Tupelo, Miss.	325	265
Santa Cruz, Calif.	349	284	Eureka, Calif.	353	205	Vicksburg, Miss.	355	264
Santa Rosa, Calif.	201	191	Redding, Calif.	229	220	Bozeman, Mont.	277	257
Sarasota, Fla.	181	353	San Luis Obispo, Calif.	270	346	Helena, Mont.	313	226
Savannah, Ga.	148	359	South Lake Tahoe, Calif.	253	246	Kalispell, Mont.	339	136
Seattle-Everett, Wash.	12	11	Tulare, Calif.	303	326	Missoula, Mont.	203	266
Sherman-Denison, Tex.	299	149	Grand Junction, Colo.	210	201	Goldsboro, N.C.	323	210
Shreveport, La.	78	63	Fort Pierce, Fla.	232	354	Hickory, N.C.	290	172
Sioux City, Iowa	249	187	Leesburg, Fla.	239	289	Jacksonville, N.C.	328	240
Sioux Falls, S.D.	151	95	Ocala, Fla.	218	117	Kinston, N.C.	315	224
South Bend, Ind.	144	83	Vero Beach, Fla.	305	253	Reidsville, N.C.	368	256
Spokane, Wash.	86	320	Athens, Ga.	276	233	Rocky Mount, N.C.	332	203
Springfield, Ill.	142	58	Brunswick, Ga.	350	331	Wilson, N.C.	356	231
Springfield, Mo.	116	61	Dalton, Ga.	360	131	Bismarck, N.D.	154	87
Springfield, Ohio	294	129	Dublin, Ga.	372	188	Jamestown, N.D.	296	196
Springfld-Chicopee-Holyoke, Mass.	88	327	Gainesville, Ga.	282	153	Minot, N.D.	221	311
Steubenville-Weirton, Ohio-W. Va.	279	244	Griffin, Ga.	365	216	Scottsbluff, Neb.	285	239
Stockton, Calif.	162	82	Rome, Ga.	283	271	Alamogordo, N.M.	366	281
Syracuse, N.Y.	74	350	Thomasville, Ga.	376	167	Carlsbad, N.M.	384	319
Tacoma, Wash.	128	321	Valdosta, Ga.	314	171	Clovis, N.M.	375	242
Tallahassee, Fla.	176	192	Hilo, Hawaii	322	202	Farmington, N.M.	237	119
Tampa-St. Petersburg, Fla.	27	81	Fort Dodge, Iowa	261	163	Hobbs, N.M.	373	299
Terre Haute, Ind.	196	275	Mason City, Iowa	265	221	Roswell, N.M.	347	305
Texarkana, Tex.-Ark.	240	110	Idaho Falls, Idaho	246	273	Santa Fe, N.M.	312	185
Toledo, Ohio-Mich.	59	53	Nampa, Idaho	333	290	Ithaca, N.Y.	329	133
Topeka, Kan.	134	294	Pocatello, Idaho	291	335	Watertown, N.Y.	302	267
Trenton, N.J.	141	236	Twin Falls, Idaho	238	313	Chillicothe, Ohio	377	248
Tucson, Ariz.	68	352	Danville, Ill.	268	249	Ardmore, Okla.	351	254
Tulsa, Okla.	50	176	Dodge City, Kan.	330	181	Muskogee, Okla.	371	235
Tuscaloosa, Ala.	227	194	Hutchinson, Kan.	269	145	Bend, Ore.	263	262
Tyler, Tex.	187	164	Liberal, Kan.	357	170	Medford, Ore.	212	344
Utica-Rome, N.Y.	132	349	Salina, Kan.	152	301	Roseburg, Ore.	304	178
Vallejo-Fairfield-Napa, Calif.	252	143	Bowling Green, Ky.	318	155	The Dalles, Ore.	370	208
Waco, Tex.	192	329	Paducah, Ky.	275	234	Florence, S.C.	321	151
Washington, D.C.-Md.-Va.	5	10	New Iberia, La.	288	99	Greenwood, S.C.	354	179
Waterbury, Conn.	194	272	Frederick, Md.	244	89	Orangeburg, S.C.	352	280
Waterloo-Cedar Falls, Iowa	223	142	Salisbury, Md.	211	232	Sumter, S.C.	309	197
W. Palm Beach-Boca Raton, Fla.	69	364	Bangor, Me.	235	222	Aberdeen, S.C.	306	304
Wheeling, W. Va.-Ohio	124	29	Presque Isle, Me.	364	292	Watertown, S.D.	324	228
Wichita, Kan.	58	361	Cadillac, Mich.	363	316	Yankton, S.D.	200	46
Wichita Falls, Tex.	199	147	Escanaba, Mich.	340	298	Athens, Tenn.	383	302
Williamsport, Pa.	215	318	Marquette, Mich.	358	293	Cleveland, Tenn.	361	259
Wilmington, Del.-N.J.-Md.	106	32				Fayetteville, Tenn.	381	206
						Jackson, Tenn.	248	138
						Big Spring, Tex.	348	212
						Brownwood, Tex.	343	308
						Lufkin, Tex.	344	300
						Victoria, Tex.	295	137
						Charlottesville, Va.	224	285
						Danville, Va.	266	126
						Harrisonburg, Va.	272	193
						Warrenton, Va.	374	287
						Burlington, Vt.	189	169
						Bellingham, Wash.	220	120
						Walla Walla, Wash.	316	217
						Wenatchee, Wash.	289	245
						Wausau, Wis.	262	111
						Beckley, W. Va.	230	113
						Bluefield, W. Va.	326	104
						Clarksburg, W. Va.	307	214
						Casper, Wyo.	164	50
						Cheyenne, Wyo.	284	336
						Mayaguez, P.R.	243	158
						Ponce, P.R.	202	115
						San Juan, P.R.	43	41
						Agana, Guam	259	112
						Charlotte Amalie, V.I.	342	241

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sand dollars a month for an exclusive franchise, your cost works out to \$1.37 per hour to run a full time station.

But the impact of Satellite Music Network goes well beyond just economics. Satellite Music Network offers you the highest quality "live" programming, the highest quality sound, superb air talent and a unique opportunity to become a pioneer in the dawning of a new era of radio.



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**Saving Money Never Sounded So Good.**

## RAB's Managing Sales Conference: learning the latest in sales savvy

**Despite ailing economy or maybe because of it, more than 900 turn out for second conference, doubling last year's attendance**

The Radio Advertising Bureau led more than 900 radio sales managers to an isolation zone last Sunday (Jan. 31) for two-and-a-half days of intensive training in the latest techniques of their field. In the detached environs of the Dallas-Fort Worth airport's Amfac hotel, RAB leaders continued to develop a campaign they launched at the same place a year ago during the first Managing Sales Conference—that radio is being undersold and must better train its sales people.

Broadcasters who attended the conference—there were nearly twice as many this year as last—were all but universal in their praise of the event. "It's the best convention of the year for us," said one sales manager, "because it's aimed specifically at our needs."

After an opening general session that brought participants to their feet, the conference led broadcasters through a series of two-hour workshops that appeared to offer information as well as interchange on trends as they are developing in the field of radio sales. There were indications that co-op sales are becoming far more important as a revenue source in radio and at the same time, that the role of the advertising agency is changing.

Amid talk of ever-expanding competition and deepening economic recession, an underlying theme of this year's conference was that survival will be tough in the 1980's. Professionalism, both in management and sales techniques, will determine who will end up on their feet and who will be lost in the shakeout.

Participants represented a broad spectrum of the radio industry, from small- and large-market managers to network officials and corporate executives.

Although the conference doubled in size this year, it will not do so again next year, according to RAB President Miles David. "This is a workable size and we want to keep it that way," he said, noting the conference would also remain a "no frills event."

In lieu of expanding the annual con-



David

ference, RAB will increase its other educational activities, according to David, if the demand for such services continues to grow. Last year, the RAB offered a one-week course on sales management at the University of Pennsylvania's Wharton School as well as 18 regional sales clinics and 40 "idearamas."

That this year's managing sales conference doubled its previous size was a sign of "heat in the ice age," said David. "The economy's in a freeze," he said, "but there's a great deal of interest in getting out and improving our techniques."

**Advice from RAB session on how to compete with other media, such as newspapers, TV, cable: know how they are sold, then demonstrate how radio will buy more impressions for the dollar**

Why would a radio sales representative pitch several competing stations as well as his own? It may be the best way to get results for a client who's never bought radio before, according to radio executives who shared their secrets last Monday on how to compete with other media.

The first step to competing with newspapers, TV, cable and other media is knowing how they are sold, according to Steve Lapa, general sales manager, WVC(AM)-WYOR(FM) Coral Cables, Fla. Sales representatives should know the circulation of newspapers in their area, how much each prospect is paying for advertising in them and why newspapers are bought, he said. "Most clients buy readership and there's a big difference between that and circulation," he said. By knowing these things and the difference between the ways radio and newspapers should be used, a sales rep can demonstrate how radio will buy more impressions for the same dollars, he said. But he warned: "The specifics of your presentation will make or break you."

Judy Currier, general sales manager, KLOK(AM) San Jose, Calif., and national sales manager for Davis-Fowler-Weaver Broadcasting Co., described a strategy for attracting retailers who traditionally advertise a variety of products in a single, large newspaper ad. "Omnibus ads" don't produce results for some products, she said, and by targetting those, and demanding for the station as many items as the newspaper is carrying, a sales rep can convince a retailer to experiment with radio. Spots created for such a campaign run 60 seconds and contain six or seven items each, said Currier. They are rotated with spots advertising other items—about 50 altogether. "Schedule as many spots as possible in as short a time as possible," she said. "Don't spread budgets out at a risk of losing results."

Currier said most of the dollars coming to her station from this kind of advertising "have been new ones," added to clients' budgets, rather than taken from local newspaper budgets. From 35% to 40% of her station's local advertising revenues are being generated in this way, she said, and no advertiser who uses it, "in the 11 years I've been there," has left the station.

Lapa and Currier agreed that to get

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CO-HOSTS **Bill Hayes** and  
**Susan Seaforth Hayes**  
(Network: Stars of  
DAYS OF OUR LIVES)



EXECUTIVE PRODUCER **Michael Krauss** (Network: Producer TODAY, GOOD MORNING AMERICA. Syndication: Producer MIKE DOUGLAS SHOW)

PRODUCER **John Huddy** (Network: Producer TOMORROW WITH TOM SNYDER)

DIRECTOR **George Paul** (Network: Director NBC MAGAZINE WITH DAVID BRINKLEY and PRIME TIME SUNDAY)

CREATOR **Frederick A. Klein** (President and Publisher, Soap Opera Digest)

CREATIVE CONSULTANTS **Ellen Howard, Ruth J. Gordon** (Executive Editor, Soap Opera Digest)

TALENT COORDINATOR **Marilyn Kaskel** (Network: Associate Producer CBS's UP TO THE MINUTE)

LIGHTING DIRECTOR **Billy Knight**, Imero Fiorentino Associates, Inc. (Network: Emmy Award winner for FDR THE LAST YEAR)

SET DESIGNER **Ronald Baldwin** (PBS Network: Two time Emmy Award winner for THE ELECTRIC COMPANY and 3-2-1 CONTACT)

There are numerous TV fan magazines. But only one is devoted exclusively to soap operas ... Soap Opera Digest, with a yearly cumulative readership of over 100 million.

We're bringing Soap Opera Digest to life on television—the only TV strip about soaps with a huge pre-sold acceptance and credibility, guaranteeing instant

tune-in and success.

SOAP OPERA DIGEST. A full 52 week half-hour hit strip produced by Soap Opera Digest in association with Michael Krauss Productions.

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Call or wire for an appointment to screen the pilot.



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results, some retailers must buy three or four stations in a market, and that it is better to recommend their doing so than to risk losing the client from the medium.

To compete with "shoppers," weekly newspapers and cable TV, a radio sales rep must know their assets and liabilities, according to Barry Gaston, executive vice president, general manager, KFHM(KM)-KBRA(FM) Wichita, Kan. "Shoppers are free and they have strong market penetration," he said, but readers don't spend much time with them, they don't provide the needed frequency and, "because they are all ads, a client's message gets lost in the clutter."

Gaston's station joined in a promotion with a local shopper, he said, and demonstrated to its clients that that medium is nonaggressive and doesn't get the same results that radio does. "Their softness shows when you're side by side," he said.

Weekly newspapers have a difficult time reaching the light reader, according to Gaston, and their circulation is falling in relation to growth in the population.

Cable TV is priced the same as radio and often runs the same number of spots per hour, said Gaston. It is also new, and some advertisers who "like to be first" see it as an exciting opportunity to show their product on TV. The cost of producing a cable spot is much higher than that of a radio spot, however, and cable, he said, is "extremely crowded with channels, few of which have loyal audiences." Gaston noted that the cable audience is not measured, the medium has no track record and with it, an advertiser has difficulty getting the desired frequency.

An important part of competing against other media is educating retailers about radio's strengths and about merchandising in general, according to the panelists. Gaston's station holds retail seminars, to which two representatives from each of 50 clients are invited for two evenings of information on merchandising, co-op, pricing for profit and other marketing skills. The station makes no sales pitch during the seminar, but supplies each participant with carefully prepared materials, bearing the station's logo, on topics covered at the seminar. The cost for eight seminars is \$10,000, said Gaston, or \$25 per customer.

Bob Schulberg, Western director of market development, CBS Radio Spot Sales, recommended separate seminars, to pitch the assets of radio, for advertising agency personnel. "It's amazing how many media buyers have never been to a radio station," he said.

Many advertising agencies are prejudiced against radio, said Schulberg, primarily because their buyers know little about it and because creative personnel, who often prefer working with video, convince buyers to sell TV rather than radio spots. "We try to let an agency know there's a possibility its creative people are influencing its buyers too much," he said.

To sell radio against TV, a sales rep can convince a client that his message will come across better when aired with other radio ads, than if aired between the slick,

national campaigns on TV, said Schulberg. A radio rep can also demonstrate that the TV program a client is buying has lower ratings locally than it does nationally, and that radio will be a better buy.

Cable selling competes with radio selling, said Schulberg, but cable viewing does not compete with radio listening, and that point must be made with prospects. A recent study by Ogilvy & Mather found that the heaviest viewing of cable is from heavy users of over-the-air TV, said Schulberg, but it also found that the most significant increase in cable viewing would come from light TV users who will be attracted by new diversity. The study predicted the network share of overall TV viewing would decline "12 more points to 71% by 1985 and to 59% by 1990," said Schulberg. "Cable is TV," he said. All it does is make TV a more complicated buy."

### How to make the most of those co-op sales dollars

"There are billions of dollars available in co-op sales and if you're not going after it right, you're ignoring a big revenue source." That comment, made by Robert D. Wilcox, manager, retail advertising services, Armstrong World Industries, summed up a two-part program at the RAM conference on co-op sales development.

Wilcox identified several "roadblocks" that challenge a manufacturer's ability to work with radio in co-op programs. "Stations throw the rate card out the window," he said, and this has a negative effect on retailers. "We like to assume that the rate shown on the invoice is the one he'll be charged," said Wilcox.

Many stations neglect to document spots that have run properly, he added, and recommended the "electronic tearsheet," devised by the Association of National Advertisers and the Radio Advertising Bureau as a corrective device. "If your station isn't using the ANA/RAB electronic tearsheet routinely to document the advertising retailers do involving coop, I would most urgently encourage you to change that, the day you get back to your stations."

Wilcox suggested the continuation of program logs, observing that since deregulation many stations have relaxed

this practice, although few have abandoned it completely. Such documents should be kept for one year, he advised.

"I like radio a lot and our retailers use radio a great deal," Wilcox said in closing. "Radio has no more problems than other media have. It's doing very well in competing with them and providing a vitally important service to advertisers."

To reap the benefits of co-op, a station must establish a co-op sales department, hire the right person to run it and demonstrate patience. That was the advice from a panel of station general managers who have used retail advertising successfully.

Barbara Vardin, general manager at WGY(AM)-WGFM(FM) Schenectady, N.Y., who employs two co-op sales representatives and a co-op market coordinator, claims that co-op sales for her station rose 51% from 1979 to 1980 and another 35% for 1981. Both sales people are paid substantial base salaries with increases every year, said Vardin, and their responsibilities include "prospecting and servicing [clients] on a daily basis." The co-op marketing coordinator works with the account executive and the retail sales rep, in addition to compiling a broadcast bulletin that features success stories and other articles on retailing, "to show them we understand their business," Vardin explained. "It may take three or four calls to accomplish the sale," she said. "Planning is of utmost importance."

Mike Lareau, executive vice president and general manager at WOOD-AM-FM Grand Rapids, Mich., believes that finding the right person is the key to co-op success. Lareau listed seven qualifications needed by a co-op sales person: experience and effectiveness in sales, knowledge of the radio business, knowledge of the retail business, the ability to work effectively with the sales staff, leadership, and the ability to motivate to be a self starter and goal-oriented.

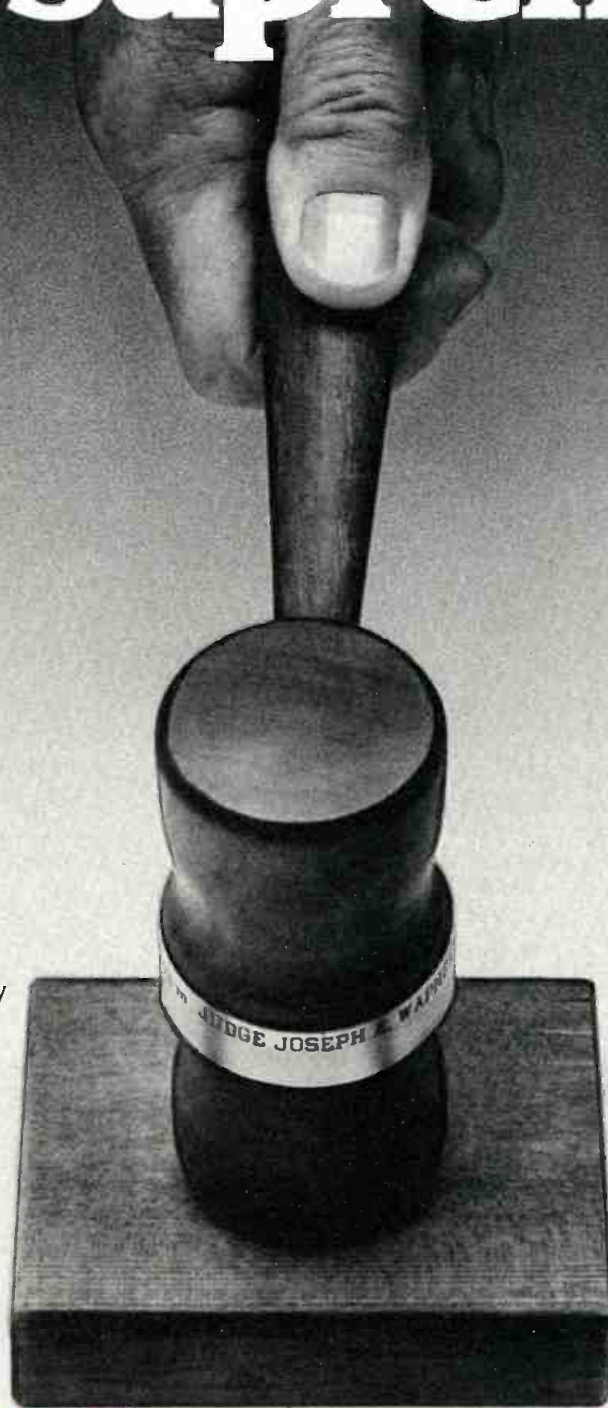
Since forming a co-op sales department at his stations, last July, Lareau has developed campaigns for clients including Delco Batteries for \$28,000, Longines watches for \$3,000, and others for Sanno Spaghetti, Lipperts Pharmacy (regional drug store chain), and Armstrong flooring.

Co-op advertising takes time to work, a lot more than regular selling, according to



Co-op: Christian, Vardin, Lareau, Glade and Wilcox

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\*Source: NSI ROSP November 1981

Thomas Glade, vice president, general manager and general sales manager at KSL(AM) Salt Lake City.

Glade believes that "it took a few good opportunities [at KSL] before the program compounded. One success story was a campaign developed for a Snapper lawn mower distributor and its dealers who made a commitment that resulted in running 40 to 50 spots during the spring season, Glade said. Snapper renewed and because of its success similar retailers were attracted to the station, including Lawn Boy, Toro and Jacobson, he explained.

Glade urged sales executives to remember that "stations can't expect to make money immediately from a co-op plan," but if properly managed, this type of program can generate "phenomenal" revenues.

Lynn Christian, corporate vice president, Century Broadcasting, said his company hired a co-op coordinator to assist the sales staff at each of Century's six major-market stations. Her duties include researching co-op information, tracking down co-op leads and disseminating the latest co-op information to the appropriate station. A contact at each station for co-op plans is also an important ingredient in the program, Christian believes.

Seiko watches, Ford Motorcraft dealers, A.C. Delco, Nike, Atari and Aetna Life Insurance were among Century's retail advertisers for 1981. Christian said "in the first 12 months of our group co-op coordinator program, Century's stations wrote more than \$1-million in local co-op sales, up \$350,000 from the previous year, at a corporate cost of under \$50,000."

### **RAB discusses whether negotiated pricing is answer to radio problem of selling itself too cheaply**

Radio is selling itself too cheaply, but to abandon fixed rates and follow TV's lead into grid card or negotiated pricing would be difficult to accomplish in any market. What's good about it, according to experts who tackled the thorny issue last week at an RAB session, is that it can multiply a station's revenues.

"Business gains through price cutting last only as long as the advantage does," said Charles Warner, a lecturer at Southern Illinois University and former vice president, general manager at WMAQ(AM) Chicago. For broadcasters, price cutting is doubly self-defeating, he said, because stations have a limited supply of product that can't increase revenues when sold at high volume for discount prices. Broadcasters who give discounts for long-term contracts hurt not only themselves but their customers, he said, by allowing them to poorly plan their long-range schedule.

Discounts and spot give-aways should be used to "reward clients who pay on time or buy their way you want them to," said Warner. They should never be used to attract new business.

Joseph Abel, vice president, general manager, KIRO(AM) Seattle, said his station

penalizes clients for cherry picking prime time dayparts, gives no frequency discounts and consents to a long-term plan, "only when we know we can live with the price for a long time." Spot prices fluctuate according to supply and demand, said Abel, and are set at sales meetings held twice weekly. "If you can't clear space, you're costing your station money," he said.

Inventory control and planning are crucial to negotiated pricing, said Abel, and at KIRO, traffic is a function of the sales department. Inventory control permits management to give sales reps at least two weeks notice of a price increase, he said.

The price of radio spots should be set not by market demand but by artificial demand, said Abel, "and that you create yourself." A station should sell the qualitative aspects of its listenership, not its ratings, said Abel, whose station garners 8% of the listeners in Seattle, but 25% of the radio revenues.

"Buying should be a personal experience, not a move for efficiency," he said. "You address the ego of your buyer when you lower the price of your product."

Negotiated pricing is typical of TV time buying and has been breaking into radio for about the past five years. It is a matter of some controversy among many small-market stations, where closer relationships with retailers could be damaged by a change in the rules.

"I go fishing with my clients on weekends," said Warner Bantz, local sales manager for KDTH(AM) Dubuque, Iowa, and also a panelist at the workshop on rate making. Negotiated pricing would be considered "immoral, nasty and insensitive in Dubuque."

About half of the more than 100 sales managers present at the session said they use grid card pricing, but most of the half who don't were from small-market stations. Bantz said his station, which captures 38% of the listenership in Dubuque, doubled its rates two years ago because management believed the station was worth more than it was earning. The move cost the station its entire sales staff, and after months of rebuilding, the station grew 19% last year.

"If you lead in the ratings, you have a moral obligation to take price leadership," said Warner. "A leading station that doesn't charge the highest rates possible is literally stealing from the other stations in the market."

### **RAB session on networks finds that more services doesn't necessarily mean less ad revenue**

Radio networks—where do things stand and how will the changes affect national business? A special RAB panel session consisting of radio network chiefs Ed McLaughlin of ABC, Bob Hosking of CBS, Dick Verne of NBC, Tom Burchill of RKO and Marty Rubenstein of Mutual, addressed that question.

Bob Hosking offered an overview on radio network business: "We're still here,

**Network rumblings.** The formation of the Radio Networks Association Inc., a group whose main thrust is to promote advertising on network radio, is finally coming out of the rumor stage and will make its formal debut Tuesday (Feb. 9) at a press conference at New York's 21 Club. Instrumental in the formation of the association are Edward F. McLaughlin, president of ABC Radio Network, and Thomas Burchill, president of RKO Radio Networks. To date, charter members include ABC, NBC, CBS and RKO, with Mutual Broadcasting System and Sheridan Broadcasting Network reported likely to join. Some rumblings of the association were heard most recently at last week's RAB Managing Sales Conference during the radio network session.

primarily because of the selling job we've done." Using RAB sales figures, Hosking noted that national business for radio networks climbed in the latter part of the 1980's, while the first part of the decade was "lethargic." The same data indicated that 1976 and 1977 were "banner years for the network," with most of those dollars coming from network television.

He implied, however, that the medium still has a way to go, observing that competition has intensified to the point where "we have some 20 networks and we could have as many as 30 by year end." While the publicity for radio "is like nothing we've ever seen," radio "may be the most overdiscussed, underutilized medium" among national advertisers, Hosking said.

McLaughlin summarized ABC's growth through the past decade. "In 1972 ABC Radio made \$23 million and we were losing. Today we have 57 of the top 100 advertisers doing business with us... more national advertisers are coming into network radio." McLaughlin agreed with Hosking that positioning radio against television has helped garner new advertisers.

The main reason why advertisers didn't purchase time on network radio was because media "buyers and planners didn't know how to sell it," said NBC's Dick Verne. He said the NBC Radio sales staff tried to combat this by developing a presentation for prospective clients on network radio in the national media process. Three points stressed in the presentation were radio's "timeliness, effectiveness and efficiency." Verne predicted that in 1982, NBC's presentation will help to bring in about \$5 million of new advertising for the two NBC radio networks.

Tom Burchill's comments zeroed in on how the networks can help affiliates sell local time. Burchill advised: "When in New York to see your rep, spend time to talk to your network [about programs, sales, or other areas]." Each sales staff also should have a network specialist, he said.

Most important, Burchill emphasized, is the use of network programming to build sponsorships. Network research departments are designed to help the local sta-

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tion too, he said. RKO, for example, is "becoming more active in the station service area." The network produced a co-op marketing plan as a sales aid and sends it to all its affiliates, noted Burchill. In promotional services, "custom on-air personality promos" as well as "ad slicks for all programs are sent out," he said.

"This is a very exciting time we live in, as far as opportunities available in radio," said Mutual Broadcasting System's President Martin Rubenstein. Focusing on satellite technology, Rubenstein explained why his network chose that route. "We had a lousy distribution system by land lines and the sound quality was often poor," he said.

Rubenstein believes that this method makes radio more efficient and economical, noting that satellites make available a variety of program services that can help develop new clients for radio. One example given by Rubenstein was a recent decision by Mutual to start a classical music program. The idea came about after the network was approached by some prestigious advertisers, said Rubenstein.

During the question and answer period that followed, one radio broadcaster asked the panel how the proliferation of networks would affect the ad rates they now charge. Burchill responded by citing an article by a Ketchum-MacLeod executive years ago. "The point of the article was that when RKO began, and [NBC's] The Source started we expected to see ... a decrease in rates, because of expanded inventory. We found from experience that the reverse happened; that rates went up because the improved delivery increased demand." Burchill said, however, that whether this will be true when even more networks are created "is anyone's guess." Bob Hosking added: "I think the biggest problem we have with our medium is that we are not a primary medium, and we will never be successful until we can become one. There are enough networks cumulatively who can deliver enough people to make it a primary buy," implying that it's a matter of selling.

### RAB session beats drum for what sales training can produce

Sales training can release the hidden potential in people to help them achieve their goals, according to three professionals who shared their views at one of the Managing Sales Conference's most popular sessions.

"Many of us are good doers but we don't always know why we get results when we do," said Ken Greenwood, president, Greenwood Development Programs Inc., Tulsa, Okla. Training can help recognize natural competency, he said, "but we have not been plying that soil" in the radio industry.

The first step in sales training is establishing standards at the station, said Greenwood. A good contract between manager and salesperson will establish clearly the levels of achievement a station demands, he said, and will let the salesman know the station expects ongoing im-



Sales training: Weiss, Lontos, Hooker, Greenwood

provement.

The second step, according to Greenwood, is feedback. Sales people "want to know how they're doing," he said, and they need to know they have somewhere to go when they need support.

Jim Hooker, president, Media Sales Training Systems Inc., Schaumburg, Ill., recommended that managers periodically accompany sales people on their calls, but warned against intervening in the sale. A manager must be careful not to criticize the sales person after the call is finished, he said, but must instead ask the employee to describe what went well and what didn't.

For Pam Lontos, president, Pam Lontos Inc., Dallas, the key to sales success is attitude combined with basic skills. Sales people should be encouraged to set their goals according to what they want, not what they think they can do, she said. "They must believe without the evidence that they can accomplish whatever they want to," she said.

Lontos, who helped quintuple the revenues at KMGK(FM) Dallas before forming her own firm, recommended that stations give plenty of incentives, both monetary and otherwise, to sales people who achieve their goals. Sales meetings at KMGK featured an "envelope game," in which persons who had closed sales the day before got to pick from a pile of envelopes, most of them containing a single dollar bill, but a few containing amounts up to \$100. "Everybody loves prizes," she said.

"Never criticize your sales staff in the morning," said Lontos. "It will lose you money later in the day." If criticism must be made, Lontos recommends making it late on Thursday or Friday afternoon.

"What you expect of your staff you will get," said Lontos. "They are a reflection of your commitment."

### Knowledgeable sales people will be needed to sell the medium in face of growing competition

If radio continues to grow at its present rate—13.8% for each of the past five years—it will be a \$40 billion medium in 20 years, said RAB President Miles David as he opened RAB's second annual Man-

aging Sales Conference in Dallas on Sunday, Jan. 31. The growth of new media, however, will bring more competition for radio than ever before, he said, so the key to success in the 1980's will be "getting more dollars per listener."

Radio achieved its first \$4-billion year in 1981 "as an industry that hardly trains [sales people] at all," said David. With a greater commitment to sales training it can surpass its \$40-billion goal, he said, and with better management, it can earn more dollars per listener.

Half of all radio stations have lost at least two sales people in the past year and 29% have lost three, said David, the reason being insufficient sales training. "Only 37% of stations report they maintain an organized sales training program."

Many of radio's dollars during the 1980's could come from the decline of newspapers, said David. "Between 1970 and 1980, 162 daily newspapers closed down" and "another five went under in 1981," he said. "It's a reality that many more newspapers will not survive the century ... but who will get all those dollars from their decline?"

Radio will compete for them with cable TV, videotext and information retrieval services, such as electronic Yellow Pages, said David. And it will be important to sell radio's assets—its portability, for example—when compared with those of other media. A pilot study on life styles and media, done for RAB, found that ownership of a Walkman-type of radio has "good potential for increasing radio listening," said David, "yet how many stations are giving them away in promotions?"

David urged radio managers to treat with skepticism predictions that cable TV will cut into radio's revenues and sales staffs. RAB's life style study "offers strong evidence that the effect of cable is to reduce time spent with over-the-air TV by about 64%," he said. Cable is "wired down, immobile and competes for use of the set with video games and videocassettes as well as over-the-air TV," he said.

"Let's stop worrying about the endlessly predicted breakthroughs in other peoples' media and get excited about our own."

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Marketing: Goldsmith, McSorley, Melinger, Whitnah

### RAB discusses waning strengths of advertising agencies in overall radio revenues

Advertising agencies, with their emphasis on efficient buys, are becoming less important to many radio station's overall revenue needs, according to four panelists who led a workshop on controlling growth through planned marketing strategy. Agencies, rate cards and ratings are all becoming less important, they said, than a sales force that sells what its station can deliver.

"Agency budgets aren't increasing at a time when your revenues are," said Norm Goldsmith, president, Radio Marketing Concepts Inc., Warrenton, Va. "Turnover among media buyers is high, so there's a lot of wasted ground work done by station sales people and there are a lot of media buyers who don't have much knowledge of your customers' needs."

Russ Whitnah, general sales manager of KTOK(AM) Oklahoma City, recommended assigning sales people to accounts, not agencies, so that station representatives are in touch with their clients' decision makers. Such a strategy does not circumvent the agency, he said, and it allows the station to better service its clients' needs. A team of sales people can get more money from an agency, he noted, than can a single salesperson, who may develop a comfort zone with the agencies on his list.

Each member of Whitnah's 10-member sales staff specializes in one kind of sales, such as co-op, retail or automotive. Their prospects are not limited to that kind of advertiser, but they can serve as experts in their field for other sales people at the station. KTOK prospects no more than 10 new advertisers at a time, said Whitnah, and it will not prospect an account for longer than 90 days.

Milt Melinger, general sales manager, WOR(AM) New York, said his station reduced its dependency on advertising agencies after it found its growth being hampered by their methods. His best sales people were put on the station's lowest

yielding accounts and his most inexperienced sales people were given the high yielding accounts, "where 90% of the time is spent servicing." Sales people were taken off straight commission and are paid a salary that includes 70% of their previous year's productivity, and percentages of the station's monthly revenues and the amount by which a salesman is exceeding his goals.

In addition to creating new incentives for its staff, the station emphasizes special-event programing, such as remote broadcasts from different neighborhoods of New York or its suburbs. When selling "Hackensack, N.J.," day, the station pre-empt all its regular advertisers and sells the day at premium rates to five or six businesses in or near Hackensack. The commercials are not product specific on such days, according to Melinger, but advertise the assets of a company itself and its role in the community.

Panelists stressed that setting goals with the participation of the whole sales staff is essential to any marketing strategy. Jack McSorley, general sales manager, KYUU(FM) San Francisco, and sales people should have quantitative as well as qualitative goals and that both should mesh with and contribute to the overall goals of the stations. "People who help set goals," he said, "feel responsible for them."

### Sales success prescription: empathy

The radio industry is in trouble, according to Don Beveridge, a fiery sales training expert who told more than 900 radio broadcasters last week that their industry's sales people are unprofessional and its management techniques antiquated. Beveridge, who opened RAB's Managing Sales Conference with its liveliest performance, said sales success in the coming years will depend on sales reps who can empathize with and fulfill their clients' needs and managers who perceive their role as that of a coach, not a policeman.

Radio sales people place too much

emphasis on rates, ratings and promotions, said Beveridge, when what they should be doing is determining their customers' needs and trying to fulfill them. "No professional salesman would entertain bringing in a sale on the first call," he said. "The purpose of that call is to identify your client's needs from his point of view." For the client who receives sophisticated proposals for solving his problems, he said, "rates are insignificant."

Salespeople will need "empathy, expertise and problem solving skills to make it in the 1980's," said Beveridge, "Those who won't make it will be those who believe they'll have a price or product advantage—lower rates or higher ratings—for a long time."

An effective sales manager disciplines nonperformance but does not act like a policeman, said Beveridge. A manager who requires reports on the number of calls his sales people make but fails to monitor their results and plan for the future is wasting his time, he said.

### In closing session, RAB unveils new sales presentation to be available in summer and new 'Radio Is Red Hot' campaign

It's the year of the ear. To radio sales people, that means a new sales presentation being produced by RAB to convince advertisers that radio is a primary, not a secondary, medium for delivering messages that bring results from the buying public. It will complement a new "Radio Is Red Hot" campaign also in the works.

At the closing general session of its Managing Sales Conference, the RAB unveiled the sales presentation, which will be available next summer as a slide show for use by sales people. It also presented the new Red Hot campaign, performed live by Dick Orkin and Bert Berdis (Dick and Bert).

People have been taught that pictures are more powerful than words, said Jack Trout, president, Trout & Ries, in presenting the new campaign. What radio has to do this year is convince advertisers that it's the words that accompany the picture that people remember longer and with far greater clarity.

People actually react faster to sound than to light, said Trout, who quoted research by Elizabeth Loftus, a psychologist and author who has concentrated on auditory research.

Auditory memory lasts longer than visual memory, according to Loftus, and auditory memories contain far more details than do visual memories.

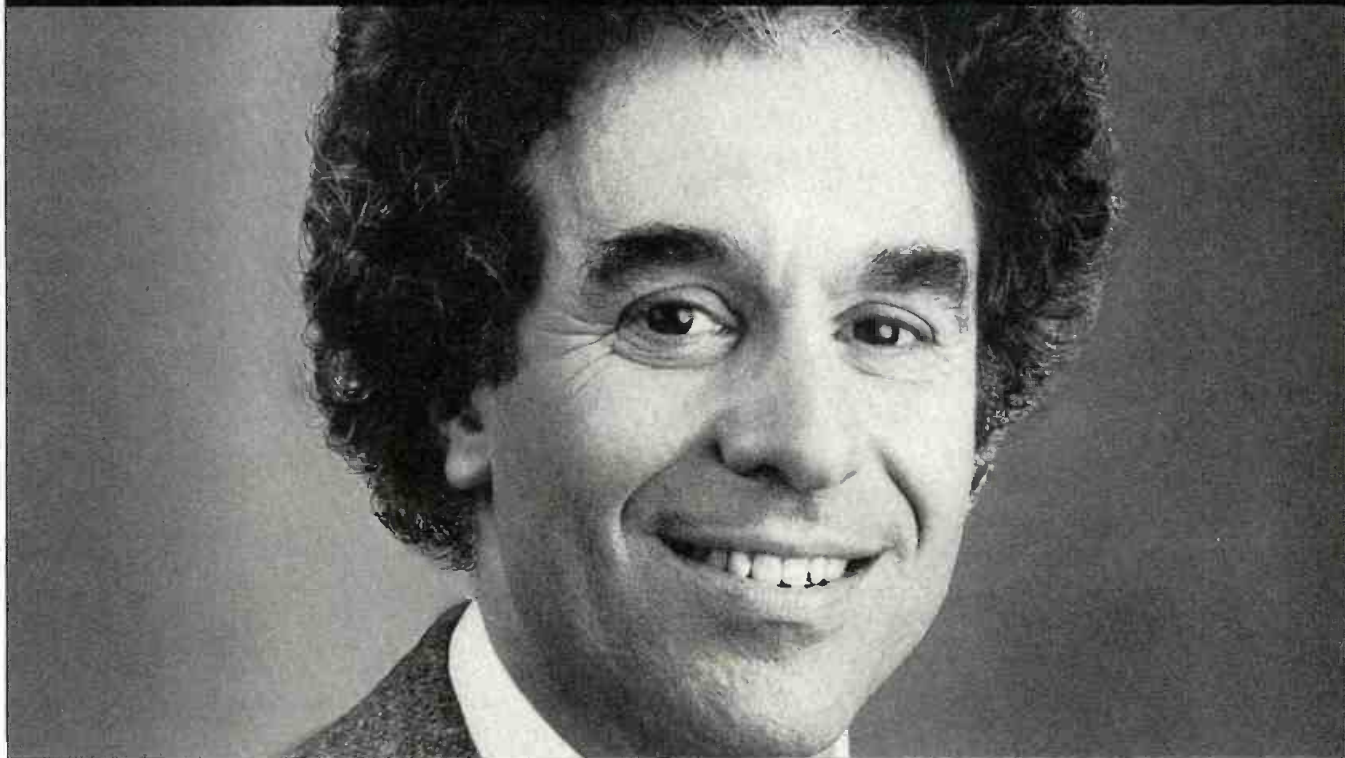
"The eye is the indirect way into the mind," said Trout. Children learn to speak before they learn to write and adults learn easier from recorded tapes than they do from printed texts, he said.

In TV and outdoor advertising, there's a danger that the wrong picture will distract viewers from the important verbal message, he said. "Radio has no built-in distractions."



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## Television and presidential politics: brainstorming the possibilities

**Harvard seminar features  
journalists, consultants and  
academics debating fairness,  
Carter-Mondale, political coverage**

Top network news executives predicted that chaos will result from the U.S. Supreme Court's decision that the FCC can determine when a presidential campaign begins.

Their comments came during a three-day discussion of television and presidential election campaigns at Harvard's John F. Kennedy School of Government. Thirty-five journalists, political consultants and academics participated, with former CBS News President Richard S. Salant and retired CBS Inc. President Frank Stanton also contributing their views.

In two years, said NBC News President William Small, the Carter-Mondale decision letting the FCC decide when a campaign begins will have produced a "flood" of 15-, 30- and 60-minute political commercials. "The candidates really think" those ads are "magic—they don't consider that they can be counter productive," he declared.

NBC's vice chairman, Irwin Segelstein, also sees a "large amount of chaos" as an "immense stampede of candidates"

rushes to buy television time. And he too thinks that early commercials may "backfire"—alienating the public.

"Who knows where it will all end?" wondered CBS News President William Leonard. Political advertising, starting earlier and earlier, could "intrude on the beginning of our season, and the normal chaos of starting a season could heighten."

What's the solution? For FCC General Counsel Stephen A. Sharp, it's the repeal of the reasonable-access law passed as part of the Federal Election Campaign Act of 1972.

The law, which gives candidates for federal office an affirmative right of access to broadcast facilities, "corrupts, not helps, the political process," Sharp said. Attacking the whole premise that government should interpret what the public wants, he advocated abolition of the reasonable-access, equal-time and fairness regulations.

"We have a bum situation," agreed Henry Geller, former director of the National Telecommunications and Information Administration and now director of the Washington Center for Public Policy

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\*Participants at Harvard's seminar on television and the presidential elections were (clockwise from foreground): Elizabeth Drew, *The New Yorker*; David Garth, political consultant; Richard Neustadt, Harvard; Joan Richman, CBS; Henry Geller, Washington Center for Public Policy Research; William Small, NBC News; Frank Reynolds, ABC News; Representative David Obey (D-Wis.); Martin Plissner, CBS; Richard Wirthin, political consultant; Judy Woodruff, NBC News; John Deardourff, political consultant; Dot Ridings, League of Women Voters; Gary Orren, Harvard; Warren Mitofsky, CBS News; Harold Bruno Jr., ABC; David Gergen, White House; Robert MacNeil, *MacNeil-Lehrer Report*; Roger Mudd, NBC News; Michael Robinson, George Washington University; Irwin Segelstein, NBC; Stephen Sharp, FCC; Ronald Brown, Democratic National Committee; Bruce Morton, CBS News; Richard Wald, ABC News; Tom Brokaw, NBC News; William Leonard, CBS News; Stuart Loory, Cable News Network; Adam Clymer, *New York Times*; Gerald Rafshoon, political consultant; Jeff Gralnick, ABC News; Christopher Atherton, Yale; Edwin Diamond, MIT; George Reedy, press secretary to Lyndon Johnson; Ben Bagdikian, press critic. Benno Schmidt Jr., Columbia University, is inside table.

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Research. But he doesn't share Sharp's optimism about the prospects for scrapping the reasonable access rule, "because politicians like it."

The group was generally negative about equal time. NBC chief Washington correspondent Roger Mudd was the only journalist who wanted it retained, to make sure that the "back runners" and not just the two presidential front runners can get on the air. Representative David R. Obey, a Wisconsin Democrat and the lone political office-holder present, said existing laws are impractical but that his first campaign experience 20 years ago demonstrated to him that a dominant television station can and will exclude a candidate it doesn't favor.

Stanton said that if he were still active in television, he'd work harder to help broadcasters gain the same First Amendment rights as their print counterparts. "Equal time hasn't worked," he stated. "We have our hands tied behind us, and 90% of our problems come from it."

Here again, Sharp was the optimist and Geller the pessimist about the possibilities of easing equal-time requirements. The FCC counsel, calling congressional support of the law irrational and not in politicians' best interests, said he could turn legislative opinion on the matter around if he could spend some time with each congressman. "It's 50 years of habit pattern and fear of the unknown" that have kept the doctrine in place, he argued.

But Geller maintained that Congress likes the rule because it means more coverage for members. They don't want, he said, to promote "robust, lively debate in this field."

A prominent press critic, Ben H. Bagdikian, voiced the traditional argument for making First Amendment distinctions between print and electronic media—that a politician can manufacture some alternative to a hostile newspaper but "cannot recreate the federally created monopoly of broadcasting."

Richard Wald, ABC News senior vice president, countered that the old views of broadcasting and newspapers are out of style. With fewer newspapers and more radio, television and cable outlets, the logic behind broadcast regulation just isn't there, Wald contended. "Congress and the FCC have the power to regulate us," he said, "but they haven't examined on what basis the power lies." On the scarcity theory, he added, publishers should be regulated and broadcasters set free from government regulations.

#### **Network news coverage from the side of the political consultants**

During their Harvard talks about television coverage, the nation's top political consultants used three images to portray the networks—Broadway, a 500-pound gorilla and a constant and natural adversary.

Gerald Rafshoon, who masterminded former President Jimmy Carter's campaigns, wants candidates he advises to "play out on the road" before local viewers before opening on the "Broadway" he sees as network television. "I want time for the candidate to make mistakes without media attention," he said. "As long as a person is out there on the shelf, the media constantly bang away at him."

Once a candidate has decided to play Broadway, Rafshoon said he'll get the most evening news coverage by attacking an incumbent President. "If you talk about what your issues are, you'll get less time," he said.

On the campaign trail, he added, a candidate may hope to get on the evening news every day, "but we have less control than we'd like to think," about this.

He complained that when it comes to placing political ads, "the networks accommodate you the least amount possible. Their attitude is business as usual. Spot sales to commercial advertisers are more important to them, because they'll make more money there."

Former Reagan strategist Richard B. Wirthlin compared network television to a "500-pound gorilla. It can hurt you or kill you. Occasionally it can help you." A candidate's announcement that he'll run is the single most controllable event a campaign manager has to work with in media

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terms, he added.

Consultant John D. Deardourff sees a "constant tension between our interests and the media's interest." Politicians, he said, put out a statement, and then the press focuses on just why the statement is being made. Staging events is an important and constant subject of negotiation between a campaigner and the people covering him, he said. Recently, Deardourff said, he spent three days trying to determine the difference in coverage a U.S. Senate hopeful would get depending on how the candidacy was announced.

He praised the media's coverage of political issues—especially ABC News Vice President Jeff Gralnick's comparative programs in the last weeks of the 1980 presidential campaign. Would four prime-time television hours be an ideal way to cover the issues, press critic Ben H. Bagdikian asked? "The problem is," Deardourff replied, "that the average voter isn't going to watch those prime-time hours."

In general, Deardourff said, networks don't "savagely" candidates. "Our difficulty is in transmitting a candidate's views in his own words. We don't select the 30-second commercial" as the best way to do this, he maintained, "but it's forced upon us."

But Gralnick believes that television reporters must put politicians' comments in context. "The public should have an opportunity to know it all," he said. "You want issues, while we want more facts."

Consultant David L. Garth has found

that when reporters ask tough questions afterward, "sometimes you can forget" the candidate's original statement. He feels that probing is the press's job, acknowledging that a candidate has to go through a reporter to get his message across, but argued that a politician should have "two minutes a day to give his message—and then let the reporters tear him apart. A one-and-a-half-minute news clip has no depth to it."

Garth had a simple response to complaints that he and his colleagues manipulated the press with meaningless non-events: "If television covers it, it's not meaningless."

Many past and present campaign "manipulators" agreed with Gralnick's statement that there's nothing new about politicians arranging their campaigns to attract media coverage. Garth and Rafshoon said that in the "good old days," the press had less access to political strategists and that fewer people determined who would run for office.

George Reedy, who served as Lyndon B. Johnson's press secretary, defended television against charges that it has reduced campaigns to simplistic slogans. There were plenty of campaigns built around one-liners, he noted, before television was ever invented.

Many network executives voiced the thought that if they can expand their evening news programs to 60 minutes, they'll be able to do more in-depth political reporting.

President Reagan's assistant for communications, David R. Gergen, shared their hope for expansion, but wondered if 60 minutes would simply mean twice as many stories, with no more depth.

#### TV journalists offer critiques of medium's political reporting of U.S. newsmakers

Is television journalism better than ever? Some of its leading practitioners disagreed sharply about the answer during Harvard discussions of political coverage.

"The craft is less honorable now than eight to 10 years ago," stated NBC's chief Washington correspondent, Roger Mudd. "Every day, I see a conflict between show business and reporting." He said "none of us is content to let an event be an event—the candidate has to lay out the issue on our terms."

CBS News President William Leonard added that "we're trapped almost every day" in three ways: by "our own print origins—we don't quite know who and what we are in TV"; by competition—"we exist in between the pages of a business that's entertainment," and by success—"the financial health of a thousand stations depends on the news. News has gone from being a loss leader to being a profit center."

Robert MacNeil, executive editor of PBS's *MacNeil-Lehrer Report*, claimed that television political reporting has a "historical inferiority complex." With such a brief time for comment, TV re-



**Homage to fallen colleagues.** At the close of his Jan. 31 *This Week* with David Brinkley, the ABC newsman-commentator reflected on the closings of the Philadelphia Bulletin (at age 135) and the Washington Star, (at age 128) as well as threats to other major newspapers, in the context of the competition with television. His text:

"When a newspaper expires, the death notices always give one reason for its demise: a change in American living patterns; people going home at night don't read the newspapers so much because they look at television. Well, if that is true—and it probably is—nobody in television news takes any pleasure in it. On the contrary, since our whole lives are devoted to helping people know what is happening, it saddens us to see a newspaper devoted to the same work lie down and never get up. Television is faster, more vivid and it doesn't arrive wet on rainy mornings, but the papers can deliver a far greater volume of news than we can. How would all those columns of stock market figures play on television? Poorly. Television, newspapers and a hundred other interests compete for the public's time, the only thing that everyone has in precisely the same amount. That is about the only competition between them, since it is not a game, and it is sad if one wins at the expense of the other. No one regrets seeing newspapers die more than we do."

porters tend to be "very bitchy," he said.

But there were plenty who differed with these views. NBC White House correspondent Judy Woodruff said: "We do give the public a real life image of the candidate, better than print. We provide accountability; a candidate can't say one thing in one city and something else in another city."

CBS correspondent Bruce Morton, while acknowledging that some reporters have a "smart aleck" pose, said that reporting, graphics and the general level of coverage are better now than 10 years ago.

Richard Wald, ABC News senior vice president, said both local and network reporting are better now than ever. His concern is that while "we get all geared up preparing for the [presidential] conventions, more and more people stay away. We think

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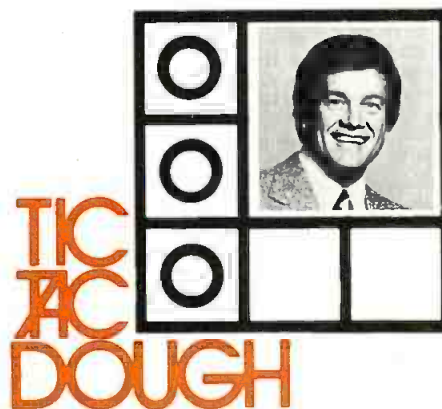
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#3 - TIC TAC DOUGH	13.8
#4 - THE JOKER'S WILD	12.0
#4 - You Asked For It	12.0
#6 - Entertainment Tonight	11.0

**6**  
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## Potter Stewart: Cameras in federal courts, some day

**Former Supreme Court justice says in interview that TV will be let in**

Retired Supreme Court Justice Potter Stewart thinks the day will come when proceedings of federal appeals courts, including the Supreme Court, are covered by television. But it won't be soon.

Stewart, who retired as an associate justice of the Supreme Court in July, after 23 years of service, expressed his views on the cameras-in-the-courtroom issue and a number of others in an interview published by *The Third Branch*, a publication of the Administrative Office of the U.S. Courts and the Federal Judicial Center.

Stewart said "a good argument" could be made against televising the proceedings in a trial court. Such coverage, he said, "would distort the actions of the witnesses and the members of the jury and even the judge." They would be aware that they were on view not only in the courtroom but in everybody's living room, Stewart said.

But, he added, "I think a less forceful argument can be made along those lines when one talks about an appellate court, a reviewing court of any kind, and that would include the Supreme Court of the United States."

He noted "the long tradition" against television coverage of the high court—even against supplying reporters, who are permitted to attend sessions, with printed transcripts.

But that will change. "I think the day

may come," he added, "if television is part of the press as it seems to be now and seems destined to be, that federal appellate proceedings will be televised. But, it seems to me that that day is pretty far in the future."

The point was not raised in the interview, but one reason the federal court system has been closed to broadcast coverage is the opposition to it by Chief Justice Warren E. Burger.

Cameras in the courtroom were not the only matter of concern to journalists discussed in the interview. Did Stewart—regarded as a strong defender of the First Amendment—perceive an erosion of free press protections in several recent large libel judgments and the imprisonment of reporters who refused to divulge confidential sources?

No, he did not, Stewart simply saw the courts applying the law in accordance with historic values. He noted that libel law was well established at the time the First Amendment was adopted. Stewart said that it was not until recently that any one made a connection between them. And the question of disclosure of confidential sources by a reporter goes back only 25 years, he said.

Consequently, Stewart said, when courts reject First Amendment claims in libel cases or in cases in which reporters refuse to divulge sources to a grand jury or others, the courts are not rejecting traditional protections of the press. Rather, they are "simply rejecting brand new claims by the press."

of them as a linchpin of democracy; the public thinks of them as a bore. We've become increasingly connected with the people of this country. We're not speaking to the issues that concern them. We neglect the issues involving the least vocal people. This is a problem for both politicians and the press."

Two elder statesmen of CBS came to their medium's defense. "Coverage has improved immeasurably," said retired CBS Inc. President Frank Stanton, while former CBS News President Richard S. Salant maintained that many of the faults attributed to TV should more properly be laid at the door of the country's educational system. "We can't be teachers, preachers or parents," he said, adding that problems charged to television stem from failures in other segments of society.

NBC correspondent Tom Brokaw had mixed views about how well his profession is performing. "There's a rising tide, and we do far better with each campaign," he said. But he continued that the campaign trail's "incestuous nature, where we're herded around all day" keeps reporters in constant fear that they're "being suckered. There's a temptation to jab at the end [of a story]."

Brokaw sees grass-roots television newspeople as "terrifically competitive, hustling for what they can get," and says this is evening up coverage among outlets in the same city.

It wouldn't be a press-politics conference without some airing of charges that the media cover campaigns in a "horse race—who's ahead?" manner rather than in issue-oriented fashion.

But several network reporters and executives saw the two as inevitably linked. "It's easier to talk about a horse race, and that's what the people are interested in," said MacNeil. "A horse race changes, and issues don't." The "what's different?" news angle is in the horse race, said Brokaw.

Two men in charge of network political coverage rejected the notion that television determines how a campaign is portrayed. CBS political director Martin Plissner said: "If a candidate says something interesting or crazy, we'll cover it. We report a fair reflection of what's happening out there." And Harold Bruno Jr., ABC's director of political coverage, said that campaign reporting isn't decided by the networks but that "the decisions are made for you by the flow of the news. What outsiders think is decision making is just our going with the news flow."

Which came first—the Iowa primaries or the television cameras? Many felt that the question of whether the media inspire early campaigning or vice versa is a chicken and egg type of circular riddle.

"We drove each other" to Iowa, Brokaw told the consultants, while NBC News President William Small described the situation this way:

"Everybody says Iowa was exaggerated, but we were all hungry to get into the game—the press and the politicians. There's always the risk of stumbling, but you don't want to be left at the gate."

### NewsBeat

**Apology.** Retired Army General William Westmoreland last week apologized to George Crile, a CBS News producer, for claiming that he had been ambushed by Mike Wallace in an interview for a CBS documentary on Vietnam. The report, *The Uncounted Enemy: A Vietnam Deception*, aired Jan. 23 and charged that enemy troop counts in Vietnam were underestimated to mislead the American public. Westmoreland called a press conference to deny the charge, contending that the documentary was a "scurrilous and premeditated attack" on his character and integrity (BROADCASTING, Feb. 1). Westmoreland also charged that CBS had recruited him under misleading pretenses, informing him only that the interview would address the broad subject of intelligence. But in a Jan. 30 letter to Crile, Westmoreland apologized for that charge, acknowledging that Crile had sent him a letter outlining the subjects that would be addressed in the interview. At a press conference in Charleston, S.C., Westmoreland said he had forgotten about the letter. In an interview, Crile also denied that Westmoreland had written CBS requesting that corrections in the documentary be made.

□

**Reporter fired.** Wcve-TV Boston has fired veteran reporter for allegedly violating station's conflict-of-interest code. State house correspondent Bill Harrington was dismissed for acting as consultant for Boston insurance firm that is trying to change state's car insurance system. Wcve-TV news director Jim Thistle said Harrington's involvement "raises serious questions of conflict of interest and is a direct violation of wcve policy." He said reporter was fired for "misconduct." Harrington has maintained that station had known for almost two years about his paid consulting job and that he had only been questioned about it late last year. He had been suspended with pay since Dec. 29.

# Programing

## Hollywood producers hear a cable debate

**Cable programming chiefs, Fuchs of HBO, Nathanson of Showtime and Cooke of Times Mirror, appear before HRTS luncheon; HBO hears criticism of its exclusive deal last year with Columbia Pictures**

"These guys are really vicious, aren't they?" Michael Fuchs, senior vice president in charge of programing for Home Box Office, was mock serious in response to stinging criticism from his two counterparts at Showtime and Spotlight during a Hollywood Radio and Television Society luncheon. The session took place Jan. 28 at the Beverly Wilshire hotel in Los Angeles.

Both Greg Nathanson, Showtime's senior vice president for programing, and John Cooke, president of Spotlight and Times Mirror Satellite Programing, were outspoken in their objection to the exclusive sale of motion pictures and other product to a single pay TV service. They were apparently referring to an exclusive sale agreement worked out last year between HBO and Columbia Pictures whereby the studio would distribute its films to pay TV audiences only via HBO. The network, owned by Time Inc., has reportedly secured exclusive deals for "On Golden Pond," "Ragtime," "Reds" and "Cannonball Express." It is airing "Tribute" and "Fort Apache, the Bronx" exclusively this month.

"It makes very little sense to sell your movies exclusively," contended Nathanson. "It is better to sell each pay network individually for two reasons . . . As competition intensifies, more buyers mean more money. [And] pay television is growing at such a fast rate that no one can predict how many subscribers there will be . . . So do not sell the rights to your movie too early because you won't be taking advantage of the growth of pay television." Although about a third of his network's programing is nontheatrical, Nathanson emphasized "a constant flow of high quality motion picture entertainment is of paramount importance to Showtime," which has 1.8 million subscribers to HBO's 8.5 million.

Although neither Nathanson nor Cooke cited HBO by name, the implication was clear when Cooke told the more than 800 entertainment industry executives and producers in attendance that "the short-term temptation to enter into a long-term alliance with one pay service in exchange for dollars which now seem large can be overcome by analyzing the sums available to software suppliers from several viable pay entertainment services in the future.

"Please, make no mistake about it. The long-term alignment of program producers and distributors with one pay network will greatly threaten the development, if not the life, of the other existing pay services."

Cooke explained Times Mirror's rationale for entering the pay cable market, in partnership with Cox Cable, TeleCommunications Inc., Storer Cable, and Cablevision, this way: "When one studies the phenomenon of multipay, it is not difficult to understand why a group of multisystem cable operators would be motivated to join in a pay programing venture. Nor should such a study be lost on the creative community, because multipay portends a much more prosperous environment for software producers as well."

Earlier, panel moderator Richard Frank, president of Paramount Television Distribution, cited research estimates that the U.S. would boast as many as 79 million

for all players in the future media mix. "I firmly believe what's happening today, which may have received its impetus from HBO's birth, will be very constructive and positive," he declared. "The networks and the theatrical motion picture business will change and already have changed. But I think the television industry and the movie industry, and even the legitimate theater business, will be healthier, more diverse, less centralized and more dynamic in the years to come—if all of us don't screw it up."

Fuchs challenged the creative community to "accept and embrace this new industry, so cable won't be a euphemism for 'el cheapo,' 'local,' 'second rate,' etc. We're not a panacea, as some people would like to already financially believe we are. We're not replacing the existing media and we're not an either/or choice," he concluded. "It's all going to be mixed" in the future.

Both Nathanson and Fuchs stressed the need to create separate identities for their program services through the develop-



**Newsmakers.** Attendees at the Hollywood Radio & Television Society Luncheon included (l-r) Michael Fuchs, Home Box Office; Gary Nardino, HRTS president; Greg Nathanson, Showtime; John Cooke, Times Mirror, and Richard Frank, Paramount.

pay TV subscribers by 1990, compared with 13.5 million today. "The only thing that could jeopardize this bonanza for the software suppliers," Cooke warned, "would be a move toward a monolithic, heavily consolidated industry in which the number of primary [pay] outlets was reduced to one or maybe two."

"It seems that a healthy and competitive environment is in everyone's best interests. The existence of several healthy pay TV services with insatiable appetites for feature films places the creators and distributors of programing in a salutary position."

Fuchs, following Nathanson and Cooke on the dais, defended the status quo and suggested there would be plenty of room

ment of original programing. "We know this is where we're going to find our distinctions," said Nathanson. "Obviously, what pay television needs more than anything is the big breakthrough show . . . that will cause word-of-mouth [discussions], that is easy to promote and viewers will look forward to viewing each and every month." Nathanson singled out Showtime's half-hour comedy series, *Bizarre*, as a high-profile made-for-pay-cable show that could contribute to the service's overall identity as well as its profits, through syndication as a late-night strip.

In a question-and-answer session, Paramount's Frank asked Fuchs about HBO's decision to boycott major industry agreements with Hollywood craft and talent

nions. Many in the creative community see the HBO stance as an implied threat that the network will go outside Hollywood's mainstream [or even the U.S.] for original product.

"We have been a little outspoken about the guild situation," Fuchs admitted. "I think some of the guild settlements—[such as] the directors guild settlement—have HBO producing product at a much higher premium than it would cost to produce product for the [commercial] networks or any other pay competition. I really would defy anyone to logically or mathematically explain to me why it costs an enormous premium to produce for this medium as opposed to commercial television, or even Showtime, for instance." (The Directors Guild of America last Monday won an antitrust suit brought against it by HBO [see page 102].

"We are not very happy about the situation. Pay TV is contributing enormous amounts of money to the guilds right now. We're not looking for a free ride. We are looking for equity. We are looking to be compared to commercial television, which is actually much larger than us. We do not have any plans now for becoming signatories, but that does not mean we will bypass Hollywood," Fuchs said.

The issue of fairness also came up in a question to Spotlight's Cooke, who was asked why producers and competitors might not fear the market control of that network, whose backers represent an estimated 30% of all U.S. cable subscribers.

Cooke argued that Spotlight could not be fairly compared with the ill-fated Premiere network, shut down by the Justice Department on antitrust grounds before its January 1980, start-up. The issues in the Premiere case, Cooke contended, were product boycotting and price-fixing, and "neither of those situations exists in our partnership.

"We are simply a group of hardware operators who banded together to try to buy product from the creative community. That's clearly done in open and free negotiations."

Cooke added that Spotlight's partners did not intend the network "to be a service that would stand alone, but it would be a service that is multipay oriented and therefore would be sold with several other services."

## The return of Silverman

**His InterMedia announces 16 production deals with all three networks for '82**

Fred Silverman apparently is wasting no time building a new power base in the television business.

Last week, about six months after Silverman resigned as NBC president and about three months after he formed an independent production company, his InterMedia Entertainment announced 16 TV program development projects, with all three of his former network employers as clients.

"Television was our first priority so that we could be represented in the development of network programming for the fall of '82," said InterMedia President Silverman whose firm is affiliated with MGM/UA.

The NBC, CBS and ABC development lineup outlined by InterMedia includes six dramas and seven comedies for prime time; two daytime vehicles, and a prime-time syndicated variety show:

■ Drama. *Farrah*, a potential hour series with Farrah Fawcett for ABC. *Red, White & Blue*, a "larger-than-life action-adventure" hour series for NBC. *RSVP*, a "comedy-dramatic" hour for CBS examining "romance in contemporary society." *The Prosecutor*, a two-hour made-for-TV movie (and series pilot) for NBC with Valerie Harper as an "unorthodox" assistant district attorney. Two other NBC made-for-TV's are *Doctor's Daughters* and an untitled story by Erich Segal about "the wife of one of America's most powerful political figures."

■ Comedy. ABC possibilities are *Harmony*, an hour "musical family-comedy" and *The Bea Arthur Show*, a topical half hour. For CBS, InterMedia is developing *Side by Side*, a half-hour family comedy; *Move Over Honey*, a half-hour "romantic family-comedy," and *Becky*, a half-hour youth-oriented comedy. The NBC comedy development slate includes *McCarty Street*, a topical half-hour with Eugene Roches, and *The Rainbow Girl*, a half-

hour musical series with Ann Jillian.

Daytime projects are *The Top Ten TV Game* for CBS and *The Wise Guys* panel show for NBC.

*The Wide Wide World of Entertainment* is a syndicated variety-show project that would use satellite feeds to "originate from all over the world."

InterMedia said it plans to announce shortly other "activities involving theatrical motion pictures, cable projects and legitimate theater."

## USICA special on Poland turns into news event itself

**Film is labeled 'propaganda' by critics; reaction in U.S. mixed**

Despite European criticism of the international broadcast of the U.S. government-produced television special on Poland, public stations in the U.S. have or are intending to air the program. They contend broadcast of the program has turned into a news event.

Produced by the U.S. International Communication Agency, *Let Poland be Poland—A Day of Solidarity with the Polish People* was broadcast via satellite Jan. 31 to 50 nations and through the Public Broadcasting Service in the U.S. Many public broadcasting stations aired disclaimers at the beginning and end of the film, explaining it was produced by the USICA. The agency wanted to increase awareness of the Polish government's crackdown on the Polish labor union, Solidarity, and civil rights in the country. Some public stations previewed the film to make sure it was "suitable" and "in good taste."

The USICA estimated a worldwide audience of 260 million viewed 30 minutes or more of the 90-minute special. However, reports from Europe, where the broadcast was limited, were not as glowing. The *London Daily Mail* called the program "a devastating global flop." An editor for Swiss Television, which aired roughly 60 minutes of the show, claimed that one in 100 people watched it.

In the U.S., according to a survey conducted by the PBS operations department, 49 public stations carried the program the day it aired. Sixty-six stations are planning to air the film later, while 30 don't plan to broadcast the program at all. (PBS surveyed all 297 member stations. The figures represent only the stations that replied.) This was the first time Americans were allowed to view a USICA-produced program while it was aired simultaneously overseas.

The law prohibits the broadcast of USICA productions in the U.S. However, Congress approved a resolution allowing broadcast of the Polish program (BROADCASTING, Feb. 1). The conservative Heritage Foundation purchased satellite time from PBS for the USICA. PBS is required by the 1978 Telecommunications

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## announces a major commitment to journalism education.

**R**ealizing that the successful future of American journalism depends upon a steady stream of high-quality people entering the profession, The Donald W. Reynolds Foundation, Inc. is establishing the largest journalism scholarship program in the United States.

This year, ten junior journalism or communications students will receive \$4,000 scholarships. These scholarships will be renewable for the student's senior year. Each year, ten additional students will be selected, so twenty students will be receiving Donald W. Reynolds Scholarships at all times.

These scholarships will be available to students at ten

designated universities. Candidates will be nominated by their respective schools. Final selection will be made by a panel of prominent journalists.

As Reynolds has said, "Our industry has spent millions and millions of dollars on new presses, electronic editing systems, and satellite antennas — but these are merely tools of our trade.

"I feel we need to invest more of our resources into the people who will have the responsibility for operating these tools. These scholarships are evidence of our commitment to the people who will be shaping journalism well into the next century."

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Act to offer available excess time on its satellite transponder. The service did not, therefore, pre-empt its regular feed to member stations, thus allowing stations to decide whether to air the program.

PBS officials, prior to the broadcast, voiced concern over misinterpretation of the film as being a PBS production. PBS President Lawrence Grossman had stressed that the film was not a PBS production. The USICA, he said, purchased satellite time like any other organization wishing to distribute programming on PBS.

Featured in the film were statements from world leaders, including President Reagan, British Prime Minister Margaret Thatcher, French President Francois Mitterand and West German Chancellor Helmut Schmidt. They spoke in support of the Solidarity labor movement and ex-



Actors Max Von Sydow and Glenda Jackson

pressed sympathy for the plight of the Polish people. Also included in the program were appearances by Frank Sinatra, Kirk Douglas, Charlton Heston, Orson Welles, author James Michener and National Symphony conductor Mstislav Rostropovich. That aspect of the film also was attacked by foreign critics who called it "pure show business."

Noncommercial WGBH(TV) Boston previewed the film before making its final decision to air it the following day at 11 p.m. on its UHF channel WGBX(TV) there. "We viewed it first and felt the audience could take it at face value. They have a right to know what the media is making a fuss about," said Chris Ridley, public information manager. Ridley also noted that WGBH provided a half-hour news analysis on WGBH prior to its broadcast. He said WGBH thought it was a "more responsible approach" to air a news analysis first. Ridley noted the minimal viewer response was mixed: some inquired about a repeat broadcast, while others were critical.

WNET(TV) New York ran the film at 11 p.m., the same day it received the feed. According to program director Joan Connor, the station ran disclaimers before, during and after the show. WNET introduced the film by saying that it was "not a balanced piece of reporting," or an "objective documentary." Connor said the station thought the public should have an opportunity to judge it for itself. The introduction also said the film is "an example of what tax dollars can create when the government is allowed to carry the war of ideas into your living rooms."

According to WNET viewer services, reaction to the film was largely negative. Viewers complained about the airing of "government propaganda" on public TV stations, a spokeswoman said. One European critic called the program "as dull as an East European propaganda film." That sentiment also was expressed by some public broadcasting programmers.

In Washington, home of the USICA, WETA(TV) interrupted a tennis match to broadcast the film. The station did preface the show explaining it was produced by the USICA. WETA officials noted that airing of the film would give Americans an opportunity to see what the USICA is producing. Reviews of the show were mixed, however, with some complaining about interruption of the tennis match.

WTTW(TV) Chicago's Dick Bowman,



Britain's Prime Minister Margaret Thatcher

vice president of broadcasting, noted WTTW decided to run the show because of the large Polish population in Chicago. KCET Los Angeles waited a week to air the film, rebroadcasting it Feb. 7 and followed it with a half-hour program that treated the film as a news story.

Public stations have 30 days after the initial broadcast to air the program. The film cost roughly \$500,000, mostly defrayed by private contributions. The four major sponsors that were given credit on the film are: the Andreas Foundation, the Carthage Foundation, Mobil Corp., and Rockwell International. Other contributors included Quaker Oats, United States Tobacco and Dow Corning Corp. The film also included footage of Solidarity Day rallies held in Washington, Houston, New York and Chicago.

Of the three commercial networks, only CBS was approached by the USICA, to air footage of the film for free. However, CBS said it would not provide the agency with free time, but would instead offer it at a government rate. In addition, CBS stipulated that it would not air any footage that included faces or voices of CBS News personnel. The USICA asked for an exception and CBS rejected that request.

While a majority of European newspapers and broadcasters criticized the program, there was some praise. In West Germany, a spokesman for the Christian Democrats party called the show "amazing" and lashed out at European stations for ignoring the film. "When famous American television stars participate in a live transmission for Poland, Europeans

## Ratings Roundup

CBS-TV continued to tighten its already strong hold on first place in the prime-time ratings race with yet another weekly victory—its 10th in a row.

For the week ended Jan. 31, CBS scored a 19.7 rating and 31 share to ABC-TV's 18.3/29 and NBC-TV's 15.9/25. Since the 1981/82 season officially began Oct. 5, 1981, CBS has won 13 weeks and ABC four.

Coincidentally, the latest weekly scores for both CBS and ABC matched their season-to-date averages: the same 19.7/31 and 18.3/29, respectively. NBC, last each week except for one second-place showing, is averaging a 15.5/24.

While the CBS and ABC numbers reflected the season so far, the week's programming did not. The week ended Jan. 31 was unusually heavy on news programming.

On Tuesday, all three networks devoted a major portion of prime time to President Reagan's State of the Union address, the Democratic Party reply and related analysis. Since most of that programming was commercial-free, its ratings, produced on a schedule differing from that of commercial program ratings, were not immediately available. The following night, a CBS News hour interview with Reagan also was sustaining.

On Friday, all of ABC prime time went to an *FDR* news special that pulled a 15.2/24 for the evening. As usual, CBS was the winner that night, with its *Dukes of Hazzard*, *Dallas* and *Falcon Crest* averaging a 24.2/39.5. Nevertheless, the *FDR* rating gave ABC a better Friday score than it has had in several weeks.

During the week, CBS had the best overall average but it was ABC that won the most individual nights. ABC took Monday, Tuesday, Wednesday and Saturday and CBS the rest.

### The First 20

1.	<i>60 Minutes</i>	CBS	29.3/43
2.	<i>Dallas</i>	CBS	28.4/44
3.	<i>Magnum, P.I.</i>	CBS	24.5/38
4.	<i>M*A*S*H</i>	CBS	24.0/34
5.	<i>Dukes of Hazzard</i>	CBS	23.9/38
6.	<i>Alice</i>	CBS	23.8/34
7.	<i>Three's Company</i>	ABC	23.7/37
8.	<i>Love Boat</i>	ABC	22.5/37
9.	<i>Jeffersons</i>	CBS	22.5/32
10.	<i>Happy Days</i>	ABC	22.2/33
11.	<i>Archie Bunker's Place</i>	CBS	22.2/32
12.	<i>Trapper John, M.D.</i>	CBS	22.0/34
13.	<i>Real People</i>	NBC	21.8/32
14.	<i>One Day At A Time</i>	CBS	21.5/31
15.	<i>Greatest American Hero</i>	ABC	21.0/30
16.	<i>Slap Shot</i> (movie)	ABC	20.8/32
17.	<i>American Music Awards</i> (special)	ABC	20.8/31
18.	<i>Laverne &amp; Shirley</i>	ABC	20.5/31
19.	<i>Falcon Crest</i>	CBS	20.3/34
19.	<i>Dynasty</i>	ABC	20.3/34

### The Final Five

62.	<i>Best of the West</i>	ABC	11.8/18
	<i>McClain's Law</i>	NBC	11.8/18
64.	<i>Billy Crystal Comedy Hour</i> (premiere)	NBC	11.1/20
65.	<i>NBC News Report</i>	NBC	10.6/19
66.	<i>NBC Magazine</i>	NBC	8.3/13

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em to think they should pull up their noses." And according to the USICA, several public stations have asked the agency to rebroadcast the film and feed was provided again last week.

France's Channel 2 aired the film for 35 minutes and its Channel 1 for six minutes, to an estimated audience of 10 million. Italy's TV 1 broadcast 45 minutes of the program and Germany's ZDF TV and ARD TV broadcasting 60 and 30 minutes of the film, respectively.

Other nations around the globe also limited broadcast of the film. In Israel, viewers saw 36 minutes with an estimated audience of 1 million. Mexico carried the program on Cablevision, which has a subscribership of 50,000.

## Program service designed for STV to make debut

**Satellite service, created by Lexington Broadcast Services, will provide monthly music specials for subscription TV**

The first satellite entertainment programming service said to be created specifically for subscription television stations will make its debut March 5. The LBS Entertainment Network, as it will be known, is the creation of LBS Video, an arm of the New York-based production and syndica-

tion firm, Lexington Broadcast Services Co.

The new network will provide live monthly music specials in different cities. The premiere show will feature the Pointer Sisters in concert from the Variety Arts Theater in Los Angeles. LBS's Mark Graff, one of the project's creators, said that the network was close to signing a deal for a performance by Joel Grey to be shown in April. The network is currently working on a number of deals for the coming months which will feature major rock 'n' roll and middle-of-the-road acts.

The rate structure for the service varies from station to station, Graff said, and provides that STV subscribers will not be charged an added fee. Arrangements for replays by subscribing stations will also vary.

A number of STV operators have made commitments to receive the service on one or more of their stations, including Oak Communications, Buford TV, American Subscription TV, ATC, Wometco, National Subscription of Detroit, STV of Greater Washington and S.T.A.R. TV, according to LBS. In addition, the Times Mirror pay cable service, Spotlight, which is beamed to about 250,000 cable subscribers on Comstar I/II will carry the service.

The LBS Network will be beamed to subscribing STV stations via Westar III, transponder 7.

While musical entertainment seems to be the primary focus of the new service at this time, Graff noted that LBS was looking at different types of packages, such as sporting events.

Lexington Broadcast Services was established six years ago. Henry Segal is president and principal owner.

## PlayBack

**Concert signing.** NBC Radio's *The Source* has signed agreement with Starfleet Blair Inc. whereby Starfleet will supply young adult network with series of 21 live AOR concerts during 1982 and 1983. Starfleet Blair part of John Blair & Co., is in process of lining up artists for series and will release information about first broadcasts in mid-February.

**O'Connor adds one.** Los Angeles-based radio syndicator O'Connor Creative Services is adding *National Farm Report* to roster of commentary features it is distributing. Beginning March 1, O'Connor will offer five, two-minute commentaries each week by Orion Samuelson, farm services department director of WGN-AM-TV Chicago, on agribusiness.

**En Espanol.** Radio Works, Hollywood-based program supplier, has introduced Spanish-language version of *The Forbes Magazine Report*, two-and-one-half-minute feature it produces for Mutual Broadcasting System. *Revista Reportera Forbes* is offered daily on barter basis and anchored by Hernan Guezada Escandon.

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## Cable's Daytime draws on ranks of networks

**Two former broadcast newswomen will host Hearst/ABC venture set for debut March 15**

When the women's cable programming service, Daytime, premieres March 15, two broadcast veterans—Sharron Lovejoy, a former CBS News correspondent and editor of CBS News's *Magazine* series, and Alanna Davis, a former special correspondent and interviewer on NBC's *Today*—will co-anchor the service's four-hour programming block.

Daytime, which will be a presentation of Hearst/ABC Video Services, recently has begun showing advertisers a presentation of its programming lineup for its 1 p.m.-to-5 p.m. weekday time slot—which happens to include about a half dozen program elements that borrow from Hearst publications—such as *Traveling Woman*, with *Town & Country* travel writer Dena Kaye, *Etiquette*, with *Good Housekeeping's* Elizabeth Post, and *A View from Cosmo*,

with *Cosmopolitan* editor Helen Gurley Brown.

But the schedule Daytime has announced includes contributions from a wide variety of other sources. Included are *Newsweek Video's Newsweek for Women*, which will run for 25 minutes three days a week; advice on childbearing from Mr. Rogers of PBS fame; three different series



Davis



Lovejoy

of short humor pieces; a weekly Betsy Palmer series entitled *Wifeline*, and another weekly series, *Dr. Lee Slak Talks to Teen-Agers*. And the ABC connection doesn't go unexploited—ABC Sports swimming commentator, Diana Nyad, will host a daily exercise and sports series. About half the program material will come from independent producers. The other half is produced by Daytime at New York City's National Video Center.

Part of the pitch to advertisers is a research presentation that professes to tell potential clients about the likely Daytime viewer—women from cable families who live in "projected viewing areas" (communities served by cable systems that carry the Modern Satellite Network feed on which Daytime has secured its transponder time. "She" is said to be a "quality consumer," "affluent," "style conscious," who "watches more informative TV, reads more newspapers, reads more upscale publications," "is a heavy user of upscale products and service," "is involved in more leisure activities," and "participates in club, community, and public activities."

The research, however, avoids mentioning to what extent "she" is out of the house working, shopping, or at her clubs during the afternoon hours when Daytime will be cablecast.

**Shades of 'War of the Worlds.'** The 800 call-in number was phony. *The Freddy Stone Hour* itself was fictitious, only part of an ABC-TV made-for-TV movie on TV evangelism, *Pray TV*.

Nevertheless, more than 15,000 calls were made to the show-within-the-show last Monday night (Feb. 1). While no one obviously got through, that's the count AT&T gave the network.

Far fewer dialed ABC's switchboard in New York. ABC said it received 175 calls that night, about 75% critical of the movie's treatment of TV evangelism.

Ratingswise, *Pray TV* scored a 16.0 with a 24 share, losing badly to NBC-TV's *World War III*, part II (23.5/36).

## Monitor

**Olympic planning.** ABC Sports last week said it plans 65 hours of winter Olympics coverage of 1984 games at Sarajevo, Yugoslavia, up from 53 1/2 devoted to 1980 Lake Placid, N.Y. events. Coverage in and out of prime time is scheduled to begin Feb. 6, 1984, with prelude, and run through closing ceremony Feb. 19. Today (Feb. 8), 34-person ABC team, including News and Sports President Rooney Arledge was expected in Sarajevo to begin "major production and engineering survey."

**Late-night discrepancy.** Public station WTVS(TV) Detroit is asking NBC network not to use words "late night" in title of its new show, *Latenight with David Letterman*. Station debuted program, *PBS Late Night*, Jan. 4 and contends NBC title will cause viewer confusion. WTVS also says it has already filed with U.S. Patent Office for registered trademark on program title. NBC, however, does not plan to change title of its program. Network attorneys have checked into matter and don't foresee any copyright problems. NBC argues that term "late night" is generic and can't be protected.

**FCC on TV.** FCC meetings could be broadcast later this year to communications lawyers and other interested parties in Washington area, if all goes according to plan by Michael Kelley, English professor at nearby George Mason University in Virginia. School, which received license last year to broadcast on four instructional television fixed service frequencies and carries programming of Cable Satellite Public Affairs Network (C-SPAN) on one channel, is saving second for coverage, if permitted, of Senate, and hopes to use last two for broadcasts of government agency proceedings and teleconferencing. Kelley, who is director of Corporation for Public Broadcasting, said subscribers who pay \$495 per year for all four channels now include lobbyists, law firms and Departments of State, Commerce, Justice, Health and Human Services and Housing and Urban Development.

**Rock moved.** *The Devlin Connection*, NBC-TV's action-drama series starring Rock Hudson, is now scheduled to premiere at start of 1982-83 season, and will feature "new creative elements," according to network. New show's debut was postponed last fall due to Hudson's open heart surgery and had been scheduled for introduction Saturday, Feb. 5, at 10-11 p.m.

## Cable sports news

The National Basketball Association has announced its cable television arrangements for the 1982-83 and 1983-84 season: The USA Network gets a two-year extension of its past arrangement to cover 40 Thursday night NBA games, plus 10 playoff games, and The Entertainment and Sports Programming Network (ESPN) has secured rights to 40 Sunday night games, plus 10 playoff games as well.

The value of the combined cable package is being put in the \$11-million range. CBS had previously bought broadcast rights to the NBA lineup (BROADCASTING, Jan. 11) in a pact that runs through 1986.

Meanwhile, ESPN announced it has ac-

quired exclusive American television rights to the U.S. Davis Cup team matches as it defends its 1981 championship title. The first matches will be against India, on March 5 to 7. John McEnroe, Peter Fleming, Eliot Teltsler and Brian Gottfried will represent the U.S.

And in other sports news last week, Sportschannel, the affiliate of Charles Dolan's Cablevision of Chicago, filed suit in Cook County Court seeking an injunction to prevent the Chicago White Sox's new owners from offering Sox games on pay television through their own SportsVision STV service.

Sportschannel maintains it had an agreement with the team's previous owners granting it exclusive television rights to all Sox home games in 1981 and 1982, plus certain away games.

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## FCC lifts licenses of two California stations

**Commission calls management of Burbank Broadcasting unfit to be licensee of KROQ-AM-FM, gives facilities to San Marco and Royce International**

An FCC administrative law judge has proposed denial of the license renewals of Burbank Broadcasting Co. for KROQ-FM Pasadena, Calif., and of Cameron Broadcasting Co., which is wholly owned by Burbank Broadcasting, for KROQ(AM) Burbank, Calif.

At the same time, the judge granted Royce International Broadcasting Co. a construction permit for the KROQ(AM) facilities and San Marco Broadcasting Co. a construction permit for the KROQ-FM facilities.

In an initial decision, FCC Administrative Law Judge John Conlin found that Burbank and Cameron had operated and managed the stations ineptly, calling their "record of stewardship" a sorry one.

Conlin said the licensees' principals exercised "virtually no operational control, allowed the stations to be driven into financial ruin, responded by involving themselves in crippling factional disputes,

and in an attempt to minimize their financial losses transferred effective control of the stations to another party without obtaining the required approval of the commission."

Conlin pointed out that the licensees' principals' actions resulted in both stations going off the air between July 1974 and July 1976.

Conlin found that the licensees had also failed to maintain public inspection files, misrepresented Burbank Broadcasting's financial stability, repeatedly committed "serious" technical violations and failed to report financial and ownership information to the FCC in a timely manner.

Taken as a whole, the licensee's record "compels the conclusion that they are not qualified to remain licensees of the commission," Conlin said.

The FCC first designated the licenses for hearing in 1975 with a competing application from San Marco Broadcasting for a new FM station in Pasadena. In 1979, the FCC consolidated that proceeding with the competing applications of Royce and Baker-Smith Communications Inc. for the Burbank frequency and an application of AWARE Communicators Inc. to operate on the Pasadena frequency.

Conlin judged San Marco superior to AWARE for the Pasadena license on grounds of ownership diversification and integration of ownership with management. Baker-Smith failed to provide evidence under the comparative issue for the Burbank license, and Conlin concluded that Royce had established its fitness to be a broadcast licensee.

Burbank, a general partnership, owns 100% of the stock of Cameron Communications. Jack P. Gonsalves, 10% partner, was president and is a general building contractor in Los Angeles.

San Marco, is a California corporation. James C. Gates is president, treasurer, director and 65% owner. He also owns 100% of J.C. Gates Co. Inc., a radio and TV rep company in San Diego. Ray Stanfield, vice president, director and 20% owner, at time of application, owned 50% of a Volkswagen repair shop in Dallas. Although Gates has no other broadcast interests, Stanfield is 10% stockholder and director of Omaha Broadcasting Service Co., an applicant for new AM and FM stations in Omaha.

Edward Stolz II is Royce's sole stockholder. Stolz is owner, general manager, sales manager and chief engineer of KWOD-FM Sacramento, Calif. He is also an applicant for a new FM station in Desert Hot Springs, Calif.

## DGA cleared in antitrust suit brought by HBO

**New York federal court rules directors guild not in violation of Sherman Act in refusing to let its members work for HBO without signed union contract**

The Directors Guild of America won a major victory last Monday (Feb. 1) in an antitrust lawsuit brought against it by the nation's largest pay cable service, Home Box Office. HBO is a wholly owned subsidiary of Time Inc.

The 77-page ruling, handed down in New York by Judge Abraham D. Sofaer of the Southern District Federal Court, went against HBO's arguments that the refusal of the DGA to let its members work for HBO program suppliers was outside organized labor's general immunity from antitrust protection. The suit, filed in July 1978, charged the guild with violating the Sherman Antitrust Act by refusing to allow DGA members to work for HBO until the network signs a union contract with the guild. HBO had argued that the DGA had no right to represent members working with the pay network in specific freelance capacities.

"Evidence shows that the guild has done nothing other than to seek to protect or advance the wage and job interests" of its members, the judge concluded in his decision. Sofaer found the DGA's "conduct is exempt from antitrust challenge."

The ruling discounted HBO's claim that

## Washington Watch

**CRT news.** National Association of Broadcasters has asked Copyright Royalty Tribunal to award broadcasters 5% of syndication award granted Motion Picture Association of America during 1979 cable copyright distribution proceeding. Tribunal awarded MPAA 70% of fund, which surpassed \$20.7 million. Larry Patrick, NAB senior vice president for research, told CRT that broadcasters produce hundreds of hours of original programming and deserve share of royalties awarded for syndicated programs. Under CRT decision, commercial TV broadcasters will receive 5.25% of 1979 fund; commercial radio broadcasters won't receive anything (BROADCASTING, Dec. 7, 1981).

□

**Fight goes on.** Hubbard Broadcasting Co. is continuing its 40-year fight to gain Class I-A status for its KOBI(AM) Albuquerque, N.M., which now operates as II-A on 770 khz, clear channel, on which ABC's WABC(AM) is dominant station. Hubbard last week petitioned U.S. Court of Appeals for Eighth Circuit—which includes Hubbard's headquarters in St. Paul—to review FCC's refusal to consider its petition for rulemaking to provide for Class I-A clear channel station at Albuquerque (BROADCASTING, Oct. 19, 1981). Hubbard, which based its petition in part on "transmigration" of population from Northeast to Southwest, contends that commission's dismissal of petition violated Section 307(b) of Communications Act, which calls for equitable distribution of broadcast service throughout country. Hubbard also contends that, in setting up classification scheme "which favors network-owned applicants for facilities over nonnetwork-owned applicants," commission has violated Hubbard's right to equal protection of law.

the DGA's stand favored nonpay over pay TV. Judge Sofaer said he had specifically asked HBO's attorneys whether they were claiming that a conspiracy existed and was told they were not. In his ruling, the judge noted that without conspiracy, the use of labor agreements by one business to get an advantage over another does not constitute an antitrust violation.

HBO had no immediate comment on the court's ruling and would not speculate on the possibility of an appeal until it had time to examine the judge's decision.

The DGA's national executive secretary, Michael Franklin, said the action was of "landmark and monumental importance." In a prepared statement, he said, "One can hope that this decision will put to an end the threats of bullies who want to destroy unions and who have the money and power to do it through expensive litigation."

The DGA issued its no-work order against HBO in 1978, after the pay service had operated on a waiver from the guild. The Writers Guild of America also has a no-work order against HBO first-run productions. Both guilds claim HBO has rebuffed efforts by the unions to negotiate agreements.

## Mirror tax law introduced in Senate

An administration bill aimed at pressuring Canada to repeal the tax law the U.S. considers unfair to U.S. broadcasters was introduced in the Senate last week by Senator Jack Danforth (R-Mo.). The bill (S. 2051) is a companion to one introduced in the House in the first session of Congress (BROADCASTING, Jan. 4), and would deny tax deductions on expenditures for advertising on Canadian broadcast stations.

Thus, the measures mirror the Canadian tax measure that has been the center of controversy between the U.S. and Canada since it was enacted in 1976 and that is now said to be costing U.S. stations along the Canadian border some \$20 million annually.

The so-called mirror legislation results from the complaint that 15 broadcasters filed in 1978 under Section 301 of the U.S. Trade Act of 1974, after diplomatic efforts seeking repeal of the Canadian law failed. The Canadians insist their tax code is an internal matter that is not negotiable.

The complaint led to the first presidential recommendation of a reciprocal response under Section 301. President Carter determined the Canadian law was unfair and recommended mirror legislation in 1980, but Congress adjourned before action could be taken. After its own review, the Reagan administration made the same recommendation to Congress.

Because it is the first Section 310 action recommended, Danforth said, the case "has assumed symbolic importance for our service industry exporters. Moreover, failure to vigorously implement the finding in this case would threaten to under-

**Scuttled.** The FCC has put to rest another attempt by Stanley S. Hubbard, president and general manager of Hubbard Broadcasting Inc., to have the call sign on his boat, the Yankee Spirit, changed from WZL-4709 to WA-2002, or to any other two-letter, four-digit call sign. The FCC had rejected a similar Hubbard request in 1978 (BROADCASTING, Nov. 13, 1978).

Hubbard said he originally wanted the new call sign because it was simpler. Although the FCC's Private Radio Bureau rejected the request last March, Hubbard applied for reconsideration because of the "principle involved," he said. According to Hubbard, he had gone to the trouble to find out that WA-2002 had been retired, and he thought that "any citizen, no matter who he is," should be able to receive such a retired call sign. The Private Radio Bureau rejected the request last March, contending that the FCC, which uses a computer to assign the call signs, didn't have the manpower to honor the similar requests that would occur as a result of such a precedent. The bureau also stated that FCC rules do not authorize transfer or assignment of calls at a licensee's request. In his petition for reconsideration, Hubbard contended that the FCC's rules didn't preclude it from granting new call signs and that honoring the request would place no burden on the commission. By a unanimous vote, however, the commission disagreed, denying his application for review. "Whether we'll revisit the issue, we don't know," Hubbard said.

mine the viability of Section 301." Danforth is chairman of the Senate Subcommittee on International Trade, which will consider the matter.

Senator Daniel Patrick Moynihan (D-N.Y.), one of nine co-sponsors, said the dispute "threatens to undermine the unique relationship that exists between the two countries," and added: "Canadian audiences enjoy U.S. television and radio programming, and it is not unfair to ask that Canada cease to penalize businesses in its territory which help support this programming through advertising."

Moynihan said "more than 60 major television stations" are viewed in Canada, while "19 major Canadian television stations project signals into the U.S."

Both the administration and backers of the legislation in Congress say the mirror legislation may not be the U.S.'s final word on the subject. Danforth, in a statement in the *Congressional Record*, said it may be necessary to review the matter at a later date "to insure it is strong enough to persuade Canada that Congress intends to support fully our export industries in the face of discriminatory foreign trade practices."

The Senate and House bills—the House measure (H.R. 5205) was introduced by Representative Barber Conable (R-N.Y.)—provide for lifting the ban on tax exemptions for money spent on advertising on Canadian stations when the Canadian law is repealed.

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## Roof's off for cable bids in Montgomery Co.

**Cable franchise for Washington suburb draws eight applicants offering up to 132 channels and millions in community programing; icing on cake is Tele-Mont bid guaranteeing 15-year rate freeze**

Eight applicants filed for the cable television franchise in Montgomery county, Md., last week, and the bids served notice that the blue-sky proposals in cable bidding wars are getting bluer.

The eight companies vying for the lucrative Washington suburb are Cablevision Systems; a joint venture between Tribune Company Cable and United Cable; Warner Amex Communications; Viacom; First County Cable, a joint venture between local sports businessman Abe Pollin and Maclean-Hunter; Tele-Mont Communications, a joint venture of Tele-Communications Inc. and two local investors; Montgomery Cable Communications, 65% owned by Times Mirror and 35% owned by local residents, and Montgomery Community Cablevision, a local company that plans to seek financing from local corporations.

Each proposal offered at least 100 channels and substantial investments in Montgomery County Television, a locally originated channel complete with funding and technical facilities that the county emphasized in its request for proposal.

Cablevision proposed a 52-channel basic service at \$4.95 per month with no installation charge. Its 450 mhz system could carry 120 channels and will offer 13 pay services, four pay-per-view channels, fully interactive services, and a 60-channel institutional network.

### Intermedia

**Suit dropped.** U.S. Southern District Court of New York has dismissed suit against NBC filed by one of its engineers, Robert A. Batsche, who contended network had discriminated against him by denying him child-care leave last August to help his wife take care of their new-born baby. He said NBC gives such grants to women. Court did not rule on merits of case but said it lacked jurisdiction since suit should be filed with Equal Employment Opportunity Commission. □

**Newest count.** Minority ownership of commercial broadcast facilities increased by 21.5% in 1981, from total of 135 stations to 164, according to National Association of Broadcasters Department of Minority and Special Services. Three of new TV stations are black-owned, bringing total to seven VHF and four UHF. Nineteen of new radio stations are black-owned, bringing that total to 117. Number of Hispanic-owned stations grew from 24 to 31, including two VHF and one UHF. Dwight Ellis, NAB vice president, minority and special services, said 40% of all minority-owned stations are result of FCC's tax certificate and distress sale policies. □

**California switch.** KECY-TV El Centro, Calif., switched its primary affiliation from CBS-TV to ABC-TV effective last Monday (Feb. 1). Station, on channel 9, was acquired from United Broadcasters of Bethesda, Md., last October by Pacific Media Corp., subsidiary of Esquire Inc., whose other TV station, KESO-TV Palm Springs, Calif. is also ABC affiliate. Esquire officials said KESO recently installed satellite earth station that is expected to be used to transmit programing to KECY-TV. KECY-TV, which also serves Yuma, Ariz., is ABC's first outlet in that area. It is also ABC's 207th primary affiliate. □

**Bids in.** Four cable companies have applied for franchise for suburban Detroit (105,000 homes): Teleprompter, Continental, joint venture between Tribune Company Cable and United, and Greater Media, New Jersey-based broadcaster, publisher and cable operator. Towns include Royal Oak and Troy. Consortium requirements included minimum of 100 channels and completion of construction 18 months after permits are issued. Consortium will make final recommendation to individual towns with award expected by April.

The company plans a \$2.8-million community programing commitment. Cablevision plans to build the \$90-million system in three years with the help of 16 limited partners. A spokesman for the partners said each limited partner would own, at the most, only a fraction of 1% of the system. Charles Dolan, chairman, had assembled many of the partners and some Cablevision officers at a press conference last Wednesday to unveil Cablevision's bid. They will aid in seeing that any resident can buy into the system, according to

Dolan. Dolan said that the company had not thought of bidding until the local group had approached Cablevision.

Tribune-United offered three tiers totaling 120 channels. The first 42-channel tier will cost \$1.50; the second 84-channel tier \$5.95, and the third 108-channel tier, \$8.95. Nine pay services, the interactive INDAX service, a \$56-million community programing commitment, a \$1-million grant for a research foundation to investigate new services and a 12-channel institutional loop also will be offered.

The companies made it a point to present the combined resources of the two companies: \$800 million in combined resources, \$1.5 million in operating cash flow and \$300 million in credit lines.

Warner proposed a 400 mhz, 108-channel system to be built in three years. The first 52 channels will cost \$3.95, the second tier of 82 channels will cost \$6.95 and Qube will cost \$4.95. Warner plans to offer 10 pay channels, six pay-per-view channels, a 20-channel local origination for free and 23 channels for community programing.

Viacom proposed 132 channels, a 65-channel institutional network and a guarantee that basic service rates will be frozen for four years after the award and pay rates for two years after the initiation

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Viacom will offer 16 community channels free, a 102-channel basic service for \$4.95 and a 124-channel de luxe service for \$7.95. The company estimates it will cost \$86 million to build and anticipates a \$111-million total investment. It said the county could realize \$36 million in franchise fees. Some of that money, Viacom proposed, would help pay for the 20 public access channels and the 10 leased access channels it will offer.

First County will offer its first 55 channels free and that will include its Capital Center channel. Abe Pollin, owner of the Capital Center and the NBA Bullets (basketball) and the NHL Capitals (hockey) that play there, will offer 40 home games from both teams on a pay-per-view basis. Forty more games will be offered free on a taped delay basis. Any game sold out 24 hours in advance will be available on pay-per-view. Other sporting and entertainment events, including pay-per-view concerts, also were offered in the bid.

Pollin and Canadian MSO Maclean-Hunter announced late last year (BROADCASTING, Dec. 7, 1981) they would seek the franchise under a 50-50 ownership split. First County will offer 122 channels, a full institutional network and interactive services. After the first free tier, First County will offer nine more channels, totaling 64, for \$5.95, and a third tier for \$9.95.

The Tele-Mont bid guarantees its rate structure for 15 years. Those rates are \$1.95 for 26 channels, \$3.95 for 52 channels, with a total channel capacity of 126. It will offer a 62-channel government loop, nine pay services, an \$8-million capital investment for institutional channels and \$58 million for the 23 community program channels. The four-year build will cost \$100 million, Tele-Mont estimated, and it disclosed a \$60-million line of credit over 11 years with local banks.

The Times Mirror bid saw big expenditures for local services. It has budgeted \$30 million for community programming over the 15-year life of the franchise, \$5 million a year for interactive services, and \$15 million a year for the institutional network. Its first 33 channels will be offered free, 65 channels will cost \$3.75 and 100 channels \$7.75.

The company estimates construction costs of \$100 million for the 440 mhz system, to be built in 30 months. Fourteen pay options, 20 public access channels and 32 community programming channels will be offered.

The only locally owned company, Montgomery Community Cablevision, said it will look for joint venture agreements to finance the construction and pay for facilities and programming for the system. It plans to offer 106 channels, 50 FM channels, two institutional networks and 10 pay services. Five local programming channels will be free, the 35-channel local service will cost \$6.95 plus HBO, and 106 channels will cost \$13.95. MCC plans a \$750,000 equipment commitment for the fully addressable system it proposes. It

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*The Boston Globe*

# THE BAGEHOT FELLOWSHIP

Thompson, Hauser, and Wessel were 1980-81 Fellows in the Bagehot Fellowship, an intensive program of study at Columbia University for journalists interested in improving their understanding of economics, business, and finance. Guest speakers in the wide-ranging curriculum have included Paul Volcker, Murray Weidenbaum, Donald Regan, Douglas Fraser, John Kenneth Galbraith, Irving Kristol, Otto Eckstein, David Rockefeller, and Robert Heilbroner.

The Bagehot Fellowship is open to journalists with at least four years' experience. The ten Fellows selected each year receive free tuition and a stipend to cover living expenses. The deadline for applications for the 1982-83 academic year is April 9, 1982. For further information, send in the form below.

To: Chris Welles, Director  
Bagehot Fellowship Program  
Graduate School of Journalism  
Columbia University  
New York, New York 10027

Please send me further information and an application form for the Bagehot Fellowship Program for 1982-83.

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CITY \_\_\_\_\_ STATE \_\_\_\_\_

also plans a \$75-million regional telephone system.

The county will study the bids and hold public hearings in May, after the consultant's report, by Carl Pilnick, is com-

pleted. The county executive will select an applicant and negotiate an agreement, to be approved by the county council. The timetable calls for the award to be made by September.

**KIOE(AM) Honolulu** □ Sold by Windward Broadcasting Ltd. to Da Kine Hawaiian Radio Inc. for cancellation of \$800,000 note plus equipment lease of \$275,000. **Seller** is owned by Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each) who bought station from Da Kine Hawaiian Radio for \$1.1 million (BROADCASTING, Nov. 10, 1980). **Buyer** is principally owned by Everett W. James and family who have no other broadcast interests. KIOE is on 1080 khz with 5 kw full time.

## Changing Hands

PROPOSED

**WJNL-TV Johnstown, Pa.** □ Sold by Cover Broadcasting Inc. to Leon A. Crosby for \$1,590,000. **Seller** is subsidiary of Jonel Construction Co., which is owned by John E. Gelormino who also owns co-located WJNL-AM-FM. **Buyer** owns 48% of KBSA-TV Guasti, Calif., which was sold subject to FCC approval (BROADCASTING, Sept. 21, 1981). He also owns 25% of new UHF applicant for Richardson, Tex. (BROADCASTING, Dec. 10, 1980) and is former president and owner of KEMO-TV San Francisco, which was sold for \$9.85 million (BROADCASTING, Sept. 21, 1980). WJNL-TV is independent on ch. 19 with 175 kw visual, 10.47 kw aural, and antenna 640 feet above average terrain.

**KNTB(AM)-KLYD(FM) Bakersfield, Calif.** □ Sold by Reliable Broadcasting to Eagle Broadcasting Inc. for \$1,375,000 plus \$300,000 for noncompete agreement.

**Seller** is principally owned by Ralph Edwards, radio-TV entertainer, who has no other broadcast interests. **Buyer** is subsidiary of American General Media Corp., which is owned by Anthony S. Brandon (33.33%); son-in-law, George N. Stonbely (25.33%); Brandon's wife, Carol, and their son, Lawrence (16.77% each), and George Stonbely as trustee (8%). AGMC owns WWG(AM) Rochester, N.Y.; 93.33% of KERN(AM) Bakersfield, Calif.; 80% of KKQV(FM) Wichita Falls, Tex., and, through subsidiary, 80% of KKAL(AM)-KZOZ(FM) San Luis Obispo, Calif. They will spin-off KNTB(AM) to ASK Broadcasting for \$650,000. ASK is principally owned by Alexander F. Klien Jr. and wife, Barbara, who recently bought KMGN(FM) Shafter, Calif., for \$400,000 (BROADCASTING, Feb. 1), of which Anthony Brandon was principal owner. KNTB is 1 kw daytimer on 1350 khz. KLYD is on 94.1 mhz with 4.5 kw and antenna 1,312 feet above average terrain.

**KLPW-AM-FM Union, Mo.** □ Sold by Franklin County Broadcasting Co. to Calvin N. Harris Jr. for \$867,000. **Seller** is owned by Leslie P. Ware who has no other broadcast interests. **Buyer** is account executive with TeleRep Inc., Chicago, and has no other broadcast interests. KLPW is 1 kw daytimer on 1220 khz. KLPW-FM is on 101.7 mhz with 2.1 kw and antenna 340 feet above average terrain.

**KALO(AM)-KZZB(FM) Beaumont, Tex.** □ Two-thirds interest sold by Ed Muniz and Michael H. O'Keefe to D. Brennan Bridgeman and F. Wayne Courtney for assumption of \$800,000 note plus \$200,000. **Sellers** each own one-third of stations and are selling interests to remaining stockholder, Bridgeman, and new investor. Muniz, Bridgeman and O'Keefe own KIEL(AM)-KEZQ(FM) Jacksonville, Ark. Muniz also bought out Bridgeman's and O'Keefe's interests in WNNR(AM) New Orleans and WAIL(FM) Slidell, La. for \$2,316,000 (BROADCASTING, Dec. 21, 1981). Courtney is Beaumont real estate manager and has no other broadcast interests. KALO is on 990 khz with 1 kw full time. KZZB is on 95.1 mhz with 60 kw and antenna 220 feet above average terrain.

### East Coast Properties

FM	Profitable Class A facility in popular family resort region; terms.	\$ 1,375,000
AM	New England 5 kw daytimer in fast-growing, single-station market; attractively priced on terms.	\$ 375,000
AM/FM	Attractive combination in prosperous growth market; terms available.	\$ 2,500,000
AM/FM	Mid-Atlantic coastal AM/FM — absentee owned; terms.	\$ 1,000,000
AM/FM	Easy terms for this profitable AM/FM facility — real estate included.	\$ 800,000

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2/8/82

**WHHL(AM) Pine Castle-Sky Lake Fla.** □ Sold by Borgen & Murphy to Sunshine Radio Inc. for \$385,000. **Seller** is owned by Obed S. Borgen and Kingsley Murphy Jr. (50% each) who own KCHK(AM) New Prague, Minn. Borgen also owns KFIL-AM-FM Preston, KWMB(AM) Wabasha and WMIN(AM) Maplewood, all Minnesota, and WMCW(AM) Harvard, Ill. **Buyer** is owned by group of investors including A. J. Donahue and Charles D. Schwartz. Donahue heads group which bought, subject to FCC approval, WSTC(AM)-WYRS(FM) Stamford, Conn. (BROADCASTING, July 20, 1981). Schwartz is president of radio division of Broadcast Enterprises National Inc., Philadelphia group owner of five AM's, three FM's and one TV. WHHL is 1 kw daytimer on 1190 khz. **Broker: Reggie Martin & Associates.**

**WBMA(AM) Beaufort, N.C.** □ Sold by Rada Broadcasting Inc. to Crystal Coast Communications Inc. for \$209,000. **Seller** is owned by Richard R. Cummins (60%) and wife, Hilda O. Cummins (40%), who have no other broadcast interests. **Buyer** is principally owned by Frederick K. McCune and family. He is Virginia Beach, Va., physician and owns 4.9% of applicant for new FM at Newport, N.C. WBMA is on 1400 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: WBOW(AM)-WBOQ(FM) Terre Haute, Ind. (BROADCASTING, Jan. 4); WLXI-TV (CP) Greensboro, N.C.; WATO(AM)-WETQ(FM) Oak Ridge, Tenn. (BROADCASTING, Jan. 18); KBER(AM) Abilene, Tex. (see "For the Record," page 113).

APPROVED

**WRES(FM) Troy, Ala.** □ Sold by Shelley Broadcasting Inc. to H. Jack Mizell for \$500,000. **Sellers** are R. E. Shelley (60%), W. D. Price (20%), Wendy S. Ford and Jane S. Morris (10% each), who have no other broadcast interests. **Buyer** is Ozark, Ala., businessman who has no other broadcast interests. WRES is on 105.6 mhz with 100 kw and antenna 410 feet above average terrain.

□ Other approved station sales include: WRMG(AM) Red Bay, Calif.; KLEO(FM) (CP) Caulksville, Ark.; WUFE(AM) Baxley, Ga., and KANA(AM)-KGLM(FM) Anaconda, Mont. (see "For the Record," page 114).

## Chancellor picked for top Southern Baptist honor

**Abe Lincoln award nominees announced; winners will be chosen at Feb. 11 ceremony**

NBC News anchorman John Chancellor will receive the Distinguished Communications Medal of the Southern Baptist Radio and Television Commission at the Abe Lincoln Awards ceremonies in Fort Worth Thursday. A special honor is also scheduled for humorist Grady Nutt in the form of the SBRTC's Christian Service Award.

Chancellor's award is the highest honor given by the SBRTC, which annually recognizes broadcasters nationwide for contributions to public service programming and projects. SBRTC President Jimmy R. Allen, pointed out, however, that the Distinguished Communications Medal and the Christian Service Award are not conferred each year, "only when persons of exceptional merit are found."

Nutt, a regular on *Hee Haw* since 1979, is a Southern Baptist minister whose credits include six albums and five books.

In addition, four broadcasters in radio and four in TV have been selected as prospective winners of top Abe Lincoln honors. From those eight, two will be announced Feb. 11 as recipients of top Abe Lincoln Awards. The other six will receive Certificates of Merit.

The radio choices: Eleanor Curry, public affairs director, KSOL(FM) San Mateo, Calif.; Rick Devlin, vice president and general manager, WOR(AM) New York; Ike Newkirk, public service/community affairs director, WQXI-AM-FM Atlanta, and Elizabeth H. Sheahan, public affairs direc-

tor, WPLO(AM)-WVEE(FM) Atlanta.

The TV selections: John P. Criswell II, anchor-producer, WFAA-TV Dallas; Jeff Davidson, president and general manager, WXIA-TV Atlanta; Ethma Elaine Odum, director of community affairs, KALB-TV Alexandria, La., and Walter M. Windsor, general manager, WFTV(TV) Orlando, Fla.

Chancellor will be keynote speaker at the Feb. 11 ceremonies in Fort Worth's Americana hotel. Mississippi broadcaster Edward O. Fritts, chairman of the joint radio and television boards of the National Association of Broadcasters, who was master of ceremonies for the 1981 awards program, will again be MC.

A broadcasters breakfast will take place the following morning in the Americana and feature a panel discussion of industry issues.

## Manhattan's cable moves

**Two cable systems add programming of competitive cable parents; ARTS and Daytime also added**

Additions to cable service in the two systems serving New York City's borough of Manhattan (New York's only wired borough) are attracting more than usual attention as franchises for other boroughs are proposed.

Home Box Office has announced that Manhattan Cable (owned by HBO's parent, Time Inc.) is adding HBO's companion service, Cinemax, starting in March. That addition had originally been promised last spring by Manhattan, along with an introduction of an HBO competitor, Showtime. Both were put off by the lack of acceptable converter/descramblers. Showtime now says it's expecting to be added to the Manhattan Cable system soon, but hasn't been given a firm date yet.

Meanwhile, one of Showtime's parents, Teleprompter (now owned by Westinghouse), says it will add HBO to its New York system, which serves the other half of Manhattan island. Start date for the HBO service is March 15; until now, Teleprompter Manhattan had offered only Showtime out of the big three pay services—HBO, Showtime and The Movie Channel.

Manhattan and Teleprompter will both add the new Hearst/ABC Video Services entry, Daytime (see story page 100), to their lineups in March. And Hearst/ABC is particularly pleased that Manhattan will add its ARTS cultural service (although separated from Warner's Nickelodeon children's service with which ARTS is usually packaged). That will not only put the advertiser-supported ARTS on a system in what many consider the advertising capital of the world, but also put it head to head with CBS's cultural channel, CBS Cable.

January 20, 1982

## Sandusky Newspapers, Inc.

*has completed the sale of the assets of radio station*

**KEGL (FM)**

**Ft. Worth/Dallas, TX**

*from*

**Swanco Broadcasting**

*The undersigned initiated this transaction and assisted in negotiations.*

**THE  
TED HEPBURN  
COMPANY** Cincinnati, Ohio

# Stock Index

Exchange and Company	Closing Wed. Feb 3	Closing Wed. Jan 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. Feb 3	Closing Wed. Jan 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>													
N ABC	32 3/4	31 1/4	+1 1/2	+ 4.80	7	924	O Barris Intl.	2	1 7/8	+ 1/8	+ 6.66	15	11
N Capital Cities	73 1/4	70	+3 1/4	+ 4.64	12	953	N Columbia Pictures	39 3/8	37 1/2	+1 7/8	+ 5.00	9	313
N CBS	45 1/2	42	+3 1/2	+ 8.33	7	1,271	N Disney	49 1/4	48 5/8	+ 5/8	+ 1.28	13	1,596
N Cox	33 3/8	34	- 5/8	- 1.83	17	978	N Dow Jones & Co.	45 1/2	43 7/8	+1 5/8	+ 3.70	19	1,428
A Gross Telecasting	28 3/4	28	+ 3/4	+ 2.67	7	22	N Filmways	6 3/8	6 1/8	+ 1/4	+ 4.08	1	37
O LIN	38 1/4	35 1/2	+2 3/4	+ 7.74	12	195	O Four Star	1 1/2	2	- 1/2	-25.00	8	
N Metromedia	176 1/2	174 1/4	+2 1/4	+ 1.29	13	701	N Getty Oil Corp.	57 1/8	58 1/4	-1 1/8	- 1.93	6	4,693
O Mooney	4 1/2	4 3/4	- 1/4	- 5.26	7	3	N Gulf + Western	16 1/4	16	+ 1/4	+ 1.56	4	1,230
O Scripps-Howard	19	18 1/2	+ 1/2	+ 2.70	11	196	N MCA	46 1/4	44 1/2	+1 3/4	+ 3.93	11	1,102
N Storer	26	26			15	413	N MGM Film	6 1/2	6 3/4	- 1/4	- 3.70	6	323
N Taft	32	29 1/4	+2 3/4	+ 9.40	10	305	O Reeves Commun.	32	30 1/2	+1 1/2	+ 4.91	16	237
O United Television	7 1/8	7 3/8	- 1/4	- 3.38	11	85	O Telepictures	7 3/4	7 5/8	+ 1/8	+ 1.63	15	35
							O Video Corp. of Amer.	5 5/8	6	- 3/8	- 6.25	15	9
							N Warner	61 3/4	57	+4 3/4	+ 8.33	20	3,786
							A Wrather	23	23 1/4	- 1/4	- 1.07	18	53
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>													
A Adams-Russell	20 1/4	20 1/4			16	78	<b>SERVICE</b>						
A Affiliated Pubs.	28 3/8	28 1/8	+ 1/4	+ .88	10	147	O BBDO Inc.	39 1/2	39 1/2			8	105
N American Family	7 7/8	7 3/4	+ 1/8	+ 1.61	6	106	O Compact Video	5 3/4	3 1/2	+2 1/4	+64.28	9	18
N John Blair	24	23 1/8	+ 7/8	+ 3.78	7	89	N Comsat	64	60 1/8	+3 7/8	+ 6.44	17	512
N Charter Co.	8 3/8	7 7/8	+ 1/2	+ 6.34	12	180	O Doyle Dane Bernbach	15	16 1/2	-1 1/2	- 9.09	8	82
N Chris-Craft	34 5/8	34	+ 5/8	+ 1.83	10	87	N Foote Cone & Belding	29 5/8	28	+1 5/8	+ 5.80	8	79
N Cowles	29 1/2	29 3/4	- 1/4	- .84	19	117	O Grey Advertising	71	71			6	41
N Dun & Bradstreet	64 3/8	59 7/8	+4 1/2	+ 7.51	16	1,805	N Interpublic Group	29 1/2	30 3/4	-1 1/4	- 4.06	8	136
N Fairchild Ind.	13 3/4	12 3/8	+1 3/8	+11.11	4	178	N JWT Group	32 7/8	32 1/2	+ 3/8	+ 1.15	14	171
N Gannett Co.	30	33 3/4	-3 3/4	-11.11	10	1,591	O MCI Communications	33 1/8	31	+2 1/8	+ 6.85	53	1,573
N General Tire	20 1/4	18 7/8	+1 3/8	+ 7.28	6	467	A Movielab	3 3/8	3 3/8			34	5
O Gray Commun.	35 1/2	35 1/2			7	17	A MPO Videotronics	6 3/8	6 3/8			10	3
N Gulf United	17 3/4	17 7/8	- 1/8	- .69	6	476	O A.C. Nielsen	43 3/8	43 7/8	- 1/2	- 1.13	14	486
N Harte-Hanks	31 1/8	30 1/4	+ 7/8	+ 2.89	12	302	O Ogilvy & Mather	30 3/4	31	- 1/4	- .80	9	131
O Heritage Commun.	10 3/8	10	+ 3/8	+ 3.75	35	75	O Telemation	2 1/4	2 1/8	+ 1/8	+ 5.88	13	2
N Insilco Corp.	16 5/8	15 3/4	+ 7/8	+ 5.55	7	237	O TPC Communications	2 3/8	2 1/8	+ 1/4	+11.76	3	2
N Jefferson-Pilot	25 1/4	24 7/8	+ 3/8	+ 1.50	6	551	O United Video	8 3/4	8 1/4	+ 1/2	+ 6.06	3	3
O Josephson Intl.	8 1/2	8 3/4	- 1/4	- 2.85	8	34	N Western Union	34 3/4	32 1/8	+2 5/8	+ 8.17	16	551
N Knight-Ridder	29 1/8	29	+ 1/8	+ .43	9	934	<b>ELECTRONICS/MANUFACTURING</b>						
N Lee Enterprises	28	28 3/8	- 3/8	- 1.32	10	195	O AEL	11	10	+1	+10.00	4	21
N Liberty	13 3/8	13 3/8			6	170	N Arvin Industries	13 1/4	13 3/8	- 1/8	- .93	6	90
N McGraw-Hill	50	47 3/8	+2 5/8	+ 5.54	13	1,241	O C-Cor Electronics	19	18	+1	+ 5.55	15	56
A Media General	35 7/8	35 5/8	+ 1/4	+ .70	9	253	O Cable TV Industries	9 3/4	9 1/2	+ 1/4	+ 2.63	11	29
N Meredith	59	59 1/2	- 1/2	- .84	7	188	A Cetec	4 3/4	4 5/8	+ 1/8	+ 2.70	9	10
O Multimedia	33	31 3/4	+1 1/4	+ 3.93	14	335	O Chyron	19 1/2	18	+1 1/2	+ 8.33	17	51
A New York Times Co.	33 5/8	33	+ 5/8	+ 1.89	9	416	A Cohu	5 3/8	5 1/4	+ 1/8	+ 2.38	7	9
N Outlet Co.	35 3/8	37 3/4	-2 3/8	- 6.29	104	93	N Conrac	23 1/4	24	- 3/4	- 3.12	14	50
A Post Corp.	24 3/8	27 1/8	-2 3/4	-10.13	15	44	N Eastman Kodak	72 3/4	71 3/4	+1	+ 1.39	9	11,741
N Rollins	16 1/4	15 1/2	+ 3/4	+ 4.83	10	446	O Elec Missile & Comm.	16	17 3/4	-1 3/4	- 9.85	64	44
N San Juan Racing	22 1/8	22 1/8			95		N General Electric	62	60	+2	+ 3.33	9	14,127
N Schering-Plough	29 1/2	28 1/4	+1 1/4	+ 4.42	9	1,568	N Harris Corp.	33 3/4	32 3/8	+1 3/8	+ 4.24	11	1,054
N Signal Cos.	26 1/8	25 1/2	+ 5/8	+ 2.45	8	1,886	O Microdyne	15 1/4	14 1/2	+ 3/4	+ 5.17	17	69
O Stauffer Commun.	44	44			11	44	N M/A Con. Inc.	24	23 1/2	+ 1/2	+ 2.12	23	916
A Tech Operations	15	14 1/4	+ 3/4	+ 5.26	7	15	N 3M	55 1/2	54 7/8	+ 5/8	+ 1.13	11	6,505
N Times Mirror Co.	46	44 1/4	+1 3/4	+ 3.95	11	1,570	N Motorola	56 1/2	55 3/4	+ 3/4	+ 1.34	10	1,783
O Turner Bcstg.	9 1/4	9	+ 1/4	+ 2.77	11	188	O Nippon Electric	93 3/8	94 1/4	- 7/8	- .92	35	3,607
A Washington Post	29 1/2	31 3/8	-1 7/8	- 5.97	14	414	N N. American Philips	36	34 1/2	+1 1/2	+ 4.34	6	490
N Wometco	17 1/2	17 1/2			10	235	N Oak Industries	28 5/8	27 3/4	+ 7/8	+ 3.15	13	406
							A Orrox Corp.	8 3/4	8 1/2	+ 1/4	+ 2.94	31	16
							N RCA	18	17 3/8	+ 5/8	+ 3.59	10	1,357
							N Rockwell Intl.	30 1/4	30	+ 1/4	+ .83	8	2,296
							A RSC Industries	5	4 5/8	+ 3/8	+ 8.10	71	11
							N Scientific-Atlanta	26	23	+3	+13.04	27	554
							N Sony Corp.	16 1/4	16 1/2	- 1/4	- 1.51	13	3,503
							N Tektronix	49 3/4	51 3/8	-1 5/8	- 3.16	11	926
							O Telemet (Geotel Inc.)	1 1/8	1 3/8	- 1/4	-18.18		3
							A Texscan	16 1/8	15	+1 1/8	+ 7.50	22	73
							N Varian Associates	28 3/4	26 3/8	+2 3/8	+ 9.00	21	228
							N Westinghouse	25 1/2	24	+1 1/2	+ 6.25	5	2,171
							N Zenlth	13	10 3/8	+2 5/8	+25.30	12	88
							<b>Standard &amp; Poor's 400</b>						
							Industrial Average	130.84	128.93	+ 1.91			

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

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

## Outlet complicates Coke-Columbia deal

**United Department Stores, which bought bulk of Outlet's retail business in 1980, goes bankrupt, possibly leaving Outlet with liabilities on store leases; Coke to audit and review Outlet**

Coca-Cola Co. might not buy Outlet Co. after all. The word last week from the soft-drink giant was that it would "evaluate" the proposal it had made to purchase Outlet as part of its merger bid for Columbia Pictures Industries (BROADCASTING, Jan. 25), "after an audit of Outlet and a review of its businesses."

The ostensible reason for the reconsideration was a Chapter Eleven filing the week earlier by United Department Stores, to which Outlet had sold the bulk of its retail operations in 1980 for \$38.5 million. The bankruptcy of United could leave Outlet with contingent liabilities on store leases that had been involved in the sale to United. Separately, Outlet has a claim against United for some \$10 million in notes due on the sale. (United had previously disputed the purchase price, and United and Outlet had submitted to arbitration.)

When Coca-Cola first announced its intention to purchase Columbia, the Coke-Outlet deal was presented as part of the same package, subsuming a merger agreement between Columbia and Outlet that had already received approvals of both companies' boards and shareholders. The parties even said at that time that "Columbia also has agreed in principle to waive certain conditions to the Outlet merger relating to Outlet's earnings performance and leasehold exposure, the collectability of certain of its receivables and the requirement that the sales price for Outlet's remaining retail operations include at least \$10 million in cash."

On Wednesday, following a meeting between Coke and Columbia officials, they issued a statement "reaffirming" a previous comment from Coke that the United filing necessitated a re-evaluation of the Outlet portion of the deal. And following Wednesday's announcement, Columbia was stressing that the Columbia and Outlet deals "were separate transactions, on separate tracks," with the Coke-Columbia deal "moving forward." A Columbia spokesman at that point characterized the problems that had developed with Outlet as a "barnacle" on the proceedings; elsewhere they were referred to as a "wart."

But the stock market is seemingly concerned that Columbia will want a blemish-free deal for Outlet or none at all. After rising to a 52-week high of \$44 soon after the word of the merger (the Coke offer is currently worth about \$52-\$53 per Outlet share), Outlet shares had slid to \$34.75 by last Thursday's closing; based on 2.8 million outstanding common shares, that represents a capitalization decline of \$97.3 million. And certainly there were earlier suggestions that Coke's homework on the Outlet portion of the deal was lacking; the company evidently didn't fully account for all convertible shares of Outlet stock in estimating the purchase cost (BROADCASTING, Jan. 25).

Outlet was saying last week that it "doesn't see the audit causing us any problem" and that "the basic agreement is in place." However, it should be noted, as is evidenced by last week's meeting between Columbia and Coke, that what negotiations were currently going on exclude Outlet management.

## Shake-up in JWT's syndicated programming arm

**Record-keeping improprieties cause in-house investigation**

J. Walter Thompson Co., New York, the largest spot television buying agency, with spot billings of \$301.1 million last year, is shaking up its spot buying and program syndication units because of alleged improprieties in the record-keeping operations of the syndication section.

Thompson would give no further details but in its prepared statement said an an-

nual review of operations by the accounting department determined that "certain aspects of the JWT syndication unit were handled improperly." The agency said it is now investigating and correcting its procedures.

As an immediate effect of this development, changes were made in the spot buying and syndication areas. Marie Luisi, senior vice president and director of communication services, has been relieved of her duties in spot buying and syndication and has been given an unpaid leave of absence pending completion of the investigation.

In the change-over, Robert E. (Buck) Buchanan, executive vice president and director of U.S. media, has been asked to take personal charge of JWT Syndication. Deni Salz, vice president and manager of spot buying, has been advanced to senior vice president and director of U.S. spot buying. Jackie Bager, vice president and broadcast supervisor in Detroit, has been named vice president and manager of spot buying, remaining in Detroit.

Luisi could not be reached for comment. She is a long-time JWT employe, having started there in 1961 while still in school. She left to go with Doyle Dane Bernbach for three years and returned to Thompson in the late 1960's. She has been in charge of all regional spot buying for the agency and of clearances of syndicated programming. In recent years she also has had responsibilities for new technologies.

Ivan Fisher, attorney for Luisi, was reached later and he called Thompson's statement "unfortunate" in that it implies "Marie Luisi did something wrong." He contended Luisi has been a "loyal and valuable employe who has contributed greatly to the success of Thompson's media syndication operations."

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## Bottom Line

**Tallying.** Knight-Ridder Newspapers reported \$100,400,000 in 1981 earnings, \$3.09 per share, on revenues of \$1.2 billion. Revenues were up 13%, income 8%. Company said it expects recent closings of two Philadelphia papers that competed with its newspaper operating there to boost 1982 earnings.

**Capping its record.** Capital Cities Communications reported record revenues and earnings for 1981. Consolidated net income was up 14% to \$80,518,000, \$6.12 per share, on revenues that rose 22% to \$573,784,000. Broadcasting operating income gains were 16%, on revenues that rose similarly. Cap Cities' acquisition of Cablecom General, counting its earnings, acquisition financing expense, amortization and net of related income tax benefits, cost company 34 cents per share in second half of year.

**Transamerica up.** San Francisco-based Transamerica Corp. reports record 1981 operating income of \$221.8 million, \$3.43 per share, up from \$219.8 million, \$3.36 per share, for 1980. Net income reported as \$223.3 million, \$3.45 per share, compared to \$245.0 million, \$3.75 per share, for 1980. Figures do not reflect \$121.9 million net gain from sale of Transamerica's former United Artists subsidiary to MGM in mid-1981.

**Compact loss.** Compact Video Inc., Burbank, Calif.-based television equipment leasing and manufacturing company, has projected loss for fiscal year ending next April 30 of about \$11 million. Firm says loss will be about \$3 per share, and include writedowns of about \$7.8 million in assets and discontinued operations.

**Multimedia up.** Multimedia Inc. announced 1981 revenues of \$195,276,000, 19% increase over last year. Net earnings also rose to \$25,824,000 from \$21,618,000. Earnings per share were \$2.25 for 1981, up 19% from \$2.15. Net earnings for fourth quarter ended Dec. 31, 1981, were up 22% to \$7,940,000. Revenues increased 18% to \$54,323,000. Earnings per share were 78 cents per share, up 20%. Net income for quarter and year reflected gain larger than 14% operating profit increase due to substantial investment tax credits and capitalization of certain interest expense incurred in construction of cable television systems. In conjunction, Multimedia acquired second 20% installment of stock of Tar River Communications Inc., eastern North Carolina cable television company on Jan. 7. Multimedia has agreement to acquire remaining 60% of Tar River stock over next three years.

**Gannett gains.** Gannett Co. reported record full year and fourth quarter earnings for 1981, up 14% from 1980. Gannett reported earnings of \$172.5 million and revenues of \$1.37 billion. Earnings per share were \$3.17, up from \$2.81 in 1980. Company also earned \$54.6 million for three-month period ended Dec. 31, 1981, compared to \$47.9 million in year-earlier period. This is 14th consecutive year of record earnings since firm went public in 1967. Company President and Chairman Allen Neuharth predicts upward swing in earnings will continue despite proposed spring 1983 introduction of *USA Today*, national general-interest newspaper to be headquartered in Washington. According to Neuharth: "In the first couple of years of *USA Today*, these gains are projected to be somewhat lower than Gannett's 14-year average. After that, however, these annual earnings gains are projected to be sharply higher than our 14-year average." Plans call for *USA Today* to be circulated in 15 major metropolitan areas. Gannett announced last week that Young & Rubicam will handle advertising for *USA Today*.

gram syndication for a number of years. Among the programs it has handled have been *Tales of the Unexpected*, *Norm Crosby's Comedy Shop*, *World of Survival*, *Miss Peach*, *The Body Works*, *For a Better World* and *Today's Woman*.

## AFTRA approves video contract

The board of directors of the American Federation of Television and Radio Artists has approved unanimously a new contract that for the first time includes payments to performers when sound recordings are converted to videodisks or videocassettes.

The contract, which is a supplement to the AFTRA Phonograph Code, stipulates that performers will receive an additional session fee for the converted sound recordings even though another session did not take place. The pact also calls for royalty payments of 4.5% of distributors' gross and pension and welfare benefits.

The new contract is retroactive to April 1, 1980, and is being submitted for ratification to the AFTRA membership. The union said the primary application of the code is for singers since their material historically is produced on phonograph records.



**Big business at Blair.** Blair Television added two stations to its list. Above, Sheldon Cooper (l), president of WGN-TV Chicago and Harry Smart, Blair chairman, greet guests at reception in New York. Below, the contract is signed naming Blair as rep of WSPA-TV Spartanburg, S.C. Seated l-r: Smart and K. James Yager, executive vice president, Spartan Radiocasting Co. Standing l-r: Ray Johnson, general sales manager, WSPA-TV, and Joe Varholj, station's general manager.

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## Sanyo finds no friends among FCC commenters

**Equipment manufacturer wants to build set with only two VHF channels for use in receiving nonbroadcast services; commenters say that violates All-Channel Act**

Sanyo Manufacturing Corp.'s request of the FCC for permission to manufacture and market a new television receiver shouldn't be approved, according to comments filed by broadcasters at the commission.

In its request, Sanyo had asked that the FCC grant it a waiver from its comparable UHF-VHF tuning rules to manufacture a specific signal display device (SSDD), a receiver capable of receiving only VHF channels 3 and 4. Sanyo said the receivers would be intended primarily to be used with nonbroadcasting devices, such as cable TV converters, videocassette recorders and home computers. It argued that the waiver would be in the public interest because it would allow the company to offer cheaper receivers to the consumer.

But broadcasters argued against granting the waiver, contending that it would undermine the FCC's goal of providing increased program diversity to the public and would run counter to the All-Channel Receiver Act.

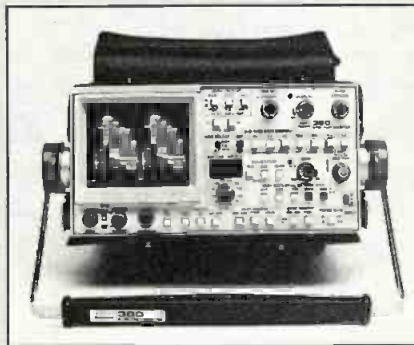
In its comments, the Council for UHF Broadcasting said that honoring Sanyo's request would be a "major setback for UHF broadcasting" and would "contravene the purposes of the All-Channel Receiver Act, which requires that television receivers be capable of receiving all UHF and VHF channels, not just some."

If Sanyo "wishes to produce a non-broadcast product, it should produce a monitor with no RF reception capability at all," the council said. "Such a device would not be subject to the All-Channel Receiver Act. Consumers wishing to use the monitor to receive broadcast signals could purchase an outboard tuner. This kind of design would have the additional benefit of encouraging manufacturers of devices like cable converters, videocassette recorders and home computers to furnish broadband outputs, thereby reducing the common problem of RF interference with which the commission has had to wrestle in recent years as RF output devices have proliferated."

Field Communications Corp. agreed that a grant of the waiver would have an adverse impact on the development of UHF.

According to Field, cable subscribers

## In Sync



380 NTSC test monitor

**Made for walkin'.** Tektronix will make its contribution to electronic news gathering and electronic field production next April at National Association of Broadcasters convention when it introduces 380 NTSC test monitor. Device is portable, three-in-one waveform monitor, vectorscope and oscilloscope. Weighing just 12 pounds (without rechargeable battery pack), 380 can go anywhere ENG crews or production vans go to test, measure or monitor video signal. Unit, of course, also can be used in and around studios and transmitter sites, anywhere standard gear proves too large or clumsy. It's manufactured by Sony/Tektronix, 50-50 joint

venture of two companies, in Japan, where it's been available for about year. Price will be between \$5,000 and \$5,500 and, according to Tektronix, instrument will be available between two and three months after NAB show.

**More captioning.** WNET(TV) New York is now offering additional services to hearing impaired—two channels of teletype news, general and financial, provided by Reuters, to be transmitted over line 21 of vertical blanking interval. Services can be received by decoder now used by hearing impaired to receive closed-captioned programs. During hours when stock market is closed, financial channel will offer sports news.

**Splitting Oak.** Oak Industries Inc. has formed new subsidiary, Oak Satellite Corp., to consolidate and develop firm's satellite communications activities. San Diego-based company interests include cable and STV systems, equipment manufacturing and program production.

**3-D via satellite.** SelecTV, Los Angeles-based STV programming service, began broadcasting 3-D, color programming Saturday, Jan. 23, by satellite to clients in Milwaukee; Philadelphia; Tulsa, Okla.; Ann Arbor, Mich., and Bemidji, Minn. Selec TV has been broadcasting selected 3-D movies over its Los Angeles outlet for about year, using technology developed by 3D Video Corp. of North Hollywood, Calif.

**Staying alive.** FCC dismissed direct broadcast satellite application of Advance Inc., but applicant's president, Dennis J. Brownlee, nonetheless has found place in DBS business. He has agreed to join United States Satellite Broadcasting, DBS venture of Hubbard Broadcasting, as vice president. Besides title and job, Brownlee said he also received 1% interest (500,000 shares) in USSB and option for additional 1%.

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using the SSDD wouldn't have the option of switching off the cable and on to an antenna to view a UHF station not carried on the cable system. "Given the uncertainty concerning the status of the commission's cable television broadcast signal 'must-carry' requirements, and the limited channel capacity of many cable systems throughout the country, the ability of a cable subscriber to view all available local UHF television signals may be severely hampered if an SSDD rather than a conventional television receiver is used," Field said.

The National Association of Broadcasters agreed that granting the waiver would be "wholly inconsistent with the terms and history" of the All-Channel Receiver Act.

## Videotext gets its own group

**VIA meets in New York, elects officers, vows to educate public on medium's benefits**

The Videotext Industry Association, dedicated to promoting the development of videotext and teletext in the United States, took shape at a meeting in New York last Monday.

Last week's meeting was the result of one held last September at which 60 to 70 persons representing the fledgling industry agreed on the need for an association and set up the framework for the organization

that was formalized in New York ("Closed Circuit," Feb. 1). The VIA comprises 35 individuals and companies, including information providers, videotext system operators, equipment manufacturers, consultants and attorneys.

The board of directors: Larry Pfister, Telidon Videotext Systems (chairman); Gary Arlen, Arlen Communications (vice chairman), Michael Cavanagh, Cavanagh Associates (treasurer); and Howard Liberman, Liberman, Sanchez and Bentley (secretary); Sam Berkman, AT&T; Andrea Daggres, International Interact Corp.; Graeme Keeping, Source Telecomputing Corp.; Hadassa Gerber, McCann-Erickson; Richard Gingras, KCET-TV Los Angeles; Ann Hardy, Tymshare; Henry Heilbrunn, Associated Press; Bruce Sanderson, Cox Cable Communications; Gary Stein, PlayCable Co., and Richard Veith, Logica.

According to the by-laws, the VIA plans to achieve its goal of elevating videotext and teletext from scattered experiments into a thriving industry in several ways. It will educate the public to the benefits and applications of videotext technology, serve as a conduit for exchange of information and represent the interests of the industry before local and national regulatory bodies.

Chairman Pfister said that so far industry players have concentrated on "the bits and bytes and nuts and bolts" and that little attention has been paid to developing the media in the marketplace. One of the best ways of doing that, he said, is by educating.



**TV's walkman.** "Lookman"—that's what some are dubbing Sony's newly-developed "flat pocket TV." The receiver is roughly eight by three-and-one-half by one-and-one-quarter inches, and weighs about one pound (not counting four AA batteries). A new black and white picture tube, which measures 2 inches diagonally, is the heart of the new television—called the "FD Tube," for "Flat Display Tube;" it measures little over one-half-inch thick. The FD-200 will go on sale in Japan later this month for the equivalent of \$240 U.S. dollars; no marketing data has been set for this country. Sony claims the new device "has a futuristic feel and can be enjoyed in a manner like Sony's "Walkman."

"There's been so much hype and blue-skying," he said, "that everybody is confused."

The budget for the association was discussed at the meeting, but Pfister said that it would be premature to talk about the size of it, except to say that it would be "modest." Annual dues will vary from \$250 to \$3,000 depending on the size and activity of the members. And Pfister said total membership is expected to fall ultimately between 150 and 200.

There has been some hesitancy among some videotext and teletext proponents about joining VIA. A natural reaction of many, Pfister said, is to ask: Do we need another trade association? For Pfister, the answer is a definite yes. None of the existing trade associations "can give you the balanced perspective and open forum" on videotext and teletext issues that one "looking at them as separate new media" can, he said.

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As compiled by BROADCASTING Jan. 25, through Jan. 29, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presurprise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM application

■ Raleigh, N.C.—United Public Broadcasting Inc. seeks 1160 khz, 5 kw-D, 1 kw-N. Address: 12696 Castile Court, Woodbridge, Va. 22192. Estimated construction costs: \$230,000; first-quarter operating cost: \$78,000; first-year revenue: \$600,000. Principals: Clarence R. Pierce, Clifton E. Little, Douglas Childs, Bobby R. Johnson (25% each). Pierce is personnel officer with Barrington, N.J., insulation manufacturer. Little is U.S. Marine Corps officer. Childs is former Marine. Johnson is Oceanside, Calif., real estate salesman. None have other broadcast interests. Filed Jan. 19.

### TV application

■ Panama City, Fla.—Kenneth B. Darby et al seek ch. 28; ERP: 4404 kw vis., 440 kw aur., HAAT: 827 ft.; ant. height above ground: 835 ft. Address: 5775 Eunice Court, Tallahassee, Fla. 32303. Estimated construction cost: \$173,750; first-year operating cost: \$120,000; first-year revenue: \$350,000. Consultant: Edward M. Johnson & Associates, Knoxville. Principals: Group of 11 stockholders, including Kenneth B. Darby (9%) and Edward M. Johnson (10%). Darby is producer at WFSU-TV Tallahassee. Johnson has ownership interests in four AM's in Tennessee and is applicant for several new FM's and TV's. Filed Jan. 22.

### FM actions

■ \*Owensboro, Ky.—Kentucky Wesleyan College granted 90.3 mhz, 5 kw, HAAT: 73 ft. Address: 3000 Frederica St. Owensboro. 42301. Estimated construction cost: \$29,600; first-quarter operating cost: \$5,000; revenue: \$32,000. Format: educational. Principal: An educational non-profit institution. Dr. Luther W. White is president. (BPED-800103AD). Action Jan. 20.

■ Winnemucca, Nev.—Sheen Broadcasting Co. granted 92.7 mhz, 600 w, HAAT: 2116 ft. Address: 5130 East Weikel Drive, Winnemucca 89445. Estimated construction costs: \$3,700; first-quarter operating cost: \$14,000. Format: popular variety. Principals: Torry L. Sheen and family (100%). Sheen is former general manager at KRNA(AM) Winnemucca and has no other broadcast interests. (BPH-810603A1). Action Jan. 12.

### TV actions

■ Albany-Schenectady, N.Y.—Union Street Video Inc. granted ch. 45; ERP: 5000 kw vis., 500 kw aur., HAAT: 875 ft.; ant. height above ground: 271 ft. Address: 434 State St., Box 313, Schenectady, 12301. Estimated construction cost: \$1.1 million; first-quarter operating cost: \$115,135. Legal counsel: Lauren Colby,

Frederick, Md.; Consulting engineer: E. Harold Munn, Coldwater, Mich. Principals: Bruce D. Jackson (31.66%); Steven J. Tocco (29.15%); Stephen J. Herec Jr. (11.74%); Joseph C. Motto and Keith Wheeler (11.42% each), and two others. Jackson owns Scotia, N.Y., property management company. Tocco is president of applicant, video production and advertising company. Herec is graphics designer with WMHT-TV Schenectady. Motto is copywriter with Union Street Video (applicant). Wheeler is engineer of WMHT-TV. They have no other broadcast interests (BPCT-800721KJ). Action Jan. 13.

■ Albany, N.Y.—Great Albany County Telecasting Corp. dismissed application for ch. 45; ERP: 5000 kw vis., 500 kw aur., HAAT: 875 ft.; ant. height above ground: 27 ft. Address: 5773 Wilshire Blvd., Los Angeles 90036. (BPCT-800122KH). Action Jan. 13.

■ San Angelo, Tex.—Sage Broadcasting Corp. granted ch. 6; ERP 100 kw vis., 10 kw aur., HAAT: 946 ft.; ant. height above ground: 995 ft. Address: 2777 Allen Parkway No. 1122, Houston, Tex. 77027. Estimated construction cost: \$2,357,730; first-quarter operating cost: \$243,357; revenue \$350,000. Legal counsel: Schnader, Harrison, Segal and Lewis, Wash., D.C.; Consulting engineer: Fred L. Zellner, Wash., D.C. Principals: Raymond G. Schindler (83%) and four others. Schindler is president and part owner of Hurricane Steel Industries, Houston, fence manufacturer. Schindler has ownership interest in three other TV applicants: Alamo Bldg. (9.78%), ch. 29, San Antonio; Bluebonnet Bldg Corp. (33%), ch. 48, Galveston; Dogwood Bldg (83%), ch. 19, Nacogdoches, all Texas. (BPCT-791107LD). Action Jan. 15.

■ San Angelo, Tex.—Morton Telecasting Inc. dis-

missed application for ch. 6; ERP: 100 kw vis., 10 kw aur., HAAT: 1,051 ft.; ant. height above ground: 1,087 ft. Address: 4 Park Ave., New York 10016. (BPCT-800618K1). Action Jan. 15.

## Ownership Changes

### Applications

■ KIOE(AM) Honolulu (1080 khz, 5 kw-U)—Seeks assignment of license from Windward Broadcasting Ltd. to Da Kine Hawaiian Radio Inc. for cancellation of \$800,000 note plus lease of equipment for \$275,000. Seller: Franklin Fried (50%), Jeffrey P. Sukikoff and Robert L. Baum (25% each) who have no other broadcast interests. Buyers: Everett W. James (32.5%), Ronald P. Macko and wife, Mary M.; E. James' former wife, Hilary K. James, and his parents, Preston E. and Eileen W. James (12.5% each) and Graham B. Gambill (5%). They are former owners of KIOE and have no other broadcast interests. Filed Jan. 22.

■ WBOW(AM)-WBOQ(FM) Terre Haute, Ind. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 107.5 mhz, 46 kw, ant. 185 ft.)—Seeks assignment of license from WBOW-WBOQ Inc. to Contemporary Media Inc. for \$750,000. (BROADCASTING, Jan. 4). Seller: Subsidiary of Quincy Newspapers Inc., closely held, Quincy, Ill.-based newspaper publisher and group of two AM's two FM's and four TV's owned by 38 stockholders. FM. Lindsay Jr. is chairman. Buyer: Michael S. Rice (100%), who owns KFMZ(FM) Columbia, Mo., and is applicant for new AM at Hallsville,

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Mo. Filed Jan. 21.

■ **KLPW-AM-FM Union, Mo.** (AM: 1220 khz, 1 kw-D; FM: 101.7 mhz, 2.1 kw, HAAT: 340 ft.)—Seeks transfer of control of Franklin County Broadcasting Co. from Leslie P. Ware (100% before; none after) to Calvin N. Harris Jr. (none before; 100% after). Consideration: \$867,000. Principals: Seller has no other broadcast interests. Buyer is account executive with Telerep, Chicago, station representative and has no other broadcast interests. Filed Jan. 21.

■ **WBMA(AM) Beaufort, N.C.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Rada Broadcasting Inc. to Crystal Coast Communications Inc. for \$209,000. Seller: Richard R. Cummins (60%) and wife, Hilda O. Cummins (40%), who have no other broadcast interests. Buyer: Principally owned by Frederick K. McCune and family. He is Virginia Beach, Va., physician and owns 4.9% of new FM for Newport, N.C. Filed Jan. 25.

■ **WLXI-TV [CP] Greensboro, N.C.** (ch. 61, ERP: 6.62 kw vis., 1.32 kw aur., ant. 559 ft.)—Seeks transfer of control of Consolidated Broadcasting Corp. from Johnston Properties Inc. (85% before; 10% after) to Perley A. Thomas et al. (15% before; 90% after). Consideration: \$20,000. Principals: Seller seeks transfer of 75% of CP's stock and will retain 10%. Buyers are Perley A. Thomas, Harrell Powell Jr., and Gary S. Smithwick. Powell and Smithwick are currently each 7.5% owners of WLXI-TV and after transfer grant will own additional 22.5% each. Thomas will acquire 30%. Filed Jan. 5.

■ **WJNL(TV) Johnstown, Pa.** (ch. 19, 175 kw vis., 10.47 kw aur., HAAT: 640 ft.)—Seeks assignment of license from Cover Broadcasting Inc. to Leon A. Crosby for \$1,590,000. Seller: Subsidiary of Jonel Construction Co., which is owned by John E. Gelormino, who also owns co-located WJNL-AM-FM. Buyer: owns 48% of KBSA-TV Guasti, Calif., which has been sold subject to FCC approval (BROADCASTING, Sept. 21, 1981). He also owns 25% of new UHF applicant for Richardson, Tex., and is former president and 100% owner of KEMO-TV San Francisco. Filed Jan. 13.

■ **WATO(AM)-WETQ(FM) Oak Ridge, Tenn.** (AM: 1290 khz, 5 kw-D, 500 w-N; FM: 94.3 mhz, 1.82 kw, ant. 395 ft.)—Seeks assignment of license from Rau Radio Stations Inc. to Mark Anthony Broadcasting Inc. for \$525,000 (BROADCASTING, Jan. 18). Seller is Washington-based group owner of five AM's and five FM's principally owned by Robin Rau Henry, president, and Rau family. Buyer is Knoxville, Tenn.-based broadcast consultant who bought, subject to FCC approval, WMVQ(FM) Amsterdam, N.Y., for \$250,000 (BROADCASTING, Oct. 19, 1981). He is also applicant for new FM's at Hilton Head, S.C.; Grifton, N.C.; Bath, N.Y., and Elkins, W. Va. Filed Jan. 22.

■ **KBER(AM) Abilene, Tex.** (1560 khz, 500 w-D)—Seeks assignment of license from Abilene Broadcasting Inc. to Dynamic Broadcasting Co. for \$186,749. Seller is principally owned by Norman Fisher who has no other broadcast interests. Buyer: David L. Boy II and A. Lloyd Mynatt (50% each). They own KFMN(FM) Abilene.

## Actions

■ **WRMG(AM) Red Bay, Ala.** (1430 khz, 1 kw-D)—Granted transfer of control of Redmont Broadcasting Corp. from Beth S. Keller and Becky S. Butler (100% before; none after) to J.M. Page and Maurice Fikes (none before; 100% after). Consideration: \$125,000. Principals: Sellers are Keller and Butler (50% each) who have no other broadcast interests. Buyers are J.M. Page and Maurice Fikes (50% each). Page is Red Bay automobile dealer. Fikes is Hamilton, Ala., technical school instructor. Neither have other broadcast interests. (BTC=81117HC). Action Jan. 20.

■ **WRES(FM) Troy, Ala.** (105.7 mhz, 100 kw, ant. 410 ft.)—Granted transfer of control of Shelley Broadcasting Inc. from stockholders (100% before; none after) to H. Jack Mizell (none before; 100% after). Consideration: \$500,000. Principals: Sellers are R.E. Shelley (60%), W.D. Price (20%), Wendy S. Ford and Jane S. Morris (10% each), who have no other broadcast interests. Buyer is Ozark, Ala., businessman and has no other broadcast interests. (BALH=81116GY). Action Jan. 20.

■ **KLEO(FM) [CP] Caulksville, Ark.** (95.3 mhz, 680 w, ant. 568.5 ft.)—Granted assignment of construction permit from Broadcasting Enterprises Inc. to Pharis Communications Inc. for \$150,000. Seller: Herschel W. Cleveland, president (16.77%) and five others, none of whom have other broadcast interests. Buyer: William

L. Pharis (51%) and wife Karen A. (49%). William Pharis is general manager and 56.77% owner of KAYR(AM) Van Buren, Ark., where wife is news operations director and 10% owner. They are also applicants for new FM at Van Buren. (BAPH-811110FZ). Action Jan. 18.

■ **WUFE(AM) Baxley, Ga.** (1260 khz, 5 k-U)—Granted assignment of license from WHAB Radio Inc. to South Georgia Broadcasters Inc. for \$240,000. Seller is owned by Farnell O'Quinn (80.4%) and wife, Evona M. (19.6%). He owns 80% and she owns 5% of WULF(AM) Alma, Ga. He also owns 100% of WUFF-AM-FM Eastman, Ga. Buyer is owned by James A. Graham (75%) and O.M. McLean (25%). They own WSIZ(AM) Ocilla, Ga., and hold construction permit for new FM there. (BAL-81112GI). Action Jan. 19.

■ **KANA(AM)-KGLM(FM) Anaconda, Mont.** (AM: 580 khz, 1 kw-D; FM: 97.7 mhz, 210 w, ant. 940 ft.)—Granted transfer of control of Anaconda Broadcasting Inc. from Larry Wakefield (100% before; none after) to Rodger T. Bell and John O. Odegaard (none before; 100% after). Consideration: \$7,800. Principals: Seller seeks to transfer his 25% interest in station. Buyers will each hold 50% of stock of licensee. (BTC-811019EY). Action Jan. 13.

■ **WKOK(AM)-WQKX(FM) Sunbury, Pa.** (AM: 1070 khz, 10 kw-D, 1 kw-N; FM: 94.1 mhz, 50 kw, ant. 875 ft.)—Granted transfer of control of Sunbury Broadcasting Corp. from Estate of Harry H. Haddon Sr., deceased (100% before; none after) to Roger S. Haddon and others (none before; 100% after). Consideration: settlement. Principals: transferor owns 54.9% of stock. Transferees are Roger S. Haddon and wife, Lois W. He is Sunbury attorney and has no other broadcast interests. (BTC-811030HK, HL). Action Jan. 19.

## Facilities Changes

### FM applications

■ **WSSL(FM) Laurens, S.C.**—Seeks modification of CP (BPH-800821AE) to change TL; and decrease HAAT to 1241 ft. Ann. Jan. 28.

■ **KVMX(FM) Eastland, Tex.**—Seeks modification of CP (BPH-810610AA, as mod.) to change ERP to 2.85 kw. Ann. Jan. 28.

■ **KISS(FM) San Antonio, Tex.**—Seeks CP to change TL; change HAAT to 1377 ft.; change type trans. and make changes in ant. sys. Ann. Jan. 25.

■ **WNRN(FM) Virginia Beach, Va.**—Seeks modification of CP (BPH-6754, as mod.) to change TL; increase ERP to 500 ft.; change type trans. and make changes in ant. sys. Ann. Jan. 29.

■ **WEEG(FM) Winchester, Va.**—Seeks CP to change TL; increase ERP to 50 kw; change HAAT to 500 ft.; change type trans. and make changes in ant. sys. Ann. Jan. 29.

### AM actions

■ **WNCR(AM) St. Pauls, N.C.**—Granted CP to change frequency from 1060 khz to 1080 khz and increase power to 5 kw-2, 5 kw (CH). Action Jan. 13.

■ **WAJN(AM) Ashland City, Tenn.**—Granted modification of CP (BP-20816) to change from dir. to non-dir.; operation and change TL. Action Dec. 21.

■ **KVLL(AM) Woodville, Tex.**—Granted CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; change frequency from 1220 khz to 1490 khz and make change in ant. sys. Action Jan. 13.

### FM actions

■ **\*KOJC(FM) Cedar Rapids, Iowa**—Granted CP to make changes in ant. sys.; change type trans.; increase ERP to 20.2 w; increase HAAT to 28 ft. and change TPO. Action Jan. 20.

■ **KTCT(FM) Wichita, Kan.**—Granted CP to change TL; change type trans.; increase HAAT to 897 ft. and change TPO. Action Jan. 18.

■ **KWCL-FM Oak Grove, La.**—Granted CP to make changes in ant. sys.; change type ant.; change ERP to 3 kw; decrease HAAT to 290 ft.; and change TPO. Action Jan. 1.

■ **WQRC(FM) Barnstable, Mass.**—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 378 ft. and change TPO. Action Jan. 18.

■ **WHUE-FM Boston**—Granted modification of CP (BPH-801001AE, as mod.) to change type trans.; change type ant.; decrease ERP to 6.31 kw; increase HAAT to 792.5 ft. and change TPO. Ann. Jan. 18.

■ **KLYQ-FM Hamilton, Mont.**—Granted CP to change TL; change ERP to 1.6 kw; change HAAT to 393 ft. and make changes in ant. sys. Action Jan. 20.

■ **WGBZ(FM) Sharpsville, Pa.**—Granted CP to change TL; change type ant.; increase HAAT to 300 ft. and change TPO. Action Jan. 12.

■ **WEKZ-FM Monroe, Wis.**—Granted CP to change TL; increase ERP to 45 kw; change HAAT to 532.7 ft.; change typ trans.; and make changes in ant. sys. Action Dec. 23, 1981.

### TV actions

■ **WSWS(TV) Opelika, Ala.**—Granted CP to change ERP to 794.3 kw vis., 79.43 kw aur.; change HAAT to 679 ft.; change trans. and ant. Action Jan. 12.

■ **WTOG(TV) St. Petersburg, Fla.**—Granted CP to change ERP to 1974 kw vis., 197 kw aur.; change trans.; and change ant. Action Jan. 6.

■ **WHMB-TV Indianapolis**—Granted CP to change ERP to 2113 kw vis., 211.3 kw aur.; change type trans.; and change type ant. Action Jan. 12.

■ **KRCG(TV) Jefferson City, Mo.**—Granted CP to change ERP to 316 kw vis., 47.4 kw aur.; change HAAT to 1,012 ft.; change trans.; and change ant. Action Jan. 12.

■ **WWAY(TV) Wilmington, N.C.**—Granted CP to change ERP to 64.57 kw vis., 6.46 kw aur.; change HAAT to 1953 ft.; change TL; change trans. and change ant. Action Jan. 13.

■ **KJAA(TV) Lubbock, Tex.**—Granted MP (BPCT-5223) to change ERP to 3732 kw vis., 373 kw aur.; and change trans. Action Jan. 7.

■ **KCTS-TV Seattle, Wash.**—Granted request for authorization to operate trans by RC from SL. Action Jan. 8.

## In Contest

### Procedural rulings

■ **Miami, Fla.—TV proceeding** (Contemporary Television Broadcasting Inc., et al.)—ALJ Edward J. Kuhlmann granted joint request by applicants and approved reimbursement to Sun Belt Broadcasting for \$42,500 and to Florida Broadcast Ministry Inc., for \$25,000 by remaining applicants, Contemporary Television Broadcasting Inc., and 39 Broadcasting Co. and set prehearing conference (BC Doc. 80-768-771). Action Jan. 4.

■ **Elk City, Okla.—FM proceeding** (Bechman Broadcasting Co. and Ronca Broadcasting Co.)—ALJ John H. Conlin granted joint request by applicants and approved agreement; authorized reimbursement of \$8,013.60 to Beckham and dismissed its application with prejudice, granted Ronca's application and terminated proceeding (BC Doc. 81-549-550). Action Jan. 8.

■ **Monterey and Marina, both California—FM proceeding** (Cypress Communications Inc., et al.)—Review Board granted petition by Clintell Cornelium Porter to submit additional financial information, granted joint request and approved settlement agreement; authorized reimbursement of \$35,000 to Cypress Communications and \$17,500 each to Christian Broadcasting Fellowship Inc., and Seven Cities Media by Porter; dismissed with prejudice applications of Cypress, Christian and Seven Cities; granted Porter's application and terminated proceeding (BC Doc. 80-124, 126, 127, 129). Action Jan. 15.

■ **Tallahassee, Fla.—TV proceeding** (Holt-Robinson Television Inc., and JGM Inc.) ALJ Walter C. Miller granted joint request and approved agreement; authorized reimbursement of \$25,000 to JGM and dismissed its application with prejudice; granted Holt-Robinson's application and terminated proceeding (BC Doc. 81-362-364). Action Jan. 18.

■ **Leadville, Colo.—FM proceeding** (Radio Leadville Inc., and Sears Broadcasting of Colorado Inc.)—ALJ John H. Conlin granted petition by Sears to update status of its efforts to sell WAEC(AM) Atlanta, Ga., and to show Patricia G. Sears has resigned as officer of Sears Broadcasting of Wyoming Inc.; (By

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Order), granted joint request and approved agreement, authorized reimbursement of \$6,944.10 to Radio Leadville and dismissed its application with prejudice, granted Sears' application and terminated proceeding (BC Doc. 81-762-763). Action Jan. 21.

### Designated for hearing

■ Muskegon, Mich.—**ch. 54, new TV**—Apogee Inc., and 6923 Bonnee Corp.: to determine if applicants' tower height and location proposals would constitute hazard to air navigation; whether 6923 Bonnee Corp. is financially qualified; which of proposals would better serve public interest; and which of applications should be granted (BC Doc. 82-21-22). Action Jan. 18.

■ Cotati, Calif.—**ch. 22, new TV**—Competing applications of Rural California Broadcasting Corp. and Black Television Workshop: to determine if applicants are financially qualified; whether Black Television Workshop qualifies as educational institution; which of proposals would better serve public interest; and which of applications should be granted (BC Doc. 82-23-24). Action Jan. 18.

### FCC actions

■ FCC denied request of Amigo Broadcasting Inc. to reopen record and enlarge issues in matter of Laredo, Tex., FM case. Previous request to reopen matter of competing applicants by Amigo's predecessor had been denied by ALJ and Review Board. Amigo claimed that Review Board failed to consider fully ex parte communications competing applicant's principal made to FCC. FCC said those communications were not to solicit support but only requests to speed up proceeding. Action Jan. 28.

■ FCC denied requests by WBRE-TV Wilkes Barre, Pa., and WDAU-TV Scranton, Pa., that it be declared "significantly viewed" in 10 Pennsylvania communities served by Warner Cable of Pottsville. WBRE-TV submitted survey, which WDAU relied upon, to show it was significantly viewed. However survey included those audiences which are served by their translators. FCC said TV stations are not entitled to include translator audiences and because surveys are based on combined viewership it could not establish either station as significantly viewed. Action Jan. 28.

■ FCC increased to \$10,000 amount Cable Television Bureau is permitted to fine cable TV operators and relay service licensees. Previous maximum was \$4,000 for system operators and \$2,000 for relay licensees. Action Jan. 28.

■ FCC denied KGGM-TV Albuquerque, reconsideration of its one-year license renewal. Renewal was for 1971-74 term. FCC said there had been serious deficiencies in station's programming, which did not adequately serve needs of Mexican-American community. FCC rejected argument that its 1968 renewal precluded specification of programming issue against station. Action Jan. 28.

■ ALJ Walter C. Miller resolved two character issues designated against Seven Rivers Broadcasting Inc., applicant for new FM at Homosassa Springs, Fla. (BROADCASTING, Oct. 20, 1980). Issues concerned allegations that applicant's principal published and distributed misleading coverage maps to advertisers when he was general manager at Florida station and failure to report past interest in other broadcast station. Judge said there was no longer barrier in proposed merger and settlement between it and other competing applicants.

## Allocations

### Petitions

■ Naples, Marco and Key West, both Florida—In response to request by Sterling Communications Corp.: Extended through Jan. 28 and Feb. 11 time to file comments and reply comments, respectively, in amendment of FM Table of Assignments for Naples, Marco and Key West (BC Doc. 81-818). Action Jan. 21.

■ Ellsworth, Farmington, Lewiston, Skowhegan and Belfast, all Maine—In response to request by Dudman Communications Corp.: Extended through Feb. 12 and March 1 time to file comments and reply comments, respectively, in amendment of FM Table of Assignments for specified communities (BC Doc. 81-168).

Action Jan. 25.

■ Seattle and Tacoma, both Wash.—In response to petition by Tacoma School District No. 10: Proposed exchanging allocations of ch. 28 and 62 assigned to Seattle and Tacoma, respectively; comments due March 5, replies March 22 (BC Doc. 82-8). Action Jan. 11.

### Assignments

■ Kremmling, Colo.—Assigned 106.3 mhz to Kremmling as its first FM assignment; effective March 5 (BC Doc. 81-564). Action March 5.

■ Cape Coral, Fla.—Assigned 106.3 mhz to Cape Coral as its second FM assignment; effective March 5 (BC Doc. 81-565). Action Jan. 11.

## Earth Stations

### Applications

■ Common Carrier Bureau accepted for filing following applications for authority to construct and operate new earth stations:

■ Chicago Board of Education for Chicago (10m, Andrew Standard, WU59).

■ Dow Jones & Co. Inc. for La Grange, Ga. (11m; Harris; E4056).

■ Home Box Office Inc. for Fort Lauderdale (7m; Sat-Com. Tech.; Hauppauge, N.Y. (E4063).

■ Kentucky Educational Television Foundation Inc. for Lexington, KY. (10m; Andrew; E4064).

■ Federal Express Corp. for Memphis, Tenn. (11m; S-A; E4065).

### Grants

■ Common Carrier Bureau granted following applications to build and operate new earth stations:

■ Iowa Beef Processors Inc. for Chalk Mound, Kan. (E3257).

■ Satellite Business Systems for Laue Charles, La. (E3644); Columbus, Ohio (E3848); Reno (E3849); Hopewell, Va. (E3850); Woodbury, Minn. (E3879); Lenexa, Kan. (E3893) and Atlanta, Ga. (E3894).

■ State of Arizona, Division of Emergency Services for Florence, Ariz. (E3916).

■ University of Washington for Seattle (KH72).

■ Cylix Communications Network Inc. for Nashville (E3942).

■ Trinity Broadcasting Network Inc. for Tustin, Calif. (KF86).

## Translators

### VHF applications

■ The following applications have been accepted for filing and will be ready for processing after March 12 cut-off date.

■ State of Alaska for following communities to rebroadcast KTVA-TV, KTUU-TV, KIMO-TV, KAKM-TV, all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel and KUAC-TV Fairbanks, all Alaska:

- Adak—Ch. 4, 10 w (BPTTV-81129SE).
- Akhiok—Ch. 4, 10 w (BPTTV-811217TE).
- Akutan—Ch. 4, 10 w (BPTTV-811217TD).
- Aniak—Ch. 11, 10 w (BPTTV-811217TC).
- Artic Village—Ch. 4, 10 w. (BPTTV-811217TA).
- Atka—Ch. 4, 10 w (BPTTV-811217TB).
- Beaver—Ch. 4, 10 w (BPTTV-811217TX).
- Buckland—Ch. 4, 10 w (BPTTV-811217SX).
- Chignik—Ch. 2, 10 w (BPTTV-811229SG).
- Cold Bay—Ch. 2, 10 w (BPTTV-811217SY).
- Deering—Ch. 4, 10 w (BPTTV-811217SZ).
- Dot Lake—Ch. 7, 10 w (BPTTV-811217YW).
- Eagle Village—Ch. 4, 10 w (BPTTV-811217TQ).
- Elim—Ch. 3, 10 w (BPTTV-811229SI).
- Egegik—Ch. 9, 10 w (BPTTV-811217TP).
- False Pass—Ch. 4, 10 w (BPTTV-811217TG).
- Golovin—Ch. 4, 10 w (BPTTV-811217TH).

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- Nikolski—Ch. 4, 10 w (BPTTV-811217TM).
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- Pelican—Ch. 4, 10 w (BPTTV-811217TY).
- Port Alsworth—Ch. 13, 10 w (BPTTV-811229SW).
- Port Lions—Ch. 9, 10 w (BPTTV-811229SX).
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- Stebbins—Ch. 4, 10 w (BPTTV-811217TV).
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- Steven's Village—Ch. 4, 10 w (BPTTV-811229TA).
- Tanunak—Ch. 7, 10 w (BPTTV-811229TV).
- Teller—Ch. 4, 10 w (BPTTV-811217TS).
- Toksook Bay—Ch. 4, 10 w (BPTTV-811217TR).
- Hildale, Utah, and Cane Beds, Ariz.—Washington County Television Department seeks ch. 9, 10 w, to rebroadcast KTVX-TV Salt Lake City (BPT-TV-811105TX).
- Hildale, Utah and Cane Beds, Ariz.—Washington County Television Department seeks ch. 11, 10 w, to rebroadcast KSL-TV Salt Lake City (BPT-TV-811105TY).
- Lee Vining, Calif.—Lee Vining Public Utility District seeks ch. 7, 1 w, to rebroadcast KCRA-TV Sacramento, Calif. (BPTTV-811231TZ).
- Lee Vining, Calif.—Lee Vining Public Utility District seeks ch. 11, 1 w, to rebroadcast KOLO-TV Reno (BPTTV-811231SY).
- Lee Vining, Calif.—Lee Vining Public Utility District seeks ch. 13, 1 w, to rebroadcast KXTT-TV Sacramento, Calif. (BPTTV-811231SX).
- Manton and Paynes Creek, Calif.—Inskip Translator Association seeks ch. 5, 10 w, to rebroadcast KHSL-TV Chico, Calif. (BPTTV-801020IB).
- Fergus Falls, Minn.—WDAY Inc. seeks ch. 2, 10 w, to rebroadcast WDAY-TV Fargo, N.D. (BPT-TV-810324JT).
- Pinewoods Estates, N.M.—Pinewoods Water Association seeks ch. 11, 1 w, to rebroadcast KDBC-TV El Paso, Tex. (BPTTV-801208IN).
- Hildale, Utah, and Cane Beds, Ariz.—Washington County Television Department seeks ch. 7, 10 w, to rebroadcast KUTV-TV Salt Lake City (BPT-

TV-811105TW).

■ Hildale, Utah, and Cane Beds, Ariz.—Washington County Television Department seeks ch. 13, 10 w, to rebroadcast KUED-TV Salt Lake City (BPT-TV-811105TZ).

#### UHF applications

- Malad, Idaho—Oneida County Translator District seeks ch. 54, 100 w to rebroadcast KTVX-TV Salt Lake City (BPTT-811103TZ).
- Twin Falls and Jerome, both Idaho—Futura Communications Inc. seeks ch. 51, 100 w to rebroadcast KPVI-TV Pocatello, Idaho (BPTT-811120TZ).
- Joplin, Mont.—Garryowned Corp. seeks ch. 35, 100 w to rebroadcast KTVQ-TV Billings, Mont. (BPTT-820104TY).
- Lufkin, Tex.—Residential Entertainment Inc. seeks ch. 57, 1 kw to rebroadcast KTVQ-TV Billings, Mont. (BPTT-810303ID).
- Tyler, Tex.—Residential Entertainment Inc. seeks ch. 59, 1 kw, to rebroadcast WBTI-TV Cincinnati (BPTT-810303EX).
- Victoria, Tex.—Inelda J. Strahan and Donald L. Seyfert d/b/a County Television of Victoria seeks ch. 53, 100 w, to rebroadcast KWEX-TV San Antonio (BPTT-811216TZ).
- Green River, Utah—Green River City TV seeks ch. 30, 20 w, to rebroadcast KSTU-TV Salt Lake City (BPTT-811216TV).
- Green River, Utah—Green River City TV seeks ch. 32, 20 w, to rebroadcast KBYU-TV Provo, Utah (BPTT-811216TW).
- Richfield, Monroe and Elsinore, all Utah—Sevier county seeks ch. 38, 100 w, to rebroadcast KBYU-TV Provo, Utah (BPTT-811216TX).
- Salina and Redmond, both Utah—Sevier county seeks ch. 62, 10 w, to rebroadcast KBYU-TV Provo, Utah (BPTT-811216TY).
- Virgin, Utah—University of Utah seeks ch. 62, 20 w, to rebroadcast KUED-TV Salt Lake City (BPTT-810121KQ).
- Bloomington, Wis.—State of Wisconsin, Educational Communications seeks ch. 49, 100 w, to rebroadcast WHLA-TV La Crosse, Wis. (BPTT-810121KU).

#### UHF actions

- Grant City, Mo.—Elba Development Corp. granted CP for new UHF translator on ch. 57 (400 ft., 100 w). Action Jan. 12.
- Harlowton, Mont.—Marlo TV Association granted CP's for new UHF translators on channels 57 and 61. Action Jan. 12.
- Arroyo Seco, N.M.—University of New Mexico granted CP for new UHF translator on ch. 55. Action Jan. 12.
- Durant, Okla.—Oklahoma Educational TV Authority granted CP for new UHF translator on ch. 46. Action Jan. 12.
- Medford, Okla.—Oklahoma Educational TV

Authority granted CP for new UHF translator on ch. 46 to rebroadcast KETA(TV) Oklahoma City (551 ft., 1 kw). Action Jan. 12.

■ Memphis, Tex.—Northfork TV Translator granted CP's for new UHF translators on channels 38, 40, and 42. Action Jan. 12.

■ Randolph, Utah—Rich county granted CP for new UHF translator on ch. 49. Action Jan. 12.

■ Rockingham county, Va.—County of Rockingham granted CP for new UHF translator on ch. 48 to rebroadcast WVPT(TV) Staunton, Va. (206 ft., 100 w). Action Jan. 12.

■ Rockingham county, Va.—County of Rockingham granted CP for new UHF translator on ch. 39 to rebroadcast WDVMT(TV) Washington (206 ft., 100 w). Action Jan. 12.

■ Rockingham county, Va.—County of Rockingham granted CP for new UHF translator on ch. 21 to rebroadcast WHSV(TV) Harrisonburg, Va. (2-6 ft., 100 w). Action Jan. 12.

■ Casper, Wyo.—Harriscop Broadcasting Corp. granted CP's for new UHF translators on channels 69 and 56. Action Jan. 12.

## Call Letters

### Applications

Call	Sought by
	<b>New AM's</b>
KRVZ	Round Valley Broadcast Associates, Springerville-Eager, Ariz.
KWSK	Wishek Broadcasting Inc., Wishek, N.D.
	<b>New FM's</b>
KSTD	ConlidaCom Ltd., New Plymouth, Idaho
WVBL	Blue Lake Fine Arts Camp, Twin Lake, Mich.
KMEM	Samuel Berkowitz, Memphis, Mo.
	<b>New TV</b>
WBBS-TV	HATCO-60, West Chicago, Ill.
	<b>Existing AM's</b>
KBZB	KSUN Bisbee, Ariz.
KUSA	KPRZ Los Angeles
KJJZ	KFML Denver
WPTE	WDEN Macon, Ga.
KYKC	KKRC Sioux Falls, S.D.
	<b>Existing FM's</b>
KKLT	KBBC Phoenix
KHTX	KEZC Carnelian Bay, Calif.
WBNI	WIPU Fort Wayne, Ind.
KOMP	KENO-FM Las Vegas
WRVT	WVWR-FM Roanoke, Va.

### Grants

Call	Assigned to
	<b>New AM's</b>
WCDO	Broadcast Facilities Co., Sidney, N.Y.
WDEX	Del Broadcasting Inc., Monroe, N.C.
	<b>New FM's</b>
KPLM	RTC Broadcasting Corp., Palm Springs, Calif.
KBBN-FM	Custer County Broadcasting Co., Broken Bow, Neb.
WVVU-FM	West Virginia Board of Regents, Morgantown, W. Va.
	<b>New TV</b>
WDPB	Delaware Citizens Committee, Seaford, Del.
	<b>Existing AM's</b>
WSSG	WYNG Goldsboro, N.C.
WCEL	WEEB Southern Pines, N.C.
WTOO	WTCY Bellefontaine, Ohio
KSHR	KWRO-FM Coquille, Ore.
KTLK	KJET Beaumont, Tex.
	<b>Existing FM's</b>
KBRQ-FM	KADX Denver
WMLO	WSPB-FM Sarasota, Fla.
KSHR-FM	KWRO-FM

## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,627	3	0	4,630	128	4,758
Commercial FM	3,344	2	0	3,346	194	3,540
Educational FM	1,116	0	0	1,116	72	1,188
Total Radio	9,087	5	0	9,092	394	9,486
Commercial TV						
VHF	523	1	0	524	6	530
UHF	248	0	0	248	117	365
Educational TV						
VHF	103	1	3	107	6	113
UHF	157	2	4	163	17	180
Total TV	1,031	4	7	1,042	23	1,065
FM Translators	434	0	0	434	199	633
TV Translators						
UHF	2,685	0	0	2,685	164	2,849
VHF	1,524	0	0	1,524	388	1,912

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Small Market radio sales manager.** Aggressive, professional. Work and success follows Beautiful area to live, raise a family. Call Larry Chaffin, 406 683-2800, Dillon, Mont.

**Southwestern inspirational radio station** in need of experienced, professional station manager. Experience in sales preferred. Good salary and ministry potential. Send complete resume, references, and current earnings to Box P-181.

**Sales Manager.** 100,000 watt FM adult contemporary station located in mid-size Sunbelt market has an opportunity for a highly motivated and organized person who has background in advertising/marketing, wide knowledge of radio industry, minimum two years of college, and experience as a hard-hitting street salesman. Salary commensurate with experience. Mail resume to: Box R-33. Equal Opportunity Employer.

**General Manager:** KNUJ of New Ulm, MN, dominant AM-FM outstate station in rich agricultural area, offers excellent career opportunity for manager with strong sales/managerial record. Base + commission. Contact Ray Stougaard, Mickelson Media, Box 488, Hastings, MN 55033.

**Sales Manager** for extremely successful AM adult contemporary format. Must possess sales ability, follow through, hire and motivate eager staff. Send resume to Box R-24. Equal opportunity employer.

**Station Manager** for 100,000-watt FM stereo radio station, WKMS. Station has 8 full-time professional staff members and 16 part-time workers. It services 750,000 listeners in five states and is a national program syndicator. Located in the Department of Journalism and Radio-TV with more than 300 communications majors. Applicants should have graduate degree in communications, strong broadcast management experience (preferably in public radio), experience in writing and directing grants, ability to teach occasional course in production or announcing, and strong foundation in public radio philosophy. Salary competitive. Position available March 1, 1982. Application deadline: Feb. 20, 1982. Send current resume, college transcripts, and three current references to: Chairman, Dept. of Journalism and Radio-TV, Box 2456, University Station, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer.

**General Manager - Sales Manager.** Need one experienced pro to run AM daytimer in Southeast. Buy-in for right person. Managerial and sales experience necessary. State salary requirements in letter and resume. References thoroughly checked. Reply Box R-49.

**General Manager** and other positions now available. Join expanding group in our new AM/FM in medium Northwest market. Minorities encouraged to apply. Frederic W. Constant, 107 Burnham Rd., Lake Oswego, OR 97034.

**N.W. New Jersey AM station** (1 kw) in medium sized market is looking for sales-oriented energetic station manager. Good benefits, salary commensurate with experience. Send resume and references to Box 187, Hackensack, N.J. 07602.

**Station Manager.** If you are an Operations Manager or Sales Manager with 2 to 3 years' experience and looking to make the move to station management, or currently a station manager seeking a new challenge, then we would like to hear from you. AM/FM combo in a growth area. Send resume with references and a letter outlining earnings expectations to Box R-63. M/F. E.O.E.

**General Manager - West Coast,** with a strong background in sales and collections needed to head our AM and FM stations. Outstanding growth opportunity. Send resume and references to Box R-82. E.O.E.

**General Manager Needed** for major market religious radio station. Must be sales-oriented. We are one of the largest radio chains and offering once in a lifetime opportunity in a top 30, upper Midwest market. If you think you're qualified, contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Boulevard, Pasadena, CA 91107. 213-577-1224. This is an immediate opportunity.

**General Manager.** Young, aggressive broadcast group seeks GM for Central New England power house. Strong sales background, bottom line accountability and intensive organizational abilities a must. Involvement in acquisition program and equity participation possible for right candidate. Our employees are aware of this opportunity. All inquiries held in strictest confidence. Reply Box R-67.

### HELP WANTED SALES

**Number 1 Account List** available March 1, at WLSQ/WREZ, Montgomery, Alabama. Looking for heavy-weight salesperson with management goals. Call Gene Moorhead, General Manager, 205-832-4295.

**General Sales Manager,** WSAC/WWKK, Fort Knox, KY. AC/AOR stations need dynamic, organized and disciplined professional to motivate agency and retail sales staff. Qualified with track record. Account list, guaranteed salary, commission, and bonus override, EOE. Send resume to: Station Manager, Box 70, Fort Knox, KY 40121.

**Sales Manager Wanted** for Milwaukee, Wisconsin, station. Must be experienced, aggressive, organized, capable of leading six-person sales staff. This is not a desk job. Salary — override — car. Send resume, in confidence, outlining your requirements and references to: Box R-36.

**Sales Manager—aggressive, professional,** experienced individual to lead AM and FM staffs at mid-west facilities. Resumes to Box R-10.

**Twice-named Billboard "station of the Year,"** co-owned with newspaper, has a unique opportunity to sell both broadcast and print, doubling or tripling earnings potential. Only experienced sales professionals will be considered. Management position. \$40K+ potential. Find out more. Send resume to Rob Kemper, Box 10,000, Marion, OH 43302. E.O.E.

**Radio Sales Pro** needed for mid-size Ohio market. Experience with agency and direct business and copo is a must. We need you now. Reply to Box R-61. An Equal Opportunity Employer.

**I Need an Experienced** aggressive salesperson, capable of a short daily air shift, to take on the challenge of a responsible position. Minimum 2 years' experience. PBP helpful. Send resume, tape & salary requirements to: General Manager, P.O. Box 177, Rochelle, IL 61068. EOE.

**Radio Sales Pro.** Medium market in California looking for person with RAB sales training. We also have stations in Colorado and Arizona. Send resume and copies of past presentations or promotions to Box R-92.

**Sales Manager:** Suburban Atlanta Class IV station is offering a unique opportunity to experienced sales manager. Station is two months old with unlimited potential. Salary and override: Mid \$30's first year. Reply: M. Negrin, WMOE, (404)—998-5000.

**Combo-News-Production-Sales:** List waiting: Send tape & resume to: WWIZ, Box 1120, Hermitage, PA 16148.

**Here We Grow - Ft. Myers, Florida.** Aggressive radio station building sales department. Beginners OK. EOE. Box 06199, Ft. Myers, FL 33906.

**Rare Opportunity** in major market: Leading Houston FM seeks experienced sales pro to be leader on sales team. Send resume or call Cathy Earle, KYND, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. 713-961-0092.

**Christian Station Sales Manager.** Outstanding position for a person who will take charge and assume responsibility for aggressive sales and marketing results in a large metro market. Growing group owner, now with four stations featuring quality Bible-centered programs and conservative Christian music. Looking for aggressive self-starter with a proven record of sales success. Must have demonstrated bright, alert, high energy leadership ability. This position offers top pay and growth potential based on generous percentage. Send resume to: Rich Bott, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052; or phone 816-252-5050. An Equal Opportunity Employer.

### HELP WANTED ANNOUNCERS

**Commercial Station.** Good immediate opportunity for experienced D.J. Generous salary and fringes. Adult contemporary. WVOS AM-FM Liberty, NY 12754. S. Lubin, 914-292-5533.

**Save Postage Expense—**If you do not have the following qualifications. We need a top-professional announcer, with beautiful music experience, capable of injecting light personality into our relaxed beautiful music format. No beginners. Do you qualify? Would you like to live and work in the Metropolitan Washington, D.C. area? Send resume and tape — no phone calls — to Jules Henry, WEZR, 10380 Democracy Lane, Fairfax, Va. 22030. Equal Opportunity Employer.

**Mature, experienced** modern country, Jack of all trades. We want someone that can do it all and deliver. Announcing, copy, production, some sales, remotes occasionally. Good salary with good working conditions and side benefits at top country station. References will be checked. Contact Joel Netherland, Gen. Mgr. WJNS, P.O. Box 1048, Yazoo City, MS. 39194. Call 601-746-5921.

**Experienced announcer** for suburban Pittsburgh AC station. Need good air and production. Must be willing to work. T&R to Barry Banker, WHJB, 245 Brown St., Greensburg, PA. 15601. EOE/MF.

**Major Market** morning drive. Incredible opportunity for top talent. See our display ad under Help Wanted Announcers.

**Tennessee Class C FM** with dominant signal seeks AM & PM drive jocks. Professionals only. Excellent salary & benefits, with advancement potential. Tape and resume to: Rich Phillips, Program Director, Q101, P.O. Box 1189, Cleveland, TN 37311.

**Country Operations Manager.** Do live morning drive air shift and supervise programing and promotions of automated 24-hour great American Country station. Growth market on the Texas coast. Excellent salary and benefits. Tape and resume to Bob Woodman, KCWM, Box 3487, Victoria, TX 77903. 512-576-6111. EOE/MF.

**Suburban Chicago area** country music station looking for part-time and full-time air personalities. Resume to Box R-70.

**Experienced Announcer.** Well-versed in air work and production. Send air check and resume to Genevieve Glascock, WSTU, Stuart, FL 33494. Equal Opportunity Employer.

**National Network** seeks qualified managers and talent for top markets. Send resume & aircheck to Glen Ivey, National Program Director, Metro Networks, Inc., 3200 Maple Ave., Suite 418, Dallas TX 75201.

### HELP WANTED TECHNICAL

**New York City FM** wants assistant chief engineer. Experience, excellence, and motivation are mandatory. Heavy maintenance and construction duties. First phone desired. EOE, M/F. Reply to Box R-8.

**Chief Engineer,** AM/FM. Must have thorough knowledge of automation (SMC) and directional antenna systems. Concern for audio and production quality a must. Apply WINW/WCCS, P.O. Box 9217, Canton, OH 44711. Attn: J.S. 216-492-5630.

## HELP WANTED TECHNICAL CONTINUED

**Experienced Combo Engineer-Announcer.** Prefer stable man that must know engineering, do proofs, maintenance and repair and hold down announcing shift. Good working conditions, good salary and benefits at a top Country station. Contact: Joel Netherland, G.M., WJNS, P.O. Box 1048, Yazoo City, MS 39194. Call 601-746-5921.

**Engineering:** Sunny California AM/FM combo needs Chief Engineer! Call 916-742-5555. Send resume to KMYC/KRFD, P.O. Box 631, Marysville, CA 95901.

**Chief Engineer,** non-commercial radio. Appropriate technical skills and work procedures, good organizer, ability to deal with large, diverse volunteer staff. \$12,000/year, plus university benefits. An E.O.E. Send resume to: Manager, WXPB-FM 3905 Spruce St., Philadelphia, PA 19104.

**Chief Engineer,** KDUO/KFXM, Riverside-San Bernadino, seeks qualified chief. Directional AM, remote control FM experience necessary. Beautiful working conditions and area. Call or resume to General Manager, 714-825-5555; Box 50005, San Bernadino, CA 92412. EOE.

**Top Radio Engineer** sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. Top salary. KQDS, Box 6167, Duluth, MN 55806.

## HELP WANTED NEWS

**Opening for a Top Quality Newscaster** at WSB-Radio, Atlanta, GA. Must have 3-5 years with major market experience. Salary negotiable, no beginners and no calls, please. Equal Opportunity Employer, M/F. Reply to: Personnel Director, WSB Radio, 1601 W. Peachtree St., N.E., Atlanta, GA 30309.

**Part-Time & Weekend** talk show hosts plus part-time newscaster for number one news/talk station in southeastern New England. Gutsy, provocative informed talkers. Newscaster who likes to dig for local news and report it. Tape and resume to David Derosier, WBSM, 220 Union Street, New Bedford, MA 02740, 617-993-1767.

**Newscaster Needed** to join four-person news staff in the Hudson Valley. Must be experienced in writing, anchoring, and reporting. Send tape and resume to: Steve Kathan, News Director, WBNR/WSPK, P.O. Box 511, Beacon, NY 12508. E.O.E.

**Sports Director/sales person.** Immediate opening. New FM; AM only 10 yrs old. Station dedicated to doing local sports. Play by play required. Send resume & salary needs to Harold Wright, KRPT, Anadarko, OK 73005. 405-247-6682.

**Radio Newscaster/Reporter.** Minimum two years' experience. Writing, gathering, and processing skills necessary. Good on-air sound essential. Tape and resume to John Lee, KWKH/KRCK, P.O. Box 31130, Shreveport, LA 71130. Equal Opportunity Employer. Women and minorities encouraged to apply.

**All-news anchor-WEBR** has a great opportunity for a woman or man with strong delivery skills. We are an award-winning news operation with great growth potential for strong performers. Writing and reporting experience is desirable, but strong delivery is a must. Non-returnable tape, resume, references to Mike St. Peter, News Director, Drawer B, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity, affirmative action employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director needed**—new FM Contemporary MOR, automated. Hands-on production essential. Tape and Resume to Charles Rowe, KCRF, 4439 SW Hwy 101, Lincoln City, OR 97367.

**Dynamic Midwest FM Station** is looking for a dynamic morning personality. Top-notch programming and production team has opening for professional with great voice and good mind to get the day off to a winning start. Send tape, resume and salary requirements to: Dean Sherwood, Box 3336, Madison, WI 53704.

**Program Director:** Hard working professional needed for Florida Adult Contemporary to hire, train and maintain top air staff. Box R-6.

**Immediate Opening** for Country & Western Program Director in warm West Texas. Send tape and resume to: KHEM, Box 750, Big Spring, Texas 79720. Phone 915-267-2523.

**I'm about to purchase** an underdeveloped FM on the Central New Jersey Shore. I need a "take-charge" program director to give direction to a potentially great radio station. Air shift: oversee airstaff, production, news, format execution. Proven ability to lead a must. Also accepting applications for news, production personnel. Tapes and resumes to Jonathan Hoffman, WWUU, 156 Broadway, Long Branch, NJ 07740. EOE.

**Traffic-continuity director.** Need creative writing experience and some traffic knowledge. Chicago area. EOE. Rush qualifications to Box R-69.

## SITUATIONS WANTED MANAGEMENT

**Innovative, operations-oriented** problem-solver. Currently Group Manager of chain with stations in top markets. Have excellent track record. Seeking challenging position as GM or with group or syndicator. Write Box R-41.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats, excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for longterm association with quality organization. Write Box N-80.

**Station owner:** collect something on your investment. Tired of watching the "hot shots" go through the bank account? Let's talk! Bottom line and community oriented. Excellent references. 35 year background - 10 station management. Seeking medium or small market Sunbelt; all serious offers considered. Box R-54.

**America's Top Audience** station is entertainment, news, sports, talk. Thirty-year broadcast executive will operate on net profits. 305-588-7173.

**Station Manager** with extensive programming background and Sales Manager experience seeking General Manager opening at potentially No. 1 station. Ten years in radio management. Box R-47.

**Top of the Heap** General Manager with 17 years' experience managing medium & major markets. Looking for an opportunity with a growing and progressive company. Sales-oriented, profit-oriented, people oriented, success oriented. Write Box R-89.

**Group Management,** 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programming and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

**Electrical Engineer** with station construction experience, plus major market programming background desires a top level position. Ability to motivate others. Box R-91.

**Working GM** seeks Sunbelt, medium or small. Prefer coastal. Experience all aspects. Super track record. Turnaround or turnkey. Don't wait. Write Box R-78.

## SITUATIONS WANTED SALES

**Experienced!** Strong in promotions, packages, spec tapes. Seek small market sales or sales/announcing. Midwest area. 715-234-9222. Dick Hoff, 316 Phipps, Rice Lake, WI 54868.

**Management and Sales** (heavy on sales). If station is experiencing sales problems, I'm your man! I will put station on the map. Unsold time blocked for religion. Radio, Box 864, Hebron, OH 43025.

**Male, 39, 7 years'** experience in Massachusetts, including sales, talk host, sports/news writing, DJ, remotes. Looking sales/on-air with initial \$25,000 yearly potential, of which \$12,000 is guaranteed. Craig Lasher, 12406 N. 15th St., Apt. K; Tampa, FL 33612.

**Successful, mature sales rep** has reached dollar potential in present market. Interested in advancing career. Small and medium market experience. Write Box P-200.

## SITUATIONS WANTED ANNOUNCERS

**Good Adult Contemp. DJ.** Very professional. Don Martin, Hollywood Graduate, with good experience. 2nd Phone. Any shift. Major market only. Michael Lisle, 916-842-4014 after 2 PM. PST.

**Announcer/DJ.** 10 Years' experience. Seeks full-time work at small or medium market station. Anywhere in California. Can handle any format. 714-658-1094.

**I have the skills** and the drive. I've done mornings on KIOA and evenings on WTVN. The A/C personality of the future is Brad. 305-276-2945.

**Howdy!** Country music's my game ... higher ratings your aim? Let's get together! Farm bred, trained in jock work, news, programming, production, sales. Will go anywhere. Call Dawn (your rising star) 312-281-5692.

**Mature, experienced DJ,** MD, PD seeks position at southern AC, MOR, or C & W station. Call Don at 803-229-7689.

**Production Director,** for MOR station. Call Ron, 316-524-7626, from 10 AM-3 PM CDT.

**The "Me" Era** is over. Team player, hard worker, cooperation a specialty. This time, get what's coming to you. Experienced personality/copywriter, with First Phone. Call Barney Chase, 212-946-3751 or 212-221-3704.

## SITUATIONS WANTED TECHNICAL

**20 year pro-available** employment-applications, construction, rebuilds, equipment updates, troubleshooting, processing. Shoupe, 717-249-6584.

**Chief Engineer.** 22 years-all phases, AM-FM. Presently NYC area. Box P-161.

**Radio Engineer,** AM-FM, wants equipment maintenance job at East Coast or Florida station. Many years' experience. Reply Box R-13.

**15-year Radio Engineering** vet, experienced in all phases including DA and computer technology, seeks permanent position with advancement-oriented organization. Charles Thomas, 912-386-0497.

**Looking for first good break.** 1st Phone, willing to relocate. Call 219-322-1921.

**20 Years Chief Engineer.** Last 2 years, Dir. of Engr. Exp. in all phases. FM & AM. Southwest. 714-246-5071, Martin.

## SITUATIONS WANTED NEWS

**Capitol Hill Radio Feeds.** Credentialed freelancer will cover your congressman/senator. Small/large markets, nationwide. Ed Connors, 202-244-9288, A.M's.

**Aggressive, hard-working** News Director at small upstate New York radio station looking for move to highly professional operation (radio or television) with major commitment to news. 18 months' experience. Employer aware of job search. Call Ken, 518-843-2500.

**Aggressive radio News Director.** Presently working small market. Looking for bigger challenge. Write Box R-88.

**14-year radio news/documentary** reporter, writer, tape editor, anchor. Innovative. Prefer Northwest. 503-585-0266; 503-436-2582 messages.

**Refreshing Play-by-Play.** Pleasing voice, court sense, sports smarts. Network quality performer combines talents into true professionalism. Looking for top notch minor league baseball job, and separate college football and basketball package. I'm working for good organization, but need new challenges. Write Box R-83.

**Award-winning** college reporter with major market experience. Good news, PBR attitude, looking for break. Southwest, will relocate. Barry, 213-695-2074.



## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Soul Programmer**, seven years' know-how, seeking to relocate. Richard, 919-483-6530.

**Wanted** Station that wants 'off the wall', super creative, extremely entertaining personality who can wipe up your competition. Box P-144.

**Need A Hard Worker?** You've got one! I need a job! DJ, news-sports, production, writing, or anything. Trained at U. of Mich./WHN-NYC. Please call 212-263-0450/261-0715.

**Operations Director/Program Director** seeks similar management opportunity at A/C or CHR station. Ten years' solid experience, plus BA in radio. Medium plus markets only. Let's communicate. Write Box R-58.

**The Jack Armstrong:** Highest rated KFI afternoon personality 3.3 share, 600,000 cumc. Innovator who can accept direction and limitations. 919-967-4090 Available immediately.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager**—Corporate officer. Strong construction background. Resumes requested. Salary requirements, references to Box R-12.

**Television Operations Director** wanted for Washington, D.C. news and production facility. Daily supervision of ENG/EFP crew and control room personnel (40), and their equipment. A thorough knowledge of personnel management and ENG/EFP equipment operation a must. Experience with microwave and satellite communications a must. Applicants should send resume and salary requirements to Box R-9.

**Program/Operations Director** for group-owned NBC affiliate. Responsible for operations including production and general office. We prefer a generalist with administrative talent, and some prior production experience. If you're second banana in a medium to large market, or have topped out as a producer/director, you might be right for our spot. Send detailed resume and salary needs in confidence to Jim Waterbury, VP/GM, KTIV TV, P.O. Box 87, Sioux City, IA 51102. An EOE Employer.

**Sales Manager** position with television group station in Southeast. Responsible for local sales staff, inventory control and pricing, collections and packaging. Excellent salary and incentive package. Send resume to Box R-31. E.O.E., M/F.

**Cable TV Director**—City of Erie, salary \$15,000 to \$20,000/yearly range, based upon experience. Resume to City Clerk, 104 Municipal Building, Erie, PA 16501, before March 1, 1982. Equal Opportunity Employer.

**Assistant Creative Services Director** for major market O&O. Production skills, administrative ability and three years' experience in management essential. Send resume to Box R-85. E.O.E., M/F.

**Local sales manager** for medium-sized Midwest network affiliate. Need to have a take-charge attitude, a self-starter, good administrator and, above all, a producer. Excellent opportunity to join a progressive broadcasting group. Reply Box R-64. An equal opportunity employer.

### HELP WANTED SALES

**Come home** to God's Country. If you are a strong AE and enjoy a balanced list of agency and direct, we have your opportunity. Group owned, affiliated, No. 1 in market (central California coast). If you are exceptional, desire progress and management potential, prove it and "Come home to God's Country"! Reply to Box P-176. EOE.

**Account Executive:** Seeking aggressive local sales person with 1-2 yrs' TV sales experience. Emphasis on retail, client, contract and new business development. If you think you're ready for that full list and would like working in a growing southeast market, send resume/salary requirements to: Box R-59. EEO/MF

**Account Executive** Top account list; television group station in Southeast; must be able to handle heavy agency list; top earnings immediately. Send resume to Box R-32. E.O.E., M/F.

**Account Executive.** Top 20 Network Affiliate in Southeast seeking an ambitious A.E. Knowledge of agencies, retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Write Box R-39.

**Account Executive** to develop, implement and sell marketing plan for WFSB Productions. Successful applicants should have 3-5 years television production and marketing experience. Please send resume to Sally Samuel, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M-F.

**Midwest CBS Affiliate** in market range 60-90 seeks aggressive salesperson. First year income range: \$17-\$22,000. We're looking for solid background in sales, not necessarily media, to add to our sales team. Complete training program in a great living area. Send resume stressing your achievements and career goals to Box R-65. EOE, M/F

**Account Executive.** ABC affiliate in sunny Florida has in immediate opening for goal-oriented doer. Have established \$20K list ready for the right sales pro. Contact Bob Peretir, General Sales Manager, WECA-TV, PO Box 13327, Tallahassee, FL 32308 or call 904-893-3127. EOE.

**Sales-Broadcast Equipment Sales**—If you enjoy solving technical problems in video operations; if working with chief engineers and news directors appeals to you; if you think representing a top company with top lines like Ikegami, Sony, ADDA and Conrac can make you a lot of money, we want to talk to you. We're looking for an ambitious person to take over a profitable Mid-Atlantic territory calling on broadcasters and production houses. Our company provides an excellent salary and company paid benefits. We can use your talents now. Send your resume, including salary history, to Ms. Filtz, Peirce-Phelps, Inc., 2000 Block North 59th St., Phila., PA 19131. Equal Opportunity Employer, M/F.

### HELP WANTED TECHNICAL

**Remote Engineer** for Florida's largest film/videotape production center to operate and maintain EFP commercial production mobile unit. Involves client contact and creative video engineering. Maintenance experience and valid driver's license required. Salary negotiable. Resume and salary history to: Bruce Graham, Chief Engineer, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202-4994.

**UHF Transmitter Maintenance Engineer.** New RCA TTU-110 on Sears Tower, Chicago. Excellent growth opportunity. Must have strong recent UHF transmitter maintenance experience. VTR/studio maintenance a plus. Full resume with salary requirements to: Channel 60 Joint Venture, 233 S. Wacker Dr., Chicago IL 60606. EEO/M-F-H.

**Major Production Facility** located in Florida is offering top salaries to experienced Maintenance Engineers. Work in a modern new facility with state of the art equipment. Contact: Robert Hensky, Chief Engineer, 305-920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

**Maintenance Engineer wanted.** Quality film and tape post house is seeking an engineer who has both Quad and Type-C experience. We use Ampex Quad and Type-C VTR's, Leitch, Hitachi, Studer and other quality equipment. Applicant should have both maintenance and installation experience. Resume to: Director of Engineering, Spindletop Post Production, 1328 Inwood Road, Dallas, Texas 75247.

**Engineering Manager/(facilities)**—manage the maintenance, design, documentation and installation of KQED's studio, transmitters, and satellite earth terminal facilities. Maintenance staff of 10-12. Min. 5 years engineering exp., with emphasis on maintenance and systems, 2 years as supervisor/manager. Send resume with salary requirements by Feb. 26, to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

**Television Maintenance Engineer.** Group-owned VHF network affiliate in top 10 market seeks experienced studio maintenance engineer. Equipment is up to date solid state and includes Ampex tape recorders and Grass Valley switchers. Salary commensurate with experience. Send resume to Box R-35. An Equal Opportunity Employer.

**WPTI, public television,** seeks experienced chief engineer for supervision, operation and maintenance of 3/4" television equipment, studio, remote van and master control for sophisticated cablecasting. Excellent benefits and salary. Resume and references: WPTI-TV, 120 W. State St., Rockford, IL 61101. Deadline: February 28.

**TV Engineer** with knowledge of local TV station operations and some satellite experience. Will monitor operation and technical performance of a satellite network. Great opportunity to learn and to expand. Extensive travel required. New York based. Send resume ASAP Reply to: Box R-44.

**Promotion opens** Operating Engineer position. Require minimum 1 to 2 years' video tape/camera control experience. ACR-25 experience preferred. We are a major market; group-owned VHF network affiliate with state-of-the-art facility. Come join us and enjoy your round vacation living on the beautiful Florida sun coast, Jack Winter, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. 813-577-1010. Equal Opportunity Employer.

**KAET-TV, Phoenix,** seeks qualified Broadcast Engineer to perform maintenance and operation of television studio and transmission equipment. Should have a good background in digital and microprocessor technology. Excellent opportunity to further education in state-of-the-art technology through university courses and many other benefits. First Class License desired. Requires technical training, plus 3 years' experience. Deadline: February 19, 1982. Salary \$21,079. Send resume to Personnel Department, Arizona State University, Tempe, AZ 85287. Please indicate Job Title and where ad was seen. Equal Opportunity Employer.

**Fully Qualified Chief Engineer** with background UHF, RF, END. Total studio equipment knowledge, management and budget experience required. Southwest Georgia. First Phone a must. Also, opening for studio maintenance engineer with First Class license. Apply: Sid Perry, WTSG-TV, P.O. Box 4050, Albany, GA 31706. 912-435-3100. E.O.E.

**Assistant Chief Engineer** for a new commercial UHF, now under construction in Florida. Excellent salary, fringe benefits and advancement potential with an expanding group. EOE. Forward resume and references to: Tom Bracanovich, Malrite Communications, 12th & Euclid Avenue, Cleveland, OH 44115.

**Creative Tape Editor** wanted. We are seeking an editor who has strong editorial and technical experience. CMX or Mach One experience on Quad or Type-C is required. Applicant should be strong in quality commercial post production. Resume to: Director of Engineering, Spindletop Post Production, 1328 Inwood Road, Dallas, Texas 75247.

**Electronic Technician Wanted:** studio Chief Engineer wanted at WOWK-TV, Huntington, WV, to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary \$20,000, plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 625 Fourth Avenue, P.O. Box 13, Huntington, WV 25706. An Equal Opportunity Employer.

**Television Engineer I.** Fairfax County Public Schools. Production engineer, responsible for operation and maintenance of a complete 3/4" color production and duplication television facility. Experience in studio and remote production. A combination of education and experience equal to graduation from a four-year college technical program. Bench work required. First Class FCC license desired. Send a resume by February 17 to: Administrative Appointments, 6815 Edsall Road, Springfield, VA 22151.

**Studio Maintenance Engineer** for southern production center. Experience in digital and analog TV production and recording equipment required. Salary negotiable. Send resume and salary requirements to Box R-50. AA, EOE/MF.

## HELP WANTED TECHNICAL CONTINUED

**Engineering Manager** (operations)—manage KQED's technical operations. Union staff of 20-30. Min. 5 years engineering exp., 2 years as supervisor/manager. Emphasis on people mgmt. planning and technical coordination. Salary open. Send resume with salary requirements by Feb. 26 to KQED, Personnel, 500 Eighth St., San Francisco, CA 94103.

**ENG Cameraman**—A minimum of two years' experience and familiar with all facets of electronic news gathering. Microwave experience preferred. Send resume and tape to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

**TV Technician:** Immediate opening. Minimum three years' experience in TV broadcasting. Operating experience with 2-inch and 1-inch video tape operation. Camera setup, master control and ENG operations necessary. Send resume to Myron Oliner, C.E., KBTU, 1089 Bannock St., Denver, CO 80217. We are an equal opportunity employer.

**Director of Engineering** for a 4-UHF station network responsible for studio, remote and transmitting facilities and a staff of 50. Heavy schedule of local production. Seeking individual with strong leadership qualities, management experience, technical knowledge and knowledge of FCC rules and regs. Salary: \$33,811-\$45,638. Send resume by March 1st to: Gordon A. Macinnes, Jr., Executive Director, New Jersey Network, 1573 Parkside Ave., Trenton, NJ 08638. (EOE).

**Southwestern ABC Affiliate** has two openings on engineering staff. One involves assisting in maintenance of Harris remote controlled transmitter installation, along with other general maintenance. Strong background, either through experience or training, required. Second position open in general studio operations and maintenance. Experienced or recent tech school graduate. Send resume to Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125.

**Maintenance Engineers.** KMGH-TV, a McGraw-Hill station affiliated with CBS in Denver, Colorado, seeks skilled maintenance engineers to work in our maintenance department. Responsibilities include maintenance of a large ENG facility, studio equipment, or RF systems. Qualified applicants should have a strong maintenance background, familiarity with state of the art equipment, and knowledge of FCC rules and regulations applicable to technical standards and procedures. A First Class FCC license is highly desirable. Salary commensurate with experience. Send resume to Kent Gratteau, KMGH-TV, PO Box 5007, Denver, CO 80217. 303-832-7777. An Equal Opportunity Employer, M/F.

**Director of Engineering:** Wanted for production oriented PBS affiliate. 3-5 years' experience in engineering management. Experience in technical operation with emphasis on production and maintenance. Salary commensurate with experience. Send resume to WETA-TV, P.O. Box 2626, Washington, D.C. 20013. Attn: N. Simmons, Personnel Dept. EOE/AA.

**Innovative Corporate Engineering Manager** wanted by growing group broadcaster and cable operator based in Salt Lake City, Utah. Applicant should have a BSEE plus 3 to 5 years' experience in design and construction of television facilities and related operations. Position reports to Director of Corporate Engineering with the primary responsibility of design, specification, and implementation of a wide range of projects dealing with various broadcast entities. Salary based on qualifications and experience. For further information contact Ira Goldstone, Director of Corporate Engineering, KUTV, Kansas State Network, 801-973-3055 or 973-3217. EOE.

**Working Chief Engineer** wanted for UHF Network affiliate in Palm Springs. Excellent salary. Maintenance capability of xmttr and studio equipment required. Living conditions unexcelled. Call John Conte, General Manager, KMIR-TV, 714-568-3636. EEO Employer.

## HELP WANTED NEWS

**Assignment Editor.** Taking applications for the position that requires someone with good news sense, a motivator, one who works well with people and is keen on logistics. Contact: Jerry Howard, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. E.O.E.

**News Director.** Top 100 Southeastern ABC affiliate seeks News Director with previous news management experience. Please forward resume including salary requirements and news philosophies to Box R-40, EOE.

**Co-Anchor** to replace solid reporter heading for major market. We are a Midwest medium market net affiliate dedicated to professional broadcast journalism. Also seeking qualified producer candidates. Resume and salary requirements to Box R-28.

**We're on top** and plan to stay there. We are looking for a weekday co-anchor who can give us the strength and stability we need to continue our leadership in this market. We're located in a modern Southern city with space and high-tech industry. Lake and mountain recreation areas. Women and minorities encouraged to apply. If interested; please send tape, resume and references to: Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801.

**Meteorologist** for Midwest medium market station. Exceptionally strong weather commitment. Equipment includes Nafax, Service A, NOAA wire, computer-driven graphics system, dial-up radar. Previous on-air experience and a degree in meteorology required. Write Box R-29.

**News Reporter.** KTSB Television is seeking a strong journalist to cover a hard news beat. We need a self-starter who is willing to dig. Send tape and resume to Bob Totten, News Director, KTSB-TV, Box 2700, Topeka, Kansas 66601. An equal opportunity employer.

**Sunbelt Medium Market leader** is looking for a strong co-anchor who knows how to relate to the audience. If you think you are a cut above the rest of the crowd, please send a resume to Box R-31. Women and minorities are encouraged to apply.

**News Reporter wanted** for medium market ABC affiliate. Two years television news experience required. Must be able to shoot and edit video tape. Send resume and salary requirements to: Box R-25. Equal Opportunity Employer.

**KBTU, Denver**—weekend sportscaster wanted. Responsible for all weekend sportscasts and weekday sports reporting. Send tapes and resumes to Tom Kirby, KBTU, Box 5667, Denver, CO 80217. KBTU is an equal opportunity employer.

**Looking for top talent** who can write, report and anchor. Send tapes only... no phone calls. KFMB-TV, PO Box 80888, San Diego, CA 92138, attention: Jim Holtzman. EOE.

**Sunbelt station** seeks aggressive street reporter with personable on-air weekend anchor ability. Be member of team that aims to win -70's market. Experience necessary. Apply to Box R-37.

**Top 10 Southwest market** looking for superior general assignment reporter. Must be idea-oriented, highly visible in stories, and an outstanding writer 3 to 6 years' experience. Send tape and resume to: PO. Box 50429, Dallas, Texas 75250. EEO Employer.

**Weekend Anchor/Producer** for Wichita's leading news organization. We're content-oriented, looking for a professional journalist with excellent delivery, writing, production and reportorial skills. Experience and college degree req'd. Send tape, resume & references to Robert Cohen, Exec. N.D., KAKE-TV, P.O. Box 10, Wichita, KS 67201. No phone calls until we've seen your tape, please. EEO & affirmative action.

**Meteorologist.** We have the tools. You must be experienced and accurate in challenging 100 plus Eastern Midwest market. Resume and salary requirements to Box R-71. EOE.

**Assignments Editor.** Top 50's CBS affiliate looking for an A.E. who is creative, a good detail person and a strong writer and copy editor. Street reporting experience required. Resumes to Jay Moore, N.D., WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. An equal opportunity employer.

**Sports Director:** In charge of all sportscasts and anchoring sports Monday through Friday at 6:00 and 10:00 PM. Will host several sports shows. Degree and previous experience as sports reporter and director required. Salary and other benefits open. Mail resume and tape to: EEO Officer, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602. Equal Opportunity Employer.

**Sports Anchor-Reporter.** Solid, distinctive journalist to anchor and report sports. Major market. Network affiliate. Equal opportunity employer, M/F. Resume to Box R-52.

**Number One Station** in Oklahoma's energy belt looking for weekend anchor/reporter, wk. producer/assignment editor, and reporter. Candidates must be authoritative, imaginative, and aggressive, with at least 1-2 years' experience. Contact: Nick Lawler, News Director, KOCO-TV, Box 14555, Oklahoma City, OK 73113. An EOE Employer.

**Denver News Producer.** Network affiliate. Minimum experience: 3 years major market, solid journalist, latest production techniques, live bureaus, helicopters. Have tape and your critique ready to send on request. Resume, references to Box R-48.

**One Reporter** and one photographer needed immediately to join the staff of a growing news operation in a Southern capital city. Broadcast degree and two years' experience needed, along with the ability to do more than the obvious to deliver a high quality news product. Self-starters only, no beginners. Send tape, resume, references to: Jack Holgate, News Dir, WJTV News, Box 8887, Jackson, MS 39204. WJTV is an equal opportunity employer.

**News Producer/Director.** Top 10 market West Coast TV station is looking for an experienced and aggressive news producer and also a creative Director. Send resumes to Box R-80.

**Broadcast Meteorologist Wanted:** to join staff of Weatherdata, Inc., in Wichita. Duties would include on-air weathercasts for KARD-TV and the Kansas State Network, on-air weathercast for our radio clients, and specialized forecasts for industry. Must have television and radio experience. Excellent salary and benefits, plus the opportunity to work in one of the most sophisticated weather facilities in the nation. Send tape and resume to: Mike Smith, Weatherdata Incorporated, 833 North Main St., Wichita, KS 67203. EOE.

**Weatherperson.** WFRV-TV, Green Bay, needs a weather personality. Strong presentation a must. We have computer graphics and color radar. EEO. Rush tape and resume to: Ray Wilck, News Director, WFRV-TV, Box 1128, Green Bay, WI 54305.

**Reporter.** We are looking for a distinctive professional to join an aggressive, talented team. Equal opportunity employer, M/F. Resume and tape to: Andrew Fisher, News Director, WAGA-TV, Box 4207, Atlanta, GA 30302.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Traffic:** Looking for a strong, experienced number two. Individual must have working knowledge of Bias, and preferably Independent TV experience. Salary: \$20,000. Send resume to Box P-139.

**U of Alaska Center** for Instructional Telecommunications: Operations Manager: Responsible for daily operation of Learn/Alaska Instructional TV and audio conferencing networks; develop and maintain system for monitoring, evaluation and maintenance of technical performance of the two network receiving sites statewide; coordinate dept. activities with other units and functions; administer budgets. Applicants must have experience in the supervision of personnel, budget development, and administration; demonstrated knowledge of TV and audio systems and their operations. Extensive experience in broadcast or cable TV and audio conferencing is desired (ops. mgr. level). Producer/Director: Write, produce, direct & edit instructional and public service film, TV, audio & photo programs and materials. Must have extensive knowledge of production techniques, treatment, script & storyboard formats, TV camera operation, audio & editing operations, production facilities mgmt. procedures and experience in media productions for rural audiences. Submit resume to Personnel Director, Community Colleges Rural Education & Extension, 2221 East Northern Lights Blvd. Rm. 135, Anchorage, AK 99504. AA/EEO. Resumes must be received by Feb. 26, 1982.

**Producer/Director.** Sunbelt station, good equipment, good people, fun place to work. 2 years experience as a Producer/Director of programs, commercials and news required. Send resume and salary history to: Box R-34. EOE.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Senior Producer**, associate producers. Top 10 network affiliate is creating a live, competitive morning program, with studio audience, as a major station commitment requiring qualified, experienced production staff. If you have a solid background in television production, extensive experience with morning programs, and desire a super challenge, send your resume. You are not applying for your own job. This is a new program. The box number keeps our competitive plans a secret. All replies are held in confidence. If you are really good, this may be the opportunity you're seeking. Send resume to Box P-159. An Equal Opportunity Employer.

**Promotion Director**. Work hard on a winning team and play in the mountains, too. If you've got enthusiasm and ideas, the ability to develop those ideas from concept to finished product in all media, send resume, writing samples and tape to: Lee Johnson, WTVF, 410 W. Sixth Street, Chattanooga, TN 37402. EOE.

**WWL in New Orleans** needs an on-air promotion person capable of producing aggressive first-rate news promotion spots. This is not an entry-level position. Must work well under deadlines and have a reel to prove your talent. Please send resumes and reels to Linda Akin, WWL-TV, 1024 N. Rampart St., New Orleans, LA 70176. EEO-M/F.

**Resumes Wanted:** producers, photographers/ENG editors, reporters. If experienced, send resumes to Roy Martin, News Director, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009.

**Staff Attorney**. WGBH-TV seeks attorney with one year relevant experience for in-house position. Emphasis on drafting talent, production, and distribution agreements and on administration of talent union contracts. Salary: \$16,500. Send resumes to: WGBH-TV, Personnel Department (A-118), 125 Western Avenue, Boston, MA 02134. Deadline: February 22, 1982. An Equal Opportunity Employer.

**Research Director** for WHA-TV. Primary responsibility for planning, coordinating and conducting research projects for programming, membership, development and marketing for the Friends of Channel 21, Inc. and WHA-TV. Qualifications: Strong background in marketing research, statistics and computers; demonstrated ability in project management; professional work related to television or marketing research desired; familiarity with marketing research procedures. Knowledge/experience in public broadcasting desired, but not essential. Bachelor's degree in Marketing, Marketing Research, Economics, Social Science or Communications Research. Master's degree preferred. Position available April 1, 1982. Salary: \$20,000. Closing date: March 5, 1982. For position description contact: Kathy Dickerson, 608-623-2114, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

**Executive Producer**. Top 10 network affiliate needs experienced, creative, aggressive, organized, production-oriented person to assume responsibility for all local programs (excepting news) and production staff. All replies are confidential, so if you're a really experienced producer and/or director or an exec elsewhere who needs a new challenge, this may be the opportunity that's just right for you. Send resumes only, and quickly, to Box R-79. An Equal Opportunity Employer.

**Television Program Director**. One of America's most prominent groups has an opening with Sunbelt CBS affiliate. Successful self-starter with good television experience (not necessarily programming), sound educational background and knowledge of FCC R&R. Candidate needed to replace incumbent, moving to a top twenty market. Write Box R-86.

**Director/Producer**. Southwest Florida NBC affiliate seeks highly creative individual with 2 years' experience in producing, directing and editing commercial and promotional productions to join Creative Services Department. 1" editing experience a necessity. Strong background in remote and studio production required. E.O.E. Send resume, tape and salary requirement to Creative Services Dept., WBBH-TV/20, 3719 Central Avenue, Fort Myers, FL 33901.

**Producer/Director:** U of Alaskas Center for Instructional Telecommunications—Write, produce, direct & edit instructional and public service film, TV, audio & photo programs and materials. Must have extensive knowledge of production techniques, treatment, script & storyboard formats, TV camera operation, audio & editing operations, production facilities mgmt. procedures and experience in media productions for rural audiences. Submit resume to Personnel Director, Community Colleges Rural Education & Extension, 2221 East Northern Lights Blvd. Rm 135, Anchorage AK 99504. AA/EOE. Resumes must be received by Feb. 26, 1982.

**Manager of Advertising** and outreach. Primary responsibility for planning and execution of all print and commercial radio advertising for WHA Radio and Television, the development of outreach publication and special promotion activities. Qualifications: Demonstrated ability to manage and develop creative projects through all production stages; writing and editing skills and knowledge of graphic design as it relates to print advertising required; three years' full time professional experience in print advertising, editing and writing publications and publicity. Bachelor's degree required. Position available March 15, 1982. Salary: \$17,000. Closing date: March 1, 1982. For position description contact: Kathy Dickerson, 608-263-2114, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

**Broadcast Opening:** Position open at University of Idaho Information Services to produce news and feature television and radio releases. Must have bachelor's degree in relevant field and experience writing, videotaping, producing and editing broadcast materials. Salary about \$17,000. Application deadline March 1. For more information contact Sandra Haarsager, University of Idaho, Moscow, ID 83843. UI is an AA/EO employer and educator.

**Oklahoma State University**, Department of Agricultural Information, is presently accepting applications for Senior Broadcast Coordinator. Applicant should possess a high degree of skill in both radio and television. Requires skill in broadcast news judgment, writing and narration. This individual will produce news, special features and educational documentaries for consumer and agricultural audiences. Must develop and maintain awareness of media needs in the state and region; must be able to travel. Minimum qualifications are a Baccalaureate degree and three years demonstrated skill in electronic media. Salary commensurate with education and experience. To receive full consideration, resume and samples of work should be received no later than March 1, 1982. Submit to: Charles N. Voyles, Agricultural Information Department, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an Affirmative Action/Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager** with 28 years' experience. Outstanding credentials, strong sales background, history of successes. Experienced in all phases of broadcasting. Available immediately. Box P-179.

**Available immediately:** John Radeck—former president and GM, WJBF-TV, Augusta, GA; KESQ-TV, Palm Springs, CA. Outstanding record in profitability, leadership, community involvement. Phone 714-323-5814.

**GM-GSM** Available immediately. GSM wanting to move up. 22 years' experience. Know all phases of operations. Sales, budgeting, bottom line. Box R-55.

**Al Hollander**, Program Director of WABC-TV and WCAU-TV, Executive Producer, has cable and advertising experience, now consultant to small and blue chip clients, available for consulting, or staff. 609-924-5034, 30 Mulberry Row, Princeton, NJ 08540.

## SITUATIONS WANTED SALES

**TV/Radio Salesman**, Experienced New York broadcast sales; Current TV rep-Top 15 markets (rep closed), 12 years TV rep, 13 years N.Y. station radio sales/sales mgr. Seeks broadcast time (or related) sales position in New York. Can supply N.Y. office at no cost. Can travel. Superior references. Box R-74.

## SITUATIONS WANTED TECHNICAL

**FCC School graduate** looking for first job. Young, ambitious, and ready to learn. Available now. Willing to relocate. 3376 Sheri No. C, Simi, CA 93063. 805-527-9542 or 805-526-0221, Dan Neubauer.

## SITUATIONS WANTED NEWS

**Broadcast meteorologist**—5 years' experience—AMS Seal of Approval. Looking for station which considers weather important. Excellent visuals and delivery. Experienced in radar and satellite interpretation, and electronic graphics. Have presented many weather-related PR talks. Contact Vince Miller at 515-827-5002.

**TV Meteorologist** seeks full-time position. Dynamic personality, on-air experience at Northern Illinois University. For resume, tape contact: Don Chilo, 815-756-9101.

**News Director** or Executive producer. Seasoned pro with extensive administrative background, ready to improve your market position through creative, community-oriented newscasts. Call 815-962-1114.

**12 years TV weathercasting**. Certified, National Weather Association. 16 years TV reporting with many awards. Excellent credentials. 307-635-0186.

**NYC Assignment Editor** newswriter seeks any media position in metro N.Y. On air background/degree. Available immediately. Box R-77.

**Telegenic!** Former NY DJ seeks on-camera cable spot in metro NY. Articulate & creative. Knows news, music, various sports, etc. Contact E. Favaro, 775 Concourse Village East, Bronx, N.Y. 10451.

**TV Meteorologist**, energetic and upbeat, looking for major or top medium market. Write Box R-87.

**New Challenges** sought by reporter. 2-plus years TV, 5 years radio. co-anchor, weather experience. Degree. Self-starter. Jay, 607-785-8128.

**Small Markets**. Radio News Director, Attractive, articulate female seeks reporting job. Good writer, real go-getter, journalism degree. Will relocate. Write Box R-72.

**Creative, intelligent newswoman** with high credibility. Solid experience in science, medicine, environment, consumer affairs, investigative or general assignments. Prefer Northeast. Tape and resume available. Write Box R-90.

**Meteorologist**—aggressive, accurate, AMS seal, 4 years' medium market broadcast experience. If you need a knowledgeable professional, call "Weather Will" now! Don't settle for less! 414-497-0200.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Director/Producer** with 4 years' experience directing and switching news, sports and commercials, some management experience. Looking to relocate with station providing opportunity for advancement in both hands on production and management. Box R-1.

**Energetic production person** with 6 years' experience looking for a challenge. Camera, lighting, Compositor I, etc., ranging from small studio to large multi-camera remotes. I'll move almost anywhere. 602-242-1728, Ken Mertz, 1780 W. Missouri E-34, Phoenix, AZ 85015.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Regional Field Engineer**. Microband, the leading MDS common carrier, is looking for professional people who like a challenge and traveling. We offer fully paid travel expenses, major medical benefits, incl. dental coverage, and an opportunity for advancement. Candidates must have either a first, second or general FCC license; knowledge of MATV, video, television transmission and microwave. Qualified candidates may send resume to Microband of America, 655 3 Ave., New York, NY 10017. Attn: A.D. Scudiero. An equal opportunity employer, m/f—no agencies. A Tymshare subsidiary.

## HELP WANTED NEWS

**Programming Director**—Growing, aggressive central New Jersey newspaper publisher seeks hard-working, hands-on person with local programming experience to headup news programming effort on local cable system. Must be a doer and leader. Job requires using studio and remote equipment. Ability to edit, develop programming, and advertising a must. Successful applicant to work with newspaper staff. Good company to work for. Fine location. Benefits. Send resume and salary requirement to Box R-19.

## HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**Fellowships Available.** The California Public Broadcasting Commission is now accepting applications for its Fellowship Program. Selected applicants will receive management and professional training for one year at California public radio or television stations. The program is open to California residents. Minorities are especially encouraged to apply. The application deadline is March 15. For more information, contact: Fellowship Program, California Public Broadcasting Commission, 915 Capitol Mall, Suite 235, Sacramento, California 95814. 916-322-3727.

**Graduate Assistantships**—TV Production Interns. 12 positions, 20 hours/week. Serve as teaching assistants, crew, and working support in photographs, graphics, traffic, staging/lighting; some producing/directing; work on ITV and air productions. Requires: BA and acceptance into MA/MS program. \$3500/9 months. Possibility of tuition waiver. Sept. 1982. Dr. Robert C. Williams, Chairman, Dept. of TV/Radio, Brooklyn College, Bedford Ave. and H, Brooklyn, N.Y. 11210.

**Information Specialist,** Radio and TV. Responsible for complementing general university information efforts. Bachelor's in journalism and one year's full time experience required. \$15,600 minimum, with liberal benefits. Send application to David L. Lendt, 116 Morrill Hall, Iowa State University, Ames, IA 50011. Applications deadline: Feb. 22.

## HELP WANTED INSTRUCTION

**Communications:** Stephens College, a private women's college, invites applications for Communications Department Head. This is a nine-month tenurable position with competitive salary and benefits for qualified candidate. Ph.D. or ABD preferred in discipline relevant to broadcast and print media. At least three years in teaching and some administration in addition to at least three years in professional broadcast and print positions are required. Submit vita, four letters of recommendation, and official transcripts no later than March 15, 1982, to Dr. Lyndon Preston, Communications Department, Stephens College, Columbia MO 65215. Stephens College is an Equal Opportunity/Affirmative Action Employer.

**Youngstown State University** seeks instructor to teach courses in Speech Communication, Television Announcing & Broadcast News. Ph.D. in Speech/Mass Communication (Telecommunications) with commercial broadcast & teaching experience desirable. Master's Degree considered. Nine month salary commensurate with education and experience. Summer school teaching may be available. Candidates for this position will be expected to teach introductory courses in Speech and Telecommunications, also courses in Broadcast Operations & Programming and Television Production. Send letter of application with vita, transcripts, and three letters of recommendation to: Dr. Daniel J. O'Neill, Chairman, Dept. of Speech Communication & Theatre, Youngstown State University, 410 Wick Avenue, Youngstown, Ohio 44555. Application deadline: March 12, 1982. Youngstown State University is an Affirmative Action/Equal Opportunity Employer.

**Sioux Falls College** needs assistant/associate professor to supervise media communication major; teach 3 courses each semester in radio, TV, media communication theory; supervise FM station. M.A. required; Ph.D. preferred. Salary: \$14,000-\$19,000/9 months. Begin June or Sept., 1982. EO/AA employer. Apply by February 26, 1982, to: Dr. Edgar Harvey, Chairman, Humanities, Sioux Falls College, Sioux Falls, SD 57101.

**Mass Communication.** Graduate faculty position available Fall, 1982. Duties: teach graduate and undergraduate courses in film and journalism, advise students, direct theses, and participate in dept. activities. Qualifications: Ph.D., professional experience, and scholarly potential. Rank: assistant professor (tenure track); salary \$15,500-\$23,000. Opportunity for summer and evening teaching for additional remuneration. Minorities and women are encouraged to apply. Send curriculum vitae and letters of recommendation by April 5, 1982, to: Dr. Irene K. Shipman, Chairperson, Dept. of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An Equal Opportunity/Affirmative Action Employer.

**Broadcasting.** Tenure-track Assistant Professor. Begin Sept. 1, 1982. Salary competitive. Teach R-TV news writing, ENG news production, basic TV production, intro to R-TV, commercial writing and other courses you choose. Required: Ph.D. (or assured), solid interest in teaching, research, advising. Desired: industry experience. Apply by March 15 to: Dr. Barbara Moore, Search Committee, Broadcasting Department, University of Tennessee, Knoxville, TN 37996-0323. UTK is EEO/Title IX/Section 504 Employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Wanted:** New and used transmitter tubes. MHz Electronics, 2111 West Camelback Road, Phoenix, Arizona 85015. 602-242-8916.

**Western Electric Equipment:** mixers, microphones, drivers, speakers, horns, amps, tubes, others. 213/576-2642, David Yo, Box 832, Monterey Park, CA 91754.

**Instant Cash for Broadcast Equipment:** Urgently need: Transmitters, AM-FM-TV, Film Chains, Audio Consoles, Audio-Video Recorders, Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**\$500 Reward for UHF Transmitters:** For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

**Equipment Wanted:** Four, six, or eight Bay Batwing Antenna on Channel 8 with 3 1/8" input fittings. Must be capable of handling average input power of 20 kW. Contact: E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or phone 702 452-2060.

**Wanted:** IJC 3D cart machines. 313-285-9700.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA, 2 yrs. old on-air. M. Cooper 215-379-6585.

**Revox PR-99** New 2 track reel to reel tape deck list \$2,095 sale price \$1,750 Transcom 215-379-6585.

**RCA TK 27 chain,** TP-15 multiplexer, TP-8 slide projector, TP-66 16 mm projector. Beston controls—\$24,500.00. International Cinema Eq. Co., 6750 NE 4th Ct, Miami, FL 33138. 305-756-0699.

**Eastman CT-500** 16mm projector, 286 hrs since new, \$10,500.00. International Cinema Eq. Co., 6750 NE 4th Ct, Miami, FL 33138. 305-756-0699.

**50KW AM:** Continental 317B(1965); also Harris BC-50C(1969)—Call M. Cooper, 215-379-6585.

**FM Transmitters for sale:** 1KW McMartin(1976), RCA-BTF3B, 5D, 10D, CCA 12000E(1978), Collins 831-F2(1977). Call M. Cooper, 215-379-6585.

**AM Transmitter:** Gates 250-GY 250 watt, TFT Model 732 Modulation monitor, McCurdy prewired jackfields, Harris turntable preamps, Equipment rack. Call Steve Gordon, WOJO Radio, 312-869-8900.

**Buy a TV Station.** We closed down. No transmitter, no tower. Everything else, connected and operating. Cool and clean building. Complete studio, Kliegl Lights, American Scenic curtains, studio and master controls. Switchers. Self-contained VTR truck, JVC and two Phillips cameras. Also: Quads, two film islands, international microwave, six JVC recorders, two editors, Mosley STL, monitors, scopes, wave form monitors, Tektronics, three GE cameras, spare parts for everything, buy paper clips, furniture, shelving, art dept. everything. Call 512-687-5206 for inventory, 9 to 5. \$350,000, cash. Bargains don't last. Catch a jet, bring a check, all sold as one unit. FOB McAllen, Texas.

**Used Equipment Bargains:** RCA TT-10AL 11KW Transmitter; RCA TT-25BH Driver & Amplifier, complete package. RCA TT-35 CHW/Driver & Diplexer just removed from service; GE 4TT55B-2 100 Watts Ch. 32, Solid State Driver, Tube Final, A-1; 3-1/8" and 6 inch transmission line, with fittings and hangers; GE PE-240 film Camera with Eastman multiplexer, Projectors; CBS 500B TBC; Envirozone Air Filters; Chyron III Character Generator; 12 to 15 fonts; Utah Scientific 20X20 AFV routing switcher; Collins 2.5kw FM model 831 D/310Z-2 4 years old, low time; Gates FM18, with 3 yr. old Sparta SS Exciter; ADC 12X4 AFV routing switcher, good condition. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Remote Production Cruiser:** Beautiful Crown Chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel and drive train, good tires and brakes, reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/ effect, 3X2 GE Audio, well designed & professionally built. Other cameras available if preferred. \$130,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Ultimate Video Matting:** Makes Chroma Keyers Obsolete. Seeing is believing! Ultimate-4 \$13,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

**EFP Production Van:** Ford Square-Van, like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" Editing pkg; port 3/4" VCR; CVS 504 T.B.C. w/ noise reduction; 3M-1114 sw'r; 3MD3000 c. gen; complete 8-in. audio dispatching-monitoring; custom platform and AC Generator. In service now, excellent condition. Call Ray LaRue, Quality Media, 800-241-7878. In GA, 404-324-1271.

**VTR's:** RCA TR-70, Full Cavec, SS Rec Amps, DOC, \$22,000; RCA TR-60 Record Units, Lowtime, \$8,000; Ampex, 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, \$22,000; Ampex VR 3000 with metering and charger, \$9,500; IVC 870, \$500. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Color Cameras-New:** Thompson-CSF, Ikegami, Panasonic; Used:(2)RCA TKP45, like new-little used; (2)Norelco LDH-1, GE PE-350; (4) GE TE 201, Good Operating Condition; (2) Ampex BOC-10, 1 year old, like new; Hitachi SK-80, 12:1 Real Nice; Hitachi 1212, Studio Accessories, Good Condition; (2) Ampex BCC-1, Studio Cameras, Good Condition; Hitachi SK-70, 17:1, Fully Equipped; Hitachi, FP-1011SU, 10:1 Lowtime; Hitachi, FP1020/JVC 2600 Battery Belts Charger-AC Supply 100 hrs. total. Toshiba/GBC CTC-7X, Mimicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Broadcast Gear-New:** Bogner Antennas; CSI, Wilkenson AM-FM Xmtrs; LPB Mixers; Marti-STL; Microtrak Consoles/Equipment; Otari Recorders; Phelps Dodge Antennas. Feedline; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media 800-241-7878. In GA, 404-324-1271.

**Videotape Editing System.** Two Sony BVU-200 broadcast editing U-matic videocassette recorders. These VTR's include separate time code track, frame lock servo, and standard broadcast audio levels and impedance; one Sony BVE-500A broadcast standard automatic editing console unit. \$15,000 or best offer. Television character generator: 3M Datavision Model D-3016. A self-contained character generator featuring high resolution character display and two video channel outputs. The D-3016 can store and selectively display 16 pages of text. \$4000 or best offer. Contact: National Video Industries, 15 W. 17 St. NY, NY 10011. 212-691-1300.

**FOR SALE EQUIPMENT  
CONTINUED**

**Channel 10 Transmitter Package:** 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna. \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media, 800-241-7878. In GA, 404-324-1271.

**Low Power TV Packages:** New EMCEE or TV Technology Corp. Transmitters; complete Video Packages Supplied and Installed; Consulting Services. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

**Trade In Your Old TBC:** On the New Microtime T-120. Up to \$2,500 Trade-in on your old, useable Time Base Correctors. Other Models available also. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, call 404-324-1271.

**Three RCA RT-27** Cart machines, one BA-27 record amp. New heads, belts. \$950.00 313-285-9700.

**CMX-50** video editing system (3/4" off-line) for sale. Snazelle Films, San Francisco, CA 94102. 415-431-5490, Stuart Bass.

**Complete on-air studio;** 3 years old; excellent condition, Ampro AC85 Board, SP10 Technic TT. M/Cro Track Tone Arms, Stanton Pre-amps, Monitor Speakers, Mike Boom, Russco Station Monitor, records/carts/equipment cabinets in matching walnut. Can be seen in operation, or call Ron Aughinbaugh at 216-385-1490.

**Sony-video recorder** 2860A-S4,200. Excellent condition. Video player 2260. \$3,000. Excellent condition. Call 516-826-2735.

**RCA UHF Pylon,** TFU24DM, ch. 49, 12.5 KW, less deicers, removed 7/81. Contact George Molnar, WIPB, 317-285-4771.

**Remote Truck**—3 Philips LDK-11's and 1 JVC KY2000, Grass Valley sync, Tektronix monitoring, ISI SEG w/chroma key, downstream keyer, 3M C.G. w/1,000 page memory, RCA quad, Altec audio, 2 Onan generators, extras. Good condition. Priced to move. H.S. Productions, Inc., 312-972-0078.

**Helicopter Eye** in the sky at 1/2 the cost. 1981 Hughes 300 C ENG helicopter with live microwave capability, plus extras. Available immediately, for sale or lease. Ni-Cad, Inc., South Bend, IN 219-287-5905.

**Used Utah Scientific CAV-7** series audio/video routing switcher 20/20. Features vertical interval, audio breakaway, automatic status, two/wire control, compact. 15 inches rack space. Telephone 213-467-1437.

**COMEDY**

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed Again!** Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Comic Relief.** Just for laughs. Bi-weekly. Free sample, Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

**MISCELLANEOUS**

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**Bingo Newsprint Cards** personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

**Low Power Television** application manual, \$25.00. Monthly magazine, \$50 yearly. Printout, applications to date, \$15. Crash course, Washington D.C., Feb. 6-7, \$100. Lo-Power Television Publishing, 7432 E. Diamond, Scottsdale, AZ 85257. 602-990-2669.

**Need audio tape** or information from Washington? Got you covered! Tape, transcripts, leg work for upcoming press conferences, demonstrations, briefings. Berns Bureau, Box 23067, Washington, D.C. 20024. 202-484-1840.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

**RADIO PROGRAMING**

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

**Mr. Memory** - Big bands. Vocalists. Showtunes. 3 hours weekly. Audition—write: Reel Radio, Dunkirk, MD. 20754-0213.

**Radio and TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

**Jazz and Big Band.** Two new hour long series—"World of Jazz" and "Nostalgia Ballroom". Hosted by the authority himself—Dick Wright. Demo: MVR, Inc., Box 2492, Shawnee Mission, KS 66201.

**CONSULTANTS**

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**RADIO  
Help Wanted Sales**

**Help Wanted Management**

Because of the outstanding recognition of our marketing concept, resulting in tremendous growth, we have an opportunity for an Account Executive to join our sales staff.

The person we are looking for should have at least 2+ years experience in radio or television broadcast sales...a self-starter, ready to travel, and committed to hard work.

We offer a good starting salary, plus commission and bonuses based on your sales performance.

To learn more about this outstanding opportunity, send your resume and salary history, in confidence to:

**Bill Rivedal  
Sales Manager  
Bridal Fair, Inc.  
8901 Indian Hills Drive  
Omaha, NE 68114**

**OUTSTANDING  
SALES  
OPPORTUNITY**

**As a Regional  
Manager with  
Bridal Fair, Inc.,  
Omaha, Nebraska.**

**SALES MANAGER  
Amaturo Group, Inc.**

One of America's leading growth broadcast groups has immediate opening for goal oriented sales manager. Must have proven "hands-on" local track record. Creative and administrative skills basic. High achievers only with GM potential should apply. Please send resume and letter only to Monte Lang, Executive Vice President, Amaturo Group, Inc., P.O. Box 22900, Houston, Texas 77227. The Amaturo Group consists of radio properties in St. Louis, South Florida and Houston. An Equal Opportunity Employer.

**Help Wanted Announcers**

**FLORIDA CALLING!**

KISS-105 has an opening for a top 40 personality with excellent production ability. No. 1 rated, group-owned, in Florida's young-fun city. Send recent air-check and complete resume to: Kark Kaufmann, Prog. Dir., WYKS, 4908 NW 34th St. Gainesville, FL 32605.

**NASHVILLE, TENNESSEE AREA**

Group operator in current expansion phase looking for one experienced, top-notch salesperson to become a part of our radio sales team. Liberal salary and bonus incentives for the right person. Tremendous growth potential. If you are aggressive and are a good closer, you could be our person. No musicians or songwriters need apply. We are a serious, hard-hitting, results-oriented sales organization. Reply in strict confidence to: Box R-68, EOEMF.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**Help Wanted Announcers  
Continued**

# MAJOR MARKET A/C MORNING DRIVE PERSONALITY

We are a dynamic, adult contemporary major station in a top five market, and we need a bright, strong personality for morning drive. If you are ready to make the jump to a market leader, we offer an incredible opportunity. Qualified candidate must possess tremendous one-on-one technique, known how to use the phones, be clever, witty, not afraid to laugh, and be able to write adult humor. Voices helpful, but not necessary. Salary and fringes are substantial, and we guarantee that you would be one of the highest paid morning personalities in the country. We guarantee confidentiality in your response, and no background calls will be made without your approval. Send resume only to Box R-75.

**Help Wanted Technical**

## CHALLENGING POSITION FOR GOOD AUDIO MAN AT TOP WASH. D.C. AM/FM

Immediate Assistant Chief Engineer opening requiring first class FCC license and min. 1 year broadcast experience. Call and send resume to: Richard Silvera, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816. 201-247-6161.



**A GREATER MEDIA STATION**  
An equal opportunity employer M/F

## TECHNICAL MAINTENANCE SUPERVISOR

Supervises the electronic maintenance of equipment for Instructional Television and the Radio Center. Performs the most complex, as well as some routine maintenance on all electronic equipment. Creates, designs and constructs electronic components. Maintains inventory of spare parts, equipment, catalogs, maintenance manuals, and communicates with all vendors. Functions in the role of a television technician as needed. Requires high school/vocational school education plus several years' experience in television maintenance at a closed circuit or broadcast facility. Prefer educational background in field of electronics. Also, prefer experience with 1/2" and 3/4" videotape recorders, non-broadcast color and black and white cameras, and miscellaneous small format television equipment. Salary \$16,492, plus a comprehensive benefits package. Please submit resume, indicating Ref. No. 121, to:

RUTGERS THE STATE UNIVERSITY  
OF NEW JERSEY

Division of Personnel, New Brunswick, N.J.  
08903  
An Affirmative Action Equal Opportunity  
Employer

**Help Wanted Technical  
Continued**



A southern California major market radio station is accepting resumes for employment in two engineering areas:

- (1) Studio & transmitter maintenance
- (2) Production & board operations

Maintenance persons must have experience with modern AM/FM transmitters and solid state studio equipment. General F.C.C. license is preferred.

Operational persons must have experience with all types of studio equipment, including cart and tape machines, consoles, editing and remote broadcast. General F.C.C. license is preferred.

Please send resume and salary history to:

Doug Rotatori  
ABC- Personnel  
2420 Avenue of the Stars  
Century City, CA 90067  
EOE M F

**Situations Wanted Announcers**

### OWN YOUR MORNING MARKET

AM Drive Communicator, relevant and enjoyable approach incorporating basics, phones, humor geared to your market. Community involvement, major market success in AM drive and programming. Currently employed and succeeding. Call 609-397-8318.

**Situations Wanted Management**

### EXPERIENCED GENERAL MANAGER

Looking for station owner who wants to keep costs down and get sales up! Twenty years' experience in station management, sales, financial planning, programming and engineering. Presently employed as GM on West Coast. Seeking long term association with station in Washington, Oregon or California. Let's talk. 209-723-1977 or reply to Box R-66.

## TELEVISION

### Help Wanted Management

#### MANAGER, STUDIO OPERATIONS TOP TWENTY MARKET, SUNBELT

Top station in exciting southern city has immediate opening for Manager, Studio Operations in Program Department. Responsible for planning, directing and controlling all activities of production department with specific responsibility for the quality of our on-air look. Includes supervision of 20+ production personnel. Will be overall creative director of all local production (emphasis on news & sports), and will coordinate local production efforts between program, news, engineering, sales and promotion. Minimum 5 years' production experience with background in news and live sports. Proven ability to manage and motivate people. Send resume to R-62.

#### SATELLITE PROMOTION MANAGER

CNB Satellite Network has an immediate opening for a promotion manager with proven management and creative skills in broadcast promotion or advertising. This person must have at least three years' experience and be able to supervise a promotion department in multi-faceted promotion activities, including advertising campaigns, co-op advertising, budgets and on-air promotion activity. This person must be a college graduate with strong writing and oral communications skills and promo production experience. Familiarity with cable TV helpful, but not mandatory. Please send resume with references and salary history to: CBN Personnel Dept., CBN Center, Virginia Beach, VA 23463. CBN is an equal opportunity employer.

**Help Wanted Sales**

### NORTHEAST REP WANTED

By Top TV syndication company  
Syndication experience preferred,  
but not necessary. Extensive travel  
required. Reply to: Box R-15. Equal  
Opportunity Employer.

### Help Wanted Programing, Production, Others

#### AUDIO PRODUCTION WIZARD

Can you create sound images that communicate? Hubbard Broadcasting offers a creative atmosphere and the challenge to grow and make it better everyday. If you can produce new, different, provocative product, we should get to know each other. Send tape examples and resume to:

Robert Oaks  
Hubbard Broadcasting, Inc.  
3415 University Avenue  
Minneapolis, MN 55414  
Equal Opportunity Employer

**HUBBARD BROADCASTING, INC.**

## METEOROLOGIST

To join superb forecasting team. Strong on-camera skills. Equal opportunity employer, M/F. Major market. Resume to Box R-51.

## ANCHOR/ REPORTER

Excellent journalist. Excellent Anchor. Major market. Equal opportunity employer, M/F. Resume to Box R-53.

## GENERAL ASSIGNMENT REPORTER

Top 10 Market CBS Affiliate, WNAC-TV, is interested in interviewing an on-air reporter bilingual in Spanish/English, and who possesses intimate knowledge of multi-cultural community contacts and activities. Qualified candidate will contribute to weekly multi-cultural news program. At least 2-3 years TV news reporting experience required and a degree in Journalism preferred. Send resume and tape to News Director, WNAC-TV, RKO General Broadcasting, Inc., RKO General Building, Government Center, Boston, MA 02114.



An RKO General  
Television Station

An Equal Opportunity  
Employer M/F/H/Vets

① CBS Affiliate

## JOIN CHANNEL 20 IN HOUSTON

We need experienced television broadcast professionals with a minimum of 5 yrs. experience who want the challenge of building the new exciting Channel 20 serving the Houston market. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its successful operations in Dallas to Channel 20 in Houston. If you want to be a part of the original team in this innovative Houston venture, please write to: Milton Grant, Channel 21, Inc., 1712 E. Randol Mill Road, Arlington, Texas 76011. Opportunities are available for: Chief Engineer, Studio and Transmitter Supervisors, Engineers, Program Director, Operations Manager, Executive Secretaries, Traffic Manager, Promotion Manager, Production Manager, Business Manager, Accounting Personnel, Art Director. All contacts will be strictly confidential. Equal Opportunity Employer.

## TV REPORTER

Northeast network affiliate seeking general assignment reporter. Must have minimum two (2) years' experience and ability to work with live remotes. Salary negotiable. Resume required. E.O.E. Write Box R-56.

## ALLIED FIELDS Help Wanted Technical

## Service Engineers

The Sony Broadcast Company currently has highly visible career opportunities available in its Atlanta, GA and NY/NJ offices for two (2) Service Engineers. The selected candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. A BSEE or relevant experience is preferred. Sony offers a competitive starting salary and comprehensive benefits which include company-paid dental, pension and profit sharing. For prompt consideration, please forward your resume to: Mr. Carlo Severo, Manager, Eastern Region-Broadcast Service Engineering.

Sony Corporation of America  
Sony Broadcast Company  
47-47 Van Dam Street  
Long Island City, NY 11101

An Equal Opportunity Employer, M/F/H

# SONY®

## NEW CAREERS IN FUTURE TECHNOLOGY GROUP W SATELLITE COMMUNICATIONS

The technological leader in satellite communications is offering excellent career opportunities to broadcast maintenance engineers. As a diversified satellite communications company, we have openings for maintenance engineers experienced in studio installation, studio maintenance, ENG/EFP maintenance, and satellite earth station maintenance. G.W.S.C. offers excellent compensation and benefits programs. Begin your career in the future now by sending your resume and salary in confidence, to:

GROUP W SATELLITE COMMUNICATIONS  
41 HARBOR PLAZA DRIVE  
PO. BOX 10210  
STAMFORD, CT 06904  
ATTN: BILL JOHNSTON,  
MANAGER, TECHNICAL OPERATIONS  
G.W.S.C. IS AN EQUAL OPPORTUNITY  
EMPLOYER, M/F

## SPECIAL NOTICE

Due to holiday Monday, February 15, the deadline for classified advertising for the issue of February 22 will be:

# FRIDAY, FEB. 12

This Publication  
is available in Microform.

University Microfilms International  
300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

## INTERNATIONAL OPPORTUNITY AUDIO VISUAL

The King Faisal Specialist Hospital and Research Centre has current openings in its Audiovisual Department for a Chief TV Engineer and a Producer/Director. The AV Department is responsible for the educational and television needs of the Hospital's employees and their dependents. The Hospital, a 250 bed acute care referral facility, is located in Riyadh, Saudi Arabia. Requirements: (1) Chief TV Engineer: BSEE, 8 years' related experience (2 as supervisor) in the design and maintenance of CCTV systems and other AV equipment. (2) Producer/Director: BA in communications, radio-TV, journalism or related field and 3 years' "hands-on" production experience directing production crews. Benefit package includes attractive salary, 30 day annual leave, furnished housing, bonus leave and bonus pay. For further information and/or to apply, please send resume to: Kathleen Langan, Personnel Consultant, Hospital Corporation of America, International Division, P.O. Box 550, Nashville, TN 37202.

### HCA INTERNATIONAL DIVISION

An Equal Opportunity Employer

### YOU MAY BE ELIGIBLE

to participate in a 10-day partially subsidized Media Tour of Israel open to broadcasters, news directors, public affairs panelists, producers, talk-show and call-in hosts, etc. Participants will have an opportunity to meet with leading Israeli personalities, Arab leaders, counterparts, tour Israel, etc. Leaves New York on March 21, 1982. Full cost: New York to New York, \$699. Write or call:

AMERICAN ZIONIST FEDERATION  
515 PARK AVENUE, N.Y., N.Y. 10022  
TELEPHONE: 212-371-7750

### WE WANT

your trade inventory and due bills. We offer a creative alternative to reducing cash expenditures, conserving cash profits and increased dollar volume. Business Exchange, Inc., 4716 Vineland Ave., North Hollywood, CA 91602. 213-985-8603

### FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

### Radio Programming

#### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
Included in each series  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



### Help Wanted Sales

#### INTERNATIONAL SALES MANAGER

Outstanding opportunity for experienced export sales manager to assume responsibility for international sales of a rapidly growing broadcast equipment manufacturer. Broadcast Electronics' growth rate is over 25% per year and International Sales exceed 25% of company volume and is growing. Position reports to Vice President, Marketing. If you have a technical background in broadcast equipment, you could be the person for this exciting growth position. Responsibilities include coordinating with our international representative organization as well as technical proposal preparation. A BS Degree required and fluency in Spanish would be desirable. Broadcast Electronics is located in a pleasant midwestern city of 50,000 population. Excellent company benefits include a profit sharing plan. Exceptional working environment in a modern 50,000 sq. foot headquarters/manufacturing complex. Please do not call but send resume in confidence to:

Vice President, Marketing

## BROADCAST ELECTRONICS INC

4100 N. 24TH ST. QUINCY, IL 62305

- PHONE 217/224-9600
- TELEX 250142



a FILMWAY company

### Employment Service

#### RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five consecutive weeks only \$12.95—you save \$18.00!! AMERICAN RADIO JOB MARKET, 6215 Don Gasper, Las Vegas, Nevada 89108.

### Ratings Research

#### THE INDEX RESEARCH RECESSION PLAN

To help radio come through recession '82, our 1981 rate card has been held over. RADIO INDEX rating reports still start as low as \$350. One index can help you make more sales at a time when you need them most.

Call us free:  
800-528-6082



### Consultants

#### Low Power Television Specialists

Channel searches Reasonable rates. Have a question? Call 305-981-8480.



Communications Consultants  
3590 S. 60th Ave., Suite 9  
Hollywood, FL 33023

#### FM FREQUENCY SEARCH \$200

From 92.1-107.9 both present rules and Docket 80-90. Map included.

#### LOW POWER COMMERCIAL FM APPLICATIONS & EQUIPMENT

Tap new markets. FM translator systems start below \$5,000.

BROADCAST PLANNING SERVICES  
Box 42, Greenwood, Arkansas 72936  
(501) 996-2254

### Public Notice

#### PUBLIC NOTICE

March 3, 1982. Board of Trustees. The National Association of Public Television Stations' Board of Trustees will meet at the Mayflower Hotel, Washington, DC, from 9:00 a.m. to 3:00 p.m. In addition to general business, staff reports and NAPT's budget, the agenda includes discussion of the future financing of public television.



## Wanted To Buy Stations

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- Fulltimer. Suburban Atlanta. \$740,000. Terms.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Absentee owners will take 50% partner and let you manage, or will sell 100% for \$500,000. Good terms.
- Ethnic. Powerful daytimer. Large Black Population in Tennessee city. \$600,000. Terms.
- Powerful daytimer. Alabama's 3rd largest city. No down payment. \$590,000.
- Fulltimer. In S. Central N.C. Good terms. \$220,000.
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke—Lynchburg area. Bargain. \$360,000. Terms.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. Terms. \$350,000.
- Daytimer. E. Ark. Terms. \$150,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
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- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
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W	Small	FM	\$325K	20%	Corky Cartwright	(303) 740-2224
MW	Small	FM	\$400K	Cash	Paul Crowder	(615) 298-4986
MW	Sm/Sub	AM/FM	\$500K	Cash	Bob Thorburn	(404) 458-9226
S	Medium	AM/FM	\$1500K	\$600K	Bill Whitley	(214) 387-2303
S	Metro	AM	\$345K	Cash	Bill Cate	(904) 893-6471
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NY	FM	635K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
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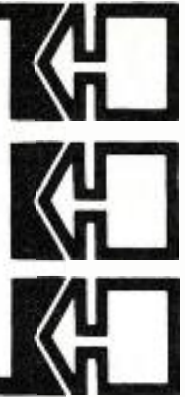
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NY Metro mkt: AM fulltimer, 7X cash flow	\$1.6 million
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NY Sm Metro Mkt: FT AM/FM, top ratings	\$1 million

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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: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

\*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

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Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**Ray Gill**, general sales manager, WHNT-TV Huntsville, Ala., named VP-general manager.

**John Zanzarella**, general manager, WFAS(AM)-WWYD(FM) White Plains, N.Y., elected VP of parent, Affiliated Broadcasting.

**Kay'elen Perry**, manager, Continental Cablevision's Roseville, Mich., system, named area manager, in charge of systems in Roseville, Madison Heights and Hazel Park, all Michigan. **Scott Westerman**, system manager, Madison Heights, succeeds Perry.

**Peter Jorgenson**, general manager, WKQQ(FM) Lexington, Ky., and VP of licensee, Village Communications, named executive VP.

**Richard Intrator**, senior associate, management consulting firm of Booz, Allen & Hamilton, New York, joins ABC Inc. there as VP, new business planning and development, strategic planning department.

**Richard Hughes**, senior VP WPIX Inc. New York, takes early retirement effective April 1, but will continue his station editorials.

**Peri Cousins-Harper**, practices policy manager, NBC West Coast, named manager, practices. **Charlene Welsler**, administrator, daytime, Saturday a.m. and participating program pricing, NBC, New York, named manager, broadcast ratings, NBC research. **William Temple**, director, market development, RCA videodisk division, New York, joins NBC Radio there as VP, finance and administration.

**Wayne Walker**, sales manager, KMGC(FM) Dallas, joins KEGL(FM) Fort Worth as general manager.

**William Goetz**, controller, Comcast Cable, Trenton, N.J., named general manager, Comcast Cable One, serving Trenton, Lawrence Township and Ewing Township, all New Jersey.

**Keith Lucas**, Southeast regional VP, Times Mirror Cable, joins Teleprompter Satellite/South Central District, Mobile, Ala., as district manager.

**Scott Boltz**, local sales manager, WQUA(AM) Moline, Ill., joins WZZC(FM) East Moline, Ill., as station manager.

**Chris Davala**, director, Meredith Radio Syndication, Atlanta, joins Meredith's WGST(AM) there as operations director.

**M.K. Sharp**, regional manager, Dowden Communications, Atlanta-based cable television company, elected VP, operations.

**Chip Mosley**, music and assistant program director, KLIK(AM) Jefferson City, Mo., joins WBTH(AM)-WXCC(FM) Williamson, W. Va., as operations manager.

**Dale Parsons**, operations manager, WLTY(FM) Norfolk, Va., assumes additional duties as operations manager of co-owned WTAR(AM) there.

**Gary Michaels**, air personality, WEZC(FM)

Charlotte, N.C., named operations manager.

**Ellis Bromberg**, program manager, noncommercial WSKG-FM-TV Binghamton, N.Y., named director of broadcasting.

**Mark Whitelaw**, assistant business manager, noncommercial New Jersey Network, Trenton, N.J. named project manager.

**Richard Goggin**, promotion manager and executive producer, KMBC-TV Kansas City, Mo., joins WJZ-TV Baltimore as creative services director.

**Jim Rothschild**, freelance producer, special projects, KMOX-TV St. Louis, named director of creative services.

**Jack Petrey**, program director, WAKY(AM) Louisville, Ky., joins WKYT-TV Lexington, Ky., as director of creative services.

**Dustine Davidson**, director of corporate development, McCaw Communications, joins KOIN-TV Portland, Ore., as business manager.

**Robert Owens**, operations manager, WSKG-FM-TV Binghamton, N.Y., named director of administration.

**Stephen Elliot**, research director, WIND(AM) Chicago joins WBZ(AM) Boston in same capacity.

## Advertising

**Michael Atkin**, senior VP and director of media services, Needham, Harper & Steers, New York, named senior VP, corporate director



Atkin



Dubin

of media information and systems. **Wesley Dubin**, VP and network television negotiator, NH&S, Chicago, named VP, corporate director of network television.

**Alex Carlin**, account supervisor; **Don Marowski**, creative supervisor; **Paul DeMay**, associate director, research; **Steve Rappaport**, manager, marketing horizons, and **Ron Crane**, attorney, elected VP's, BBDO, New York.

**John Greening**, account supervisor, Needham, Harper & Steers, Chicago, elected VP.

**Charles Claggett** and **Curtis Olson**, senior VP's, creative directors, D'Arcy MacManus & Masius, St. Louis, named group creative directors. **Robin Mann**, assistant network buyer, Bozell & Jacobs, New York, joins D'Arcy there as broadcast analyst. **R. Robin Carr**, account

executive, D'Arcy, Bloomfield Hills, Mich., named account supervisor. **Catherine Clayman**, account executive, Vinyard, Lee & Birdwell Advertising, St. Louis, joins D'Arcy there as assistant account executive. **Seth Cohan**, from Doyle Dane Bernbach, and **Janet Bertoldi**, from Grey Advertising, join D'Arcy, New York, as account executives.

**William Ford**, creative director, Campbell-Ewald, Warren, Mich., elected senior VP. **Richard Paschke**, media group supervisor, and **Lawrence Steinberg**, group creative director, elected VP's. **Donald Coleman**, account executive, named senior account executive.

Named VP's at J. Walter Thompson U.S.A., New York: **Tom Burke**, management supervisor; **Bill Campbell**, **Glen Hathaway** and **John Tracosas**, account supervisors, and **Jon Fisher**, art director/creative supervisor.

**Terry Coveny**, senior VP and creative director, J. Walter Thompson, Washington, joins Abramson Associates, advertising agency there, as VP, creative director.

**Bruce Armstrong**, VP-general manager, Teltron Cable TV, joins Wuliff, Armstrong & Associates, Wausau, Wis., as executive VP and



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president of cable concepts division of agency.

**Tom Wright**, senior art director, Marsteller, Chicago, joins John Volk advertising there in same capacity.

**Tony Talalay**, account executive, Foote, Cone & Belding, New York, named account director.

**Lisa Poe**, assistant media planner, Benton & Bowles, Los Angeles, joins Ogilvy & Mather there in same capacity.



Colombo

**Charlie Colombo**, who resigned as executive VP of Eastman Radio, New York (BROADCASTING, Jan. 11), joins Christal Co., New York, as executive VP and chief operating officer.

**W.B. Taylor Eldon**, VP, programing, Seltel, New York, named VP-national sales manager, Seltel blue division.

**Richard Giltner**, director of agrimarketing, market development division, Blair Television, Chicago, named VP. **Nancy Dodson**, account executive, Katz Television, New York, joins Blair there as account executive, ABC sales team. **Betsy Lewis**, from WKYT-TV Lexington, Ky., joins Blair, Atlanta, as account executive. **Anne Sanford**, from Ogilvy & Mather, San Francisco, joins Blair, Chicago, as account executive.

**Donald Meinke**, manager, Metro TV Sales, Dallas, elected VP.

**Jim Schneider**, VP, New York manager, Selcom, joins Satellite Representatives there as executive VP.

**Gary Koester**, VP, sales Warner Amex Satellite Entertainment, New York, named VP, advertising sales. **Jordan Rost**, VP, research, succeeds Koester.

**Martin Antonelli**, director of training, Telerep, New York, named director of manpower development and quality control. **Maralyn Stelzer**, director of sales administration, named manager of sales assistant training. **Alex Corteselli**, manager of station computer services, named manager of research-computer training.

**Jeannette Tully**, corporate director, internal audit, Harte-Hanks Communications, San Antonio, Tex., named director of finance, broadcasting and entertainment.

**Tom Percer**, VP and general manager, WHNT-TV Huntsville, Ala., retires after 33 years in Alabama broadcasting.

**Walter Gerber**, controller, Storer Cable, Miami, named director of budgets-special projects. **Maurèen Houston**, assistant controller, succeeds Gerber.

**Richard Marks**, owner, Marketing Options, Philadelphia, joins WYSP(FM) there as general sales manager.

**Don Peterson**, account executive, KULF(AM) Houston, joins KRLY(FM) there as general sales manager.

**Dex Allen**, VP-general manager, KOGO(AM)-KPRI(FM) San Diego, joins KSON-AM-FM there as general sales manager.

**Sandra Rahimi**, national sales manager, WNAC-

TV Boston, named general sales manager.

**William Whitten**, sales manager, Community Broadcasting Services, Bangor, Me., joins WGAN-TV Portland, Me., as general sales manager.

**Richard Roslow**, general sales manager, WWBA(TV) St. Petersburg, Fla., joins WCKX(FM) Clearwater, Fla., in same capacity.

**Richard McIntosh**, from KDAR(FM) Oxnard, Calif., joins WLQV(AM) Detroit as VP-general sales manager.

**Alan Abert**, sales manager, KWK(AM) St. Louis and co-owned KWK-FM Granite City, Mo., named general sales manager.

**Bob Henninger**, general sales manager, KOGO(AM)-KGRI(FM) San Diego, joins KEGL(FM) Fort Worth in same capacity.

**William Hurwitz**, local sales manager, WOKY(AM) Milwaukee and co-owned WMIL(FM) Waukesha, Wis., named general sales manager.

**David McGahey**, account executive, KNBR(AM) San Francisco, named national sales manager.

**Joseph Pedicino**, local sales manager, WLTA(FM) Atlanta, named general sales manager.

**Eric Bosch**, VP-national sales manager, Susquehanna Broadcasting, New York, joins WMCA(AM) there as local sales manager.

**Timothy Bever**, account executive, KTRV(TV) Nampa, Idaho, named local sales manager.

**Wendy Harris**, underwriting manager, non-commercial WCNY-FM-TV Syracuse, N.Y., joins noncommercial WSKG-FM-TV Binghamton, N.Y., as director of marketing.

**Linda Forshter**, from WEFM(FM) Chicago, joins Kelly, Scott & Madison, there as assistant radio buyer.

**Chet Borowski**, account executive, WSIL-TV Harrisburg, Ill., joins WCFL(AM) Chicago in same capacity.

**Tom Haymond**, account executive, KULF(AM) Houston, and **Susan Perry**, account executive, KYND(FM) Pasadena, Tex., join KRLY(FM) Houston in same capacity.

**Mitchell Nye**, account executive, Staples & Associates, Butler, Wis., joins WCGV-TV Milwaukee in same capacity.

**Cathy Carrier**, media supervisor, Campbell-Mithun, Chicago, joins WDBJ-TV Roanoke, Va., as account executive.

**Jim Catalano**, from Selcom Radio, New York, joins WDRC(AM) Hartford, Conn., as account executive.

**Bob Werner**, account executive, WCKT(TV) Miami, named local sales manager. **Nancy Raffel**, continuity manager, WCKT, named account executive. **Dan Goldsmith**, regional sales manager, WINZ-AM-FM Miami, and **Jan Evans**, account executive, WCIX-TV Miami, join WCKT as account executives.

**Chlp White**, account executive, Doyle, Danè, Bernbach, New York, joins Eastman Radio there in same capacity.

**Jeff Armstrong**, creative coordinator, Associated Advertising, Wichita, Kan., named account service manager.

**Suzan Crummey**, national sales director, Video Fashion, joins USA Cable Network, New

York, as account executive.

## Programing



Cooke

**John Cooke**, executive VP, Times Mirror Cable Television, named president, Spotlight (Santa Monica, Calif.-based pay cable network), and Times Mirror Satellite Programing, a subsidiary of Times Mirror Cable Television. Other Spotlight appointments include: **Harry**

**Chandler**, VP of program development, promoted to senior VP of programing; **Bruce Rider**, director of programing, Buford STV, Cincinnati, named VP of programing; **Barbara Kirbàch**, assistant VP of marketing, Times Mirror Cable Television, named VP of advertising; **Deborah Ashin**, creative services coordinator, promoted to director of communications; and **Cori Reminick**, manager editor, East/West Network, named director of program guide development.

**Michàel Nathanson**, production executive, MGM Film Co., Los Angeles, appointed vice president, production, United Artists/Motion Picture Production Division there.

**Edward Masket**, executive VP, administration, Columbia Pictures Television, Los Angeles, joins Universal Television there as senior VP, administration, with additional responsibilities in business affairs.

**Dennis Ganzak**, controller for Westinghouse Electric Corp.'s Power Transformer Division, Pittsburgh, named VP-controller, Group W Satellite Communications, Stamford, Conn.

**Marshall Cohen**, VP, programing, The Movie Channel, Warner Amex Satellite Entertainment, New York, named VP, research, WASEC.

Appointments, program development department, CBS Entertainment: **Scott Siegler**, VP, dramatic program development, named VP, comedy program development; **Steve Berman**, manager dramatic program development, named director, comedy program development. **Carla Singer**, director, dramatic program development, named VP, dramatic program development; **Mark Waxman**, VP, children's programs, named director, dramatic program development; **William Wells**, program executive, dramatic program development, named manager, dramatic program development.

**Saul Melnick**, national accounts manager, CBS Video Enterprises, New York, named national sales manager.

**Lauren Matthews**, director, broadcast promotions, Entertainment and Sports Programing Network, Bristol, Conn., named director, program planning. **Ralph Eno**, editing supervisor, succeeds Matthews.

**Charles Salmore**, director of creative affairs, Comworld Productions, joins Lorimar, Culver City, Calif., as program executive, creative affairs.

**Stephen Fields**, business manager, Times Mirror Satellite Programing, promoted to director of finance and planning for pay cable unit.

**In Transition.** Mike Shapiro, senior vice president of A.H. Belo Corp., Dallas, will take early retirement on April 1. He will form his own broadcast management consulting firm, Mike Shapiro & Associates, at Radio Center, P.O. Box 1681, Jacksonville, Texas 75766. Shapiro, 63, will continue as consultant to Belo Broadcasting Corp., wholly owned subsidiary of A.H. Belo, which has holdings in newspapers, radio, television and cable. Shapiro started in radio in 1945, joined Belo's WFAA-TV Dallas in 1952, became president of the broadcast group in 1974 and chief executive officer in 1980. Last spring, he relinquished those duties to become senior vice president of parent company to research and develop programing production and syndication division (BROADCASTING, May 4, 1981). Among Shapiro's professional affiliations were two terms on National Association of Broadcasters television board and one term as chairman. He also served as chairman of ABC-TV affiliates board of governors and as member of Television Code Authority and CBS Radio Affiliates Advisory Board.



**Michael DiGennaro**, director of sales, WCBS-TV New York, joins 20th Century-Fox Television there as VP, national sales, East.

**Dennis Murphy**, manager, worldwide television/film tape services, MGM Television, Culver City, Calif., appointed director of technical services and administration, MGM/United Artists ancillary rights division, New York. **Evan Jeffrey Williams**, from Columbia Pictures, Chicago, joins MGM/United Artists there as manager, distribution and marketing division.

**Anne Atkinson**, assistant general counsel, Columbia Pictures, named associate general counsel.

**Joan Rickett**, national accounts manager, United Video, Tulsa, Okla., named general sales manager. **Cheryl Lambert**, Midwest regional marketing manager, succeeds Rickett.

**Diana Giardina**, manager of office services, NBC Sports, New York, named manager, sports administration. **Peter Nichol**, production manager, NBC Entertainment, Los Angeles, named manager, unit managers.



Rothenberger

**Joe Rothenberger**, producer, *The Doctors*, NBC, joins WTBS(TV) Atlanta, as director of special projects.

**Jack Whitaker**, sports commentator, CBS Sports, New York, joins ABC sports there in same capacity.

**Harry Curtis**, manager of program operations, ABC Radio Networks, New York, named

director of program operations.

**Erica Gruen**, director of public relations, Rainbow Programing Services, Woodbury, N.Y., named product manager, Bravo.

**Bruce Rosenblum**, research analyst, Paramount Pictures Corp., Los Angeles, joins Telepictures there as director of research.

**Robert Tollini**, director of budgets and financial analysis, 20th Century-Fox Video, Los Angeles, named controller.

**Steve Harris**, program director, WGCI(FM) Chicago, joins KRLY(FM) Houston in same capacity.

**Larry Paxton**, operations manager, WCUZ-AM-FM Grand Rapids, Mich., joins WCXI(AM) Detroit as program director.

**Jon Miller**, director of public affairs, WPVI-TV Philadelphia, joins WTVD(TV) Raleigh-Durham, N.C., as director of programing.

**Drew Pfeiffer**, program manager, KTZO(TV) San Francisco, joins KBHK-TV there in same capacity.

**Marsha Sullivan**, producer, WCAU(AM) Philadelphia, named executive producer.

**Sharon Wolin**, associate producer, *P.M. Magazine*, WTEN(TV) Albany, N.Y., named producer.

**Bob Martin**, air personality, WCZY(FM) Detroit, joins WJQY(FM) Chickasaw, Ala., as music director, air personality.

**Jon Russell**, music director, KZAP(FM) Sacramento, Calif., joins KRQR-FM San Francisco in same capacity.

**Scott Coen** sports anchor, KBMT(TV) Beaumont, Tex., named sports director.

**Barbara Emshwiller**, intern, WDM-TV Washington, named associate producer, *Morning Break*.

**Mike Pumo**, assistant sports director, KAMR-TV Amarillo, Tex., joins WEYL-TV Flint, Mich., as sports director.

**Gary Abramson**, sales service assistant, WVT(TV) Milwaukee, joins noncommercial WSWP-TV Grandview, Wis., as production assistant.

**Donna Hill**, traffic coordinator, noncommercial WSKG-FM-TV Binghamton, N.Y., named radio music coordinator.

## News and Public Affairs



Baker

**Margery Baker**, VP, public affairs broadcasts, CBS News, New York, named senior broadcast producer, *CBS Morning News*. **Edward Hoppe**, producer, CBS News resources development and production, New York, named executive producer.

**Phil Nye**, VP and station manager, KGO-TV

San Francisco, assumes additional duties as executive news director.

**Fred Kaufman**, national sales manager, KOMO-TV Seattle, named VP, general manager, Fisher Communications, subsidiary of parent Fisher Broadcasting that will manage company's involvement with Group W/ABC Satellite News.



# Rock & Roll Roots

## A Three Hour Weekly Event

Rock and Roll Roots traces the progression of super hit music from the late 50's and 60's to the 80's. Using themed, chronological segments, from "Great American Groups" to "Great Female Stars" from "The One Shot Artists" to "Do Songs" "Don't Songs," "Love Titled Hits," "Baby Songs," over 150 different themes. Twenty-six weeks of programming that will draw more audience than any other weekly syndication.

Rock and Roll Roots produced by Jack Alex  
Syndicated by the William B. Tanner Company



Call David Tyler or Carl Reynolds for a free demo at (901) 320-4340



Roone Arledge, president, ABC News and Sports, holds Silver Medal of the Olympic Order awarded him by International Olympic Committee in ceremonies Feb. 2, at Huntington Sheraton hotel, Pasadena, Calif. Arledge was cited for his awareness "of the contribution television could play in the spreading of the Olympic ideal."

**Frank Titus**, news anchor, WARA(AM) Attleboro, Mass., named news director.

**Frank Seely**, news director, noncommercial WNIU-FM DeKalb, Ill., joins KANU(FM) Lawrence, Kan., as news and program director.

**Sue McInerney**, executive producer, WTAE-TV Pittsburgh, joins WNEP-TV Scranton, Pa., as news director. **Nolan Johannes**, public affairs director, WKBW-TV Buffalo, N.Y., joins WNEP-TV as news co-anchor.

**Barbara Benzies**, news writer-producer, WBBM-TV Chicago, joins WFSB(TV) Hartford, Conn., as news producer. **Mary Ollie Newman**, anchor, WESH-TV Orlando, Fla., joins WFSB as anchor-reporter.

**Greg Caputo**, director, special projects for news, WBBM-TV Chicago, named assistant news director. **Mort Melsner**, assignment research editor, WBBM-TV, named assignment manager. **Susan Silk**, news producer, named field producer.

**Doug Mayes**, from WBTV(TV) Charlotte, N.C., joins WSOC-TV there as news correspondent and business editor.

**Tony Hanson**, general assignment reporter, KYW(AM) Philadelphia, named judicial reporter.

**Sheila Banks**, news anchor, KTVI(TV) St. Louis, joins noncommercial WETA-TV Washington as correspondent.

**Tim Fritz**, from WTHR(TV) Indianapolis, joins WXYZ-TV Detroit as consumer reporter.

**John Henning**, news anchor, WNAC-TV Boston, joins WBZ-TV there in same capacity.

**Richard Block**, general manager, Newark (N.Y.) Co-Pilots, professional baseball team, joins WOLF(AM) Syracuse, N.Y., as reporter.

**Evelyn Bayani**, from KFMB-TV San Diego, joins KSBY-TV San Luis Obispo, Calif., as reporter.

## Technology

**John Lynch**, president, Adams-Russell, Waltham, Mass.-based manufacturer of communications equipment, elected chief executive officer. He succeeds **Gerald Adams**, who remains chairman of board.

**Walter Cooseboom**, production manager, Electro-Optic Devices Corp., Waltham, Mass., joins Times Fiber Communications, Wallingford, Conn., as manager of manufacturing, electro-optical assembly operations.

**Stuart Gibson**, regional engineer, Dowden Communications, Atlanta-based cable television company, named director of engineering.

**Michael Felix**, assistant general manager, advanced technology division, Ampex Corp., Redwood City, Calif., named general manager.

**Charles Presto**, area sales manager, Data General, Atlanta, joins Scientific-Atlanta there as general sales manager, communications products group.

**Jerold Ireland**, supervisor, studio field technical operations, West Coast; NBC TV, named manager, field operations.

**Richard Martinez**, manager of technical operations, ABC Radio Networks, Washington, named director of technical operations, New York.

**George Bakker**, engineering supervisor, KSDK(TV) St. Louis, named manager of engineering.

**Lyle Kaufman**, supervisory engineer, KOLN-TV Lincoln, Neb. and co-owned KGIN-TV Grand Island, Neb., named chief engineer.

**Bob Ardner**, transmitter engineer, WTVH(TV) Syracuse, N.Y. retires after 41 years of service with Syracuse radio and television stations.

## Promotion and P.R.



Brightwell

**Roxanna Brightwell**, account executive, Hill & Knowlton, joins SIN National Spanish Network, New York, as director of public relations.

**Carole Shander**, assistant director and director of communications, Philadelphia Bar Association, joins Rainbow Programing, New York, as public relations

director.

**Page Crosland**, director of public information, noncommercial WETA-FM-TV Washington, leaves to form own public relations firm, The Crosland Company, 203 South Union St., Alexandria, Va. 22314.

**Alan Battén**, director of creative services, KMOX-TV St. Louis, named director of sales promotion and public relations.

**Loraine Boyne**, assistant promotion manager, WDCA-TV Washington, joins WBAL-TV Baltimore as on-air promotion producer.

**Kim Gericke**, on-air promotion producer, WOR-TV New York, named manager of on-air promotion.

**LeAnne Baker**, secretary, press department, NBC, West Coast, named junior publicist, press and publicity.

**Loren Charles**, promotion director, KOMA(FM) San Jose, Calif., joins KRQR-FM San Francisco in same capacity.

**Marsha Sue Hall**, editor, information and applied communications section, Ohio cooperative extension service, Ohio State University, Columbus, joins Lord, Sullivan & Yoder, Marion, Ohio, as public relations account executive.

## Allied Fields

**Mark Fowler**, chairman, FCC, Washington, to receive Thomas Jefferson Award from Texas Tech University (Lubbock) Mass Communications Department, at banquet Feb. 19. Sponsors of award are university and Texas Association of Broadcasters. Award honors public official concerned with freedom of news media.

**Jim Cameron**, news director, The Source radio network, NBC Radio, New York, leaves to form own radio consultancy firm, Cameron Communications there.

**Wallace Dunlap**, VP, Westinghouse Broadcasting, Washington, elected president of Leukemia Society of America.

**Barbara Dent**, graduate, Georgetown University (Washington) Law Center, selected for National Association of Broadcasters' legal fellowship.

**David Flores**, San Antonio (Tex.) district manager, A.C. Nielsen, named manager, Pacific south division, Los Angeles.

**Wayne Phillips**, general manager, WBIZ(FM) Eau Claire, Wis., elected representative to Arbitron Radio Advisory Council.

**Benjamin Greenspoon**, associate director, division of enforcement, Securities and Exchange Commission, Washington and **Michael Banks**, chief of Office of Opinions and Review, FCC, Washington, join communications law firm of Tepper, Edmundson, Greenspoon & Stoer there as partners.

**Michael Pallenik**, assistant director, management systems group, Decision Sciences Corp., Jenkintown, Pa., joins Communications Technology Management, McLean, Va.-based strategic planning company specializing in development of interactive systems, as project manager, consulting services.

## Deaths

**Calvin Watson**, 56, director of audio-visual agency, Defense Department, Washington, and former director of television activities, Corporation for Public Broadcasting there, died of cancer Jan. 30 at National Institutes of Health hospital, Washington. Watson is survived by his wife, Sylvia, son and daughter.

**Craig (Rusty) Parker**, 55, general manager and air personality, WDEV(AM) Waterbury, Vt., died Jan. 31 of heart attack suffered two days earlier while broadcasting news report. Parker is survived by his sister.

**Carl Fosmark**, 42, international sales manager for Broadcast Electronics, Quincy, Ill., was found dead of asphyxia, due to strangulation, apparent victim of murder, at his home in Quincy. Fosmark is survived by his parents.

# Profile

## CBS Radio's Hosking: setting the stage for satellites and RadioRadio

"Things are changing with tremendous rapidity in the radio business. You have the proliferation of the networks and fragmentation of audiences. The changes that have taken place in just the one year I've been here are mind-boggling," says Robert L. Hosking, president of the CBS Radio Division.

Certainly in a position to measure the growth of the medium, Hosking has spent nearly a quarter-century at CBS, primarily in its radio division. And since late January 1981, he's been in the top spot there, holding the reins over CBS's 14 owned AM and FM stations, two rep firms, one radio network and the newest operation set for an April 26 launch, The RadioRadio Network.

In one respect, Hosking may be considered a late bloomer. Although his rise through the ranks at CBS was steady, it wasn't until 1958, after Hosking had already earned a BA degree in economics from Gettysburg College, spent three years as an officer in the U.S. Navy and had received an MBA degree from the University of Michigan Graduate School of Business, that he discovered that a career in broadcasting was his goal.

After scouting out several jobs at advertising agencies, Hosking landed at CBS as a financial management trainee, at \$100 per month, a sum considerably higher than that offered by the agencies. Newly married and with aspirations of becoming a sales executive, he took the job at CBS.

About nine months later, Hosking recalls, "I really wanted to get into broadcast selling," and was offered a job as director of sales development. He is quick to admit that the title, "director," may have been deceiving; it was a one-man office job that was designed to obtain new business.

An account executive position at WCBS(AM) New York followed six months later. Observing some of the differences between selling radio in the early 1960's and selling it today, Hosking says, "You didn't have the tools you have today. The research data was quite skimpy. Also, when we developed accounts in radio and were successful, we would frequently lose them to spot TV. But, as today, we survived by sales development—bringing in new business."

It was more or less smooth sailing for Hosking when, in 1962, he became an account executive for CBS Radio Spot Sales. A year later he moved up to general manager at WCBS(AM) New York, a job he held



Robert Le Roy Hosking, president, CBS Radio Division; b. Nov. 9, 1931, Ramsey, N.J.; BA in economics, Gettysburg (Pa.) College, 1953; U.S. Navy, 1953-56; MBA, University of Michigan, 1958; financial management trainee, CBS, New York, 1958; director of sales development, 1958-59; account executive, WCBS(AM) New York, 1959-62; account executive, CBS Spot Sales, 1962-63; general sales manager, WCBS(AM), 1963-70; vice president and general manager, WCBS-TV New York, 1970-73; vice president and general manager, WCAU-TV Philadelphia, 1973-78; vice president, affiliate relations, CBS TV Network, 1978-80; executive vice president, CBS Radio Division, 1980; present post since Jan. 31, 1981; m. Valentina Kopach, Sept. 8, 1957; children—Gail, Janice, Elizabeth, Deborah, Patricia and Wesley.

for seven years.

This proved to be a sink-or-swim period for Hosking at CBS. For the first four years at WCBS, the station appeared to be floundering, using a format "left over from the 50's and declining in audience share," he notes.

In 1967, the station changed its format from adult-oriented music to all news, two years after Westinghouse Broadcasting's WINS(AM) New York had made the same move. "The general bet on the street [by advertisers, broadcasters and ad agencies] was that no market could sustain two all-news operations. It's turned out that there's not only a place for the stations, but both of them are very, very successful, and the total audience to all news is considerably larger than it was just to WINS then," says Hosking.

The format change that was set for a Monday morning in September 1967 didn't get off the ground as scheduled. That Sunday afternoon, with full-page ads ready to roll in the *New York Times* and *Daily News* announcing the all-news format, a plane ran into the WCBS tower. "We

were off the air for several weeks and the only way we could broadcast was from our FM station. So we went on kind of quietly until we got our tower back up," he recalls.

After WCBS(AM) had proved to be successful, Hosking was ready for other adventures. In a departure from the only medium he had worked in, he shifted to WCBS-TV New York in 1970 as vice president and general manager.

Hosking apparently won the confidence of the CBS hierarchy and was offered his next assignment three years later. That was vice president and general manager of CBS-owned WCAU-TV Philadelphia, a station undergoing a comparative license challenge at the FCC.

After things had calmed down at WCAU-TV Hosking stayed on for two more years until 1978, when he was promoted to vice president in charge of affiliate relations for CBS-TV, as part of a reorganization of the management structure there.

As head of the affiliate relations department, Hosking had obstacles to overcome. At the time CBS had fallen from first place in prime time, and ABC had obtained several key CBS affiliates. "The CBS affiliates were number one for 20 years and suddenly they weren't number one any more," Hosking recalls.

Hosking's return to radio came in November 1980 when he was named executive vice president of the CBS Radio Division, and a few months afterward, he succeeded the retiring Sam Cooke Digges as president.

Now, one year into the job, Hosking is on the verge of realizing one of his more important goals, the start of the young adult network, RadioRadio. Long-form music programming as well as news targeted to that demographic will be featured in the new network. "Affiliate acceptance so far has been excellent," says Hosking, although no figures have been released on stations signed.

Another change in the works for CBS Radio is a switch from the telephone line to satellite distribution. "We anticipate being fully satellite by some time in 1983," he says.

Extracurricular activities for Hosking include a place on the Radio Advertising Bureau's board of directors. He believes "the future success of radio, from an economics aspect, is achieved by bringing advertisers to our medium who are not using radio right now. It's a question of getting out and selling ourselves, and the RAB is certainly a major vehicle for accomplishing that."

When not busy at CBS, Hosking, his wife, Val, an assistant district attorney in Brooklyn, and family escape on weekends to the Catskills, where he enjoys trout fishing, skeet and trap shooting and camping.

**RKO General Inc. on Friday faced loss of license to operate WNAC-TV Boston in 30 days.** Supreme Court Justice William Brennan denied without comment RKO's request for postponement of effectiveness of lower court ruling affirming FCC decision denying renewal of WNAC-TV. Effect was to permit 30-day shutdown permit to begin running. Two days earlier, U.S. Court of Appeals in Washington had denied request for stay. RKO lawyers, who plan to petition Supreme Court on Feb. 17 for review of appeals court decision, say they are considering two options: request another Supreme Court justice to stay appeal court's decision, or ask FCC for stay pending judicial review. RKO, in papers filed with Supreme Court, said, "A successor has not been chosen and probably cannot be for some time. The commission has yet to resolve the numerous comparative issues between the original competing applicants." Original competing applicants—**Community Broadcasting of Boston Inc. and the Dudley Station Corp.**—have filed application for merger. RKO's present problem stems from fact commission said its denial of renewal would become effective 30 days after court issues mandate. Normally, commission says denial is effective when parties exhaust judicial review.

**NBC-TV board of delegates** late Friday "unanimously suspended" its support for NBC's plan for one-hour evening news, at least until uncertainties created by ABC plan to enlarge number of prime-time commercials (BROADCASTING, Feb. 1) are resolved, Fred Paxton, WPSD-TV Paducah, Ky., board chairman, reported after conference call to discuss question. With networks trying to get prime-time access rule repealed or suspended, and also trying to expand evening news, and with one network also trying to expand number of prime-time commercials (and with other two expected to follow suit if ABC goes ahead), Paxton said, effect of "all of these things together" on spot-TV market and in other areas is too great to be absorbed or to permit intelligent judgment on news question while all remain pending. He emphasized this was not to be taken as split with NBC on longer-news question, and that commercial expansion had been undertaken by ABC, not NBC.

**"Outstanding performance" by CBS/Broadcast Group** "more than compensated" for difficulties in CBS records, publishing and Columbia Group operations, company said with release of 1981 earnings late Friday. **Net income fell 13.7%** in 1981, to \$163.8 million, \$5.86 per share; discontinued operations losses lopped \$26.6 million off \$190.4 million, \$6.82 per share income from continuing operations, which was virtually flat with year earlier (BROADCASTING, Feb. 1). **Revenues were up 3%** to \$4.13 billion. Broadcast Group operating profit rose 21% on 13% revenue climb. Developing film, cable and video enterprises businesses had \$16.7 million in revenues, \$43.2 million loss for 1981.

**DiscoVision**, joint venture of MCA and IBM, and manufacturer of optical videodisks, has announced it is getting out of business altogether with sale of its 50% interest in Universal Pioneer Corp., located in Kofu, Japan, to other partner in Universal, Pioneer Electronics of Japan. Speculation that sale was imminent arose two weeks ago with DiscoVision's announcement that it was closing its only American plant, located in Carson, Calif. (BROADCASTING, Feb. 1). DiscoVision will still exist as company, retaining staff of between five and 10 people to administer firm's patent portfolio for licensing purposes. Meanwhile, Pioneer announced it is consolidating its American operations in Long Beach, Calif., with closing of its East Coast plant in Moonachie, N.J., displacing about 250 employees. DiscoVision pullout will also affect 250 employees.

**In five-year-old class-action suit filed by group of religious broadcasters** against American Society of Composers, Authors and Publishers, U.S. magistrate has recommended that ASCAP

motion for dismissal be denied—but that counsel for religious group be required to pay costs, including "reasonable attorney's fees," that ASCAP incurred in making that motion. Counsel in question is Norman Bie, also head of WSST(AM) Largo, Fla. Magistrate in effect held him responsible for group's having shown what magistrate, after describing various delays called "little alacrity (on plaintiffs' part) in bringing this case to trial."

Although most nations have lined up behind component digital video standard, **some manufacturers may open digital videotape recorder market** this year with composite NTSC machine. NEC America says it will demonstrate composite VTR at NAB this April, but presence of "prototype" is intended only as show of NEC's technical muscle.

Frequency on which **Radio Marti** is to operate has been picked—though to what effect remains to be seen. As expected, **1040 khz**, clear channel on which WHO(AM) Des Moines is heard, was selected by Interdepartment Radio Advisory Committee. However, 1040 khz is also frequency on which Cuba says it will place 500 kw station (BROADCASTING, Jan. 25). If it does, powerful station would in effect drop electronic curtain that engineers say would prevent Cuban listeners from receiving Radio Marti, which administration plans to use to broadcast news of Cuba to that country. There were other developments affecting Radio Marti last week. Presidential commission to establish station held its first meeting on Friday, involving procedural matters only. And bill (H.R. 5427) to authorize Radio Marti and provide \$10 million for its construction was introduced in House by Representative Clement J. Zablocki (D-Wis.), chairman of House Foreign Affairs Committee, at request of Reagan administration. It is companion to bill (S. 1853) introduced in Senate in September, by Chairman of Senate Foreign Relations Committee, Senator Charles Percy (R-Ill.). Neither committee has yet scheduled hearings.

**Leonard H. Marks**, of Washington law firm Cohn & Marks, has been elected chairman of New York-based **Foreign Policy Association**. Marks is former director of United States Information Agency.



Family and colleagues of retiring Westinghouse Broadcasting Co. Chairman **Donald H. McGannon** 61, honored him last Wednesday (Feb. 3) with private dinner at Helmsley Palace hotel in New York. His successor, Daniel Ritchie (l), presented McGannon and wife, Patty, with nine-liter bottle of vintage Moët & Chandon champagne. Among Westinghouse "alumni" present: Larry Israel, Joel Chaseman, Dick Pack, Ken Cox, Bill Kaland, Bob Hoffman, Stan Mikita and Dave Lewis. Taped tributes came from Senator Edward Kennedy, former Senators John Pastore and Abraham Ribicoff, Father Theodore Hesburgh of Notre Dame and former CBS President Frank Stanton.



**Citizen group** has asked U.S. district court in Denver to **prohibit city from mandating only one company to provide cable television services.** Mountain States Legal Foundation, in motion filed with district court, asked court to declare City of Boulder's ordinance on cable in violation of First Amendment. MSLF said city's action dividing Boulder into districts with exclusive cable TV rights and districting itself, as well as order mandating only one company to provide cable television services, violates U.S. Constitution. Roger J. Marzulla, MSLF president and chief legal officer, said organization is seeking to intervene in case "on behalf of five of our Boulder members who want to receive cable television services without excessive government controls, censorship or audience allocation." MSLF contends that public's right to receive information and diversity of views is infringed by city cable ordinance.

**FCC should treat AM stereo same way it has proposed to treat teletext:** approving only minimal transmission standards and letting marketplace decide which specific technical standard to adopt, FCC Commissioner **Anne Jones** said last week. In speech before Florida Association of Broadcasters, Jones said that while many argue that AM stereo won't fly unless FCC picks standard, marketplace is still best choice. "If the interest in AM stereo is even a fraction of what it appears to be, the industry will move rather quickly to a de facto standard to get on with the new service," she said. "If that turns out not to be the case, then stereo will have been shown not as crucial to AM as many of its backers would have us believe."

**Board of AP Broadcasters is calling off APB's 1982 and 1983 national conventions** as part of change to grassroots direction in organization's role as adviser to AP, Charles Whitehurst of WSFA-TV Montgomery, Ala., board president, announced Friday. He said there would be "intense drive to build grassroots participation" in APB's activity. "It's an enormous effort requiring a personal and professional commitment by each of our 25 officers and board members," Whitehurst said. "Each of us will attend state APB meetings in our own and neighboring states during 1982 and 1983 and through the national board act as a conduit directly to AP. We believe that this new commitment to state and regional needs will most effectively assist AP member stations in meeting news and information needs of broadcasting in the 1980's." **Clint Formby**, KPAN-AM-FM Hereford, Tex., was named to head new steering and coordinating committee, whose functions will include development of new format for presentation of APB's annual awards. Roy Steinfort, AP vice president and director of broadcast services, hailed change in direction as "positive step." This year's convention had been set for June in Kansas City, Mo.; 1983's for June in Indianapolis. These were only ones that had been definitely set.

Restructuring at ABC Radio's owned stations division has joined two separate units, AM and FM groups, into one. **Chuck McBare**, president of ABC Owned AM stations since 1972, now heads unit composed of 13 stations. **Don Bouloukos**, VP-general manager, ABC's WLS-AM-FM Chicago, has been named to newly created post of VP-operations for ABC Owned Radio Stations.

**Coca-Cola Co.**, Atlanta, launched **new advertising campaign** last Friday (Feb. 5) in support of its Coca-Cola brand, with commercials on all three television networks heralding its new theme line, "Coke is it." Company is expected to invest \$40 million behind Coke in 1982, largest in its history, with estimated 85% allotted to broadcast.

**Greg Bathon**, president and chief operating officer of **J. Walter Thompson U.S.A.**, New York, has **resigned**, effective April 15. Bathon will be **succeeded by Walter J. O'Brien**, who is executive vice president and general manager of company's Chicago office. Replacing O'Brien as executive VP and general manager

**Steven Stockmeyer**, former top lobbyist for National Multi-Housing Council, took reins as senior VP, government relations for National Association of Broadcasters last Monday (Feb. 4). Stockmeyer, who has spent most of career working for Republican politicians or party itself, has spent last month getting acquainted with broadcast issues and appears to be easing way into active lobbying. His soft-spoken, relaxed style belies past accomplishments, among them helping to increase number of paying contributors to National Republican Congressional Committee from 20,000 to 1 million during his six years as staff director. His lobbying experience includes three years as director, congressional liaison for Environmental Protection Agency and work for Republican Congressional Committee on three new federal election laws during his tenure there. Stockmeyer was offered job of number-two lobbyist at NAB last year, but held out for position of greater responsibility.



in Chicago will be **Joseph W. O'Donnell**, who has been executive VP and general manager in Detroit. **Joseph G. Schulte**, senior VP and account director on Ford Division account, succeeds O'Donnell as executive VP and general manager of Detroit office. In memorandum to news media, Don Johnston, chairman of J. Walter Thompson, noted that announcements had "absolutely no relationship" to company's investigation into certain aspects of improper internal record-keeping within JWT's syndication unit (see page 109).

## Upcoming

**On Capitol Hill:** Senate Science, Technology and Space Subcommittee will hold hearing on Corporation for Public Broadcasting's fiscal 1985 budget request and will discuss Office of Management and Budget's recommendation to rescind CPB's appropriation for FY 1983 in room 1114, Dirksen Senate Office building, 2 p.m., Thursday. **At the FCC:** Open meeting Monday will consider implementing lottery mechanism authorized by Congress in Omnibus Budget Reconciliation Act of 1981; open meeting Thursday will consider petitions for issuance of tax certificates filed by Kansas State Network to divest itself of cable TV interests. **Also in Washington:** President Reagan will speak Tuesday, 6 p.m., to National Religious Broadcasters convention that opened yesterday and runs through Wednesday at Sheraton Washington. **FCC Chairman Mark S. Fowler** will address Wednesday luncheon for Broadcast Capital Fund at National Association of Broadcasters headquarters. (Luncheon will follow announcement by BROADCASTAP, minority enterprise small business investment corporation founded by NAB, of first investments since MESBIC was created over two years ago.) **NAB Deregulation Committee** meets at NAB headquarters same day. **In New York:** NHK/CBS will demonstrate high-definition TV at Plaza hotel Tuesday and Wednesday. **NBC-TV President Ray Timothy** will speak at drop-in luncheon of New York chapter of National Academy of Television Arts and Sciences at Copacabana Wednesday. **In Fort Worth:** Southern Baptists Radio and Television Commission will present Abe Lincoln Awards at Americana hotel Thursday (see page 107). **In Bedford, N.H.:** FCC Commissioner **Joseph Fogarty** will address New Hampshire Independent Telephone Association at 10 a.m. on Wednesday at Sheraton Wayfarer hotel.

# Editorials

## Rescue mission

Senator Howard Baker (R-Tenn.), the majority leader, needs all the help he can get in his steadfast attempt to open Senate proceedings to television coverage. For all the discredited reasons of the past, the traditionalists are fighting to keep television out.

The controlled television that Baker contemplates falls short of the journalistic ideal, but it would at least provide a kind of record that has been proved useful in the House. Broadcasters ought to let 100 senators know that television is wanted.

## Bureaus and budgets

News that the Newspaper Advertising Bureau had cut its current budget to \$9.8 million caught our eye the other day and set us to thinking about several things.

One was that even after the cut, amounting to about 6%, the NAB (Newspaper Advertising Bureau, that is; not the National Association of Broadcasters) has more money behind it than its broadcasting counterparts combined. The Television Bureau of Advertising's current budget is about \$5.4 million. The Radio Advertising Bureau's is about \$4 million.

Most of the reduction in the newspaper bureau's budget was made to accommodate losses on an operation that failed to meet expectations and was sold. But we noticed that the bureau also anticipates a decline in demand for its sales workshops, clinics and materials because of the recession. That struck us as an illogical response to hard times, but radio and television sales people ought to welcome it.

It occurred to us, too, that the newspaper bureau has an easier job in some ways than TVB or RAB. The broadcast bureaus have to serve and satisfy memberships that are always competing among themselves, TV versus radio and vice versa, spot versus network and vice versa, stations versus stations in market after market. Too much of this in-fighting goes on for the good of the business, and sometimes it gets seriously out of hand, but it is a fact of life that the broadcast bureaus have to live with. The newspaper bureau works in a world of virtually no internal competition. In more cities than not it represents monopoly dailies.

Whatever advantage the newspaper bureau gains from the homogeneity of its subscribers is overcome by the outside competition that it faces. Newspapers still attract a large part of the total advertising volume in this country, but the electronic competition is proliferating, and in ways that can only be surmised as new technologies emerge. Indeed the times may call for bigger sales budgets for all established media.

## Project number one

Most of the tensions that enliven political broadcasting were on display during a three-day event at Harvard that enlisted a remarkable range of talent and opinion. A summary of the proceedings appears in this issue, beginning on page 90. It is worth the time of any reader who is interested in television's future as a journalistic force.

In the main, these were reasonable people expressing conflicting views strongly held but rationally presented. Broadcast journalists made no effort to underplay the imperfections of their craft, but they argued vigorously for release from legal restraints that apply to them alone in the company of journalists. Professional orchestrators of political campaigns were candid in their appraisals of television as a regulated medium to be exploited when

possible for their candidates' own good. From incumbent and former officials of government came divergent opinions on the worth and indestructibility of laws governing political access to the air, equal time and fairness.

Stephen Sharp, the FCC's present general counsel, is an advocate of repeal, which he believes can be brought about by reasoned persuasion in the Congress. Henry Geller, a veteran of senior service at the FCC and Jimmy Carter's director of the National Telecommunications and Information Administration, professes concern for the First Amendment but is convinced that political realities protect present statutes. A strong voice from the past was heard again crying for repeal of the political broadcasting laws. Frank Stanton, retired president and vice chairman of CBS, said that if he were still active in broadcasting, he would be working hard for parity of media in First Amendment rights.

So should everybody.

## Turnabout

The U.S. Congress just may be persuaded to vote this year for legislation intended to answer Canadian discrimination against U.S. broadcasters. The legislation would prohibit American advertisers from deducting as a business expense any advertising placed on Canadian stations, but aimed at U.S. audiences. Since 1976 Canada has been invoking similar restraints on Canadian advertisers using U.S. stations to reach Canadian audiences. The reciprocal legislation is considered now only after repeated efforts at negotiation have been rebuffed by Canada.

American stations along the Canadian border are said to have been losing some \$20 million of Canadian revenue a year since the tax deduction was denied in 1976. The sum may be insignificant as a national issue, although not to some of the stations involved. The principle, however, elevates the legislation to importance. In all kinds of television regulation in recent years, the Canadian government has increasingly discriminated against American interests. It imposes quotas on American program importation. It confines Americans to inconsequential interests in Canadian cable operations. At the same time, Canadian venturers are free to roam in the American market at will.

There is no intention here to suggest that American reciprocity approach the jingoism that has been at work in Ottawa in recent years. Even the Canadians must realize, however, that signals cross the border both ways and can carry similar encumbrances if necessary.



Drawn for BROADCASTING by Jack Schmid



December 2, 1981

Mr. Dennis Fraser  
Vice President & General Manager  
NEC America, Inc.  
130 Martin Lane  
Elk Grove Village, Illinois 60007

Dear Dennis:

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Cordially yours,

*Marvin R. Chauvin*  
Marvin R. Chauvin  
Vice President and  
General Manager

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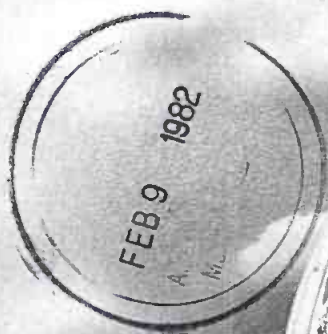
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