Sold in 29 markets.

Viacom Features VII

The highest rated movie group released this season:
21.5 average rating!
36% average share!
Twenty big hits!

Source: NTI. Network premiere telecasts. Audience estimates are subject to qualifications available on request.
Yes!

During the definitive February national sweeps, LITTLE HOUSE ON THE PRAIRIE scored the highest rating of any series on network television.*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Series</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Little House (N)</td>
<td>27.3</td>
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<tr>
<td>2</td>
<td>Three’s Company (A)</td>
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<tr>
<td></td>
<td>Dallas (C)</td>
<td>27.0</td>
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<tr>
<td>4</td>
<td>Dukes of Hazzard (C)</td>
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<tr>
<td>5</td>
<td>60 Minutes (C)</td>
<td>25.9</td>
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<td>6</td>
<td>Real People (N)</td>
<td>25.3</td>
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<td>7</td>
<td>Tenspeed/Brown Shoe (A)</td>
<td>25.2</td>
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<tr>
<td></td>
<td>M<em>A</em>S*H (C)</td>
<td>25.2</td>
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<tr>
<td>9</td>
<td>Big Event (N)</td>
<td>24.9</td>
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<tr>
<td>10</td>
<td>Fantasy Island (A)</td>
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<td></td>
<td>Happy Days (A)</td>
<td>24.2</td>
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<tr>
<td>12</td>
<td>Monday Night Movies (N)</td>
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<td>13</td>
<td>Eight is Enough (A)</td>
<td>23.7</td>
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<td>14</td>
<td>Love Boat (A)</td>
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<td>Barney Miller (A)</td>
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<tr>
<td></td>
<td>Alice (C)</td>
<td>23.1</td>
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<td></td>
<td>CHiPs (N)</td>
<td>23.1</td>
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<tr>
<td>18</td>
<td>Goodtime Girls (A)</td>
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<td>19</td>
<td>Archie Bunker’s Place (C)</td>
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<td>20</td>
<td>Diff’rent Strokes (N)</td>
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<td>21</td>
<td>Sunday Night Movie (A)</td>
<td>22.6</td>
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<tr>
<td>22</td>
<td>Taxi (A)</td>
<td>22.2</td>
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<tr>
<td></td>
<td>Jeffereysons (C)</td>
<td>22.2</td>
</tr>
</tbody>
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Available for local telecasting September, 1981

*Source: Broadcasting Magazine, March 3, 1980
THE PRAIRIE IS

WORLDVISION ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Taft Broadcasting Company
Unmatched Power!
The new GVG™ 300 Production Switcher and Four-Channel Mark II Digital Video Effects

New-from-the-ground-up designs
The 300 switcher and MkII DVE are completely new in concept and design—not merely revisions of previous models. The 300 is a no-compromise switcher designed to complement the popular 1600 Series for the ultimate in production flexibility and power. The four-channel MkII DVE is a second generation unit with unique features providing an almost unlimited variety of effects.

Second generation Digital Video Effects
The MkII DVE combines the power of the new NEC DVP-16 multichannel Digital Video Processor and the GVG MkII control system. It operates like a production switcher, not a computer terminal. Selection of most common on-air effects is no more complicated than choosing a wipe pattern. For post-production flexibility, programming modes permit creation of highly complex effects which in turn can be memorized in the standard E-MEM system. Other standard features include continuous zoom from zero to infinity, digital noise reduction with motion detection, and Digital Strobe Action, a motion-dependent freeze.

See it all at NAB
300s are shipping. Contact your nearest GVG sales office for a complete description of the system.
BOOBY TRAPS □ There is added impetus for radio deregulation in the 25,000 comments offered to the FCC. But some suggestions, such as one from Justice on renewal hearing criteria, could be explosive for broadcasters. PAGE 25.

WAIT TIL NEXT YEAR □ The gloom caused by the failure to vote on 9 khz in Buenos Aires begins to dispel. Lee expects other countries' studies will support the U.S. position for short-spacing and assure favorable action at the November 1981 session. PAGE 28.

GOOD NEIGHBORS □ U.S. and Canadian communications officials agree to establish liaison between governments to avoid future conflicts and to resolve existing ones. PAGE 29.

FIVE-STAR REPORT □ Air Time has money problems; there's alarm over AM stereo; Times Mirror gets its big deal; Eller teams with Charter; foreign cable ownership passes muster. PAGE 30.

TH'GOLD IN THOSE CITIES □ The clamor for cable television franchises in the major metropolitan areas has become a demanding roar, as improved technology and programming add luster to the wired medium. The rush to strike it rich has attracted competitors from home and abroad. Here's a look at their organizational strategies and hopes plus input from representatives of five major MSO's. PAGE 35.

TALE OF TWO CITIES □ Pittsburgh and Minneapolis offer two case histories of the labyrinthine process that besets cable winners and losers. PAGE 48.

FROM NEW YORK TO NASHVILLE □ A market-by-market status report on cable franchising in the first 30 cities. PAGE 52.

GET READY □ A Ted Bates executive advises advertisers to prepare for detection of young adults from TV networks to cable and pay services. PAGE 58.

LOOKING TO 1990 □ Studies by Wells, Rich, Greene see network TV holding its own, despite some erosion from new video technologies. PAGE 58.

RECOMMENDED □ A Bear, Stearn & Co. analyst expects a profitable year for advertising agencies, especially six major publicly owned companies. PAGE 60.

CRITIC AT LARGE □ Van Deerin berates broadcasters and particularly the NAB for tactics he says are self-serving. At same deregulation conference, FCC's Ferris restates his advocacy of common carrier legislation. PAGE 66.

FTC HANGS ON □ Congress votes just enough funds to carry the trade commission to the end of April. PAGE 87.

TWO WEEKS TO VEGAS □ The NAB expects a record 20,000 turnout for four days of workshops, speakers, exhibits and entertainment. PAGE 73.

CBS- TV'S CHALLENGE □ The network's prime-time win for the week ended March 23 brings it within a tenth of a rating point of season's front-runner, ABC-TV. PAGE 78.

THE LATEST STARTER □ DiscoVision and Japan's U.S. Pioneer will team to market an optical videodisk player for consumer use. PAGE 80.

TRANSITION □ ABC-TV formally starts its late-night Nightline by absorbing the nightly Iranian report series already in that slot. PAGE 81.

MINING BELOW THE TOP 100 □ Averly-Knodel has carved a successful niche for itself as the sales specialist for TV stations in medium and small markets. Much of it is the handiwork of Bob Kizer, president and chief operating officer. PAGE 105.
<table>
<thead>
<tr>
<th>RANK</th>
<th>MARKET</th>
<th>POP. (000)</th>
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<tbody>
<tr>
<td>1</td>
<td>New York</td>
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</tr>
<tr>
<td>2</td>
<td>Los Angeles</td>
<td>10,582.1</td>
</tr>
<tr>
<td>3</td>
<td>PULITZER</td>
<td>9,213.1</td>
</tr>
<tr>
<td>4</td>
<td>Chicago</td>
<td>8,348.1</td>
</tr>
</tbody>
</table>

Now...the third largest broadcast market in America.

That's right. Combined, our seven stations touch the lives of over nine million Americans. That's more people than in Chicago. And a big responsibility. Its our way of saying we're now a vital factor in the broadcast industry... bringing the Pulitzer professional integrity to a large part of America. Because that is... the Pulitzer standard of broadcast journalism.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>KSDK -TV</td>
<td>St. Louis (Formerly KSD-TV)</td>
</tr>
<tr>
<td>KOAT-TV</td>
<td>Albuquerque</td>
</tr>
<tr>
<td>KETV-TV</td>
<td>Omaha</td>
</tr>
<tr>
<td>WTEL-TV</td>
<td>Providence/New Bedford</td>
</tr>
<tr>
<td>KTAR &amp; KBBC-FM</td>
<td>Phoenix</td>
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</tbody>
</table>

Touching the lives of over nine million Americans.
**Cliff hanger**

Federal Trade Commission may be in more fiscal trouble than most people realize. FTC’s latest continuing resolution, approved last week, appropriates funds only through April 30, and Congress has indicated that another such resolution probably will not be forthcoming. That means fate of FTC rests in hands of House-Senate conference—working on basic authorization legislation (see page 67)—but there is unforeseen problem.

FTC has already been allocated nearly $42 million of approximately $70 million it requested for this year, which means that if authorizing legislation is approved, $28 million theoretically will be available to commission. But no such money exists. Congress has reached budget ceiling, and resolution raising ceiling would have to be approved, which is no simple matter with current budget belt tightening. This means money would have to be reallocated from another agency, but that is also certain to raise complaints from affected agency and Congress—particularly with such large amount necessary.

Bottom line is that matter has to be resolved by April 30—with 11-day Easter recess intervening—and prospects of doing that seem slim. As one FTC staffer said, “We’re out of the woods, but we’re headed for the swamp.”

**Futures factored**

For skeptics questioning New York Times Co.’s willingness to pay over $100 million for cable system currently serving 42,000 homes (BROADCASTING, March 24), answer is that Times is buying cable complex as it’s projected to be nearly two years hence. Subscribers reportedly are being added at current rate of 1,000 per month, and total is expected to exceed 100,000 within 18 months. In addition, though 55 systems and franchises are involved, they’re in contiguous areas and can all be served from one headend, or at most two or three.

On systems now operating, cash flow is said to exceed $100 per year per subscriber, versus $40-50 on many other systems. Purchase price believed to be about 10 times cash flow projected for end of 1981. Seller in projected deal is group headed by Irving Kahn, founder of Teleprompter, now head of Broadband Communications Inc.

**Air payout**

Probably biggest question mark about future of over-air subscription television is its ability to compete with pay cable television—which can offer multiple channels for about same subscriber cost as single scrambled broadcast service. STV entrepreneurs note competition but feel they can survive by offering localized entertainment services and competing with major national pay cable firms such as Home Box Office or Showtime in much same way independent commercial stations compete with network affiliates. Furthermore, with cable trend toward tiering—multiple pay services—STV operators see their channels becoming another part of cable’s multichannel offerings.

STV is significant business already and promises to get bigger before cable wires major markets. With about 400,000 STV homes in nation today, industry revenues are running at estimated $96 million annually. Revenues are expected to reach $720 million by 1985 with universe of 3 million homes. According to authoritative estimates, STV operators generate profits of 20%-25% of revenues.

**Election projection**

If Ronald Reagan wins next November, will FCC Commissioner Robert E. Lee realize his ambition to serve as chairman? Perhaps. But FCC’s dean, who has 26-plus years as member, longest service in FCC history, is not anxious to take on full load for another possible term of seven years.

Lee, who is observing his 68th birthday today (March 31), will complete his seventh term June 30, 1981. He has said he might want to retire at age 70. Customarily, FCC chairmen are drawn from legal ranks. Only incumbent GOP lawyer member is Anne P. Jones, youngest commissioner in age (45); her term began April 2, 1979. Third GOP member is Abbott Washburn with background primarily international, but he has never indicated interest in chairmanship.

Republican President would be entitled to name another non-Democrat to obtain 4-3 balance.

**Making room**

National Association of Broadcasters bylaws committee met last week to work up proposal to allow additional networks seat and vote on NAB board. Bylaws now permit total of 50 votes—30 from radio board, 18 from television board, president and chairman. However, radio board now has 31 members, with Sheridan network seated, but without vote status. Sheridan has asked for change in rules.

Bylaws committee proposal to be circulated around networks this week, includes possibility of increasing board by one. In that way, Sheridan would have its vote, and should other radio networks want place on board, possible rotational system may be set up. All this is contingent on networks’ accepting proposal, and full board adopting it at meeting in June.

**Profit center**

Phil Donahue, whose syndicated program is now in 204 markets, is expected to produce one-hour special, presumably for NBC-TV, later this year. Eight-minute Donahue segment now appears on NBC’s Today show three times weekly. Revenue from Donahue show last year represented 10% of $133-million gross of its parent company, Multimedia.

**Hollywood on Potomac**

Ralph Nader, consumerist, may soon be known as Ralph Nader, movie and TV mogul. Nader and 28-year-old lawyer in his staff, Mark Litwak, discovered social punch of movies as result of spotlight “China Syndrome” focused on Three Mile Island accident, and want to use movies and television to fix public’s attention on other socially relevant issues.

Nader and Litwak—especially Litwak—have been spending time on idea since last summer, and plan to establish production company. They have options on two books, and Litwak is far along in putting together creative package of actors, director, producer and retailer to translate one property into movie. Embryonic producers have some 20 ideas waiting to be turned into scripts for movie or television production. Most come from Nader’s files, and one is for television series based on Nader’s Raiders, those young social activists Nader recruits to work for him.

**Intermediary**

Broadcasters and others in communications with problems involving foreign countries have office in Washington where they can complain. In fact, Office of U.S. Trade Representative—now headed by Reuben Askew—is soliciting international problems of service industries in preparation for possible round of multinational talks. U.S. Trade Representative official, Geza Feketekuty, said broadcasting-related issues and problems are among those to be explored, and he indicated National Association of Broadcasters would be contacted. Indeed office has already been talking with Canadians over their country’s 1976 law denying tax break to Canadians advertising on U.S. broadcasting stations.
BUGS BUNNY & FRIENDS

WNEW-TV, New York
KTTV, Los Angeles
WGN-TV, Chicago
WPHL-TV, Philadelphia
KBHK-TV, San Francisco
WSBK-TV, Boston
WKBD-TV, Detroit
WDCA-TV, Washington
WUAB-TV, Cleveland
KXTX, Dallas-Ft. Worth
WPGH-TV, Pittsburgh
KRIV-TV, Houston
KPLR-TV, St. Louis
WTCN-TV, Minneapolis-St. Paul
WPLG, Miami
WSB-TV, Atlanta
WTOC-TV, Tampa-St. Petersburg
KSTW-TV, Seattle-Tacoma
WMAR-TV, Baltimore
WVIT, Hartford-New Haven
WRTV, Indianapolis
KWGN, Denver
KPTV, Portland (Ore.)
KTXL, Sacramento-Stockton
WVTU, Milwaukee
WXIX-TV, Cincinnati
KBMA-TV, Kansas City
XETV, San Diego
WUTV, Buffalo
WNGE, Nashville
WGNO-TV, New Orleans
WBNS-TV, Columbus (O.)
KPHO-TV, Phoenix
WBTV, Charlotte
WPTY-TV, Memphis
WLOS-TV, Greenville-Spartanburg-Asheville
KTVY, Oklahoma City
WDFL-TV, Orlando-Daytona Beach
WOTV, Grand Rapids-Kalamazoo
WRAL-TV, Raleigh-Durham
WHAS-TV, Louisville
WSAZ-TV, Charleston-Huntington
WTEN, Albany-Schenectady-Troy
WLYH-TV, Harrisburg-York-Lancaster-Lebanon
WYAH-TV, Norfolk-Portsmouth
KSTU, Salt Lake City
WAPI-TV, Birmingham
KENS-TV, San Antonio
KTUL-TV, Tulsa
WGHP, Greensboro-Winston-Salem-High Point
WEYI-TV, Flint-Saginaw-Bay City
WTVG, Toledo
KATV, Little Rock
KSLA-TV, Shreveport-Texarkana
WBIR-TV, Knoxville
WTVH, Syracuse
WWBT, Richmond
WEAR-TV, Mobile-Pensacola
WJXT, Jacksonville
WHEC-TV, Rochester, N.Y.
WBAY-TV, Green Bay
WDBJ, Roanoke-Lynchburg
KMPH-TV, Fresno-Visalia
WMT-TV, Cedar Rapids-Waterloo
WRCB-TV, Chattanooga
WHBF-TV, Davenport-Rock Island-Moline
KREM-TV, Spokane
WPSD-TV, Paducah-Cape Girardeau-Harrisburg
KGGM-TV, Albuquerque
WNDU-TV, South Bend-Elkhart
WGAN-TV, Portland-Poland Spring
WYTV, Youngstown
KOLN-TV, Lincoln-Hastings
Kearney
WAPT-TV, Jackson (Miss.)
WCYB-TV, Bristol-Kingsport-Johnson City
KYTV, Springfield (Mo.)
WWLP, Springfield (Mass.)
WSMW-TV, Worcester
WFIE-TV, Evansville
WEEK-TV, Peoria
WKYT-TV, Lexington
KOLD-TV, Tucson
KELO-TV, Sioux Falls
WILX-TV, Lansing
WCTI-TV, Greenville-New Bern-Washington
WRBT, Baton Rouge
KXJB, Fargo
WAAY-TV, Huntsville-Decatur
KTVV-TV, Austin
WFFT-TV, Ft. Wayne
WIS-TV, Columbia (S.C.)
WREX-TV, Rockford
KWTV-TV, Waco- Temple
KROD-TV, Colorado Springs-Pueblo
WKOW-TV, Madison
KVIA-TV, El Paso

Warner Bros. Television Distribution.
SOLD IN 125 HAPPY MARKETS...

NDIO-TV, Duluth-Superior
NRDW-TV, Augusta
NTOV-TV, Wheeling-Steubenville
OODE-TV, Joplin-Pittsburg
ATC, Lafayette (La.)
TVTC, Amarillo
NSFA-TV, Montgomery
BMT-TV, Beaumont-Port Arthur
NTVM, Columbus (Ga.)
WCBD-TV, Charleston (S.C.)
WXOW-TV, La Crosse-Eau Claire
KVAL, Eugene
WAOW-TV, Wausau
KTSB, Topeka
KIII, Corpus Christi
GBT-TV, McAllen-Brownsville
KRCG-TV, Columbia-Jefferson City
KBCI-TV, Boise
KXMB-TV, Bismarck-Minot
WMAZ-TV, Macon
WLBD-TV, Bangor
KOLO-TV, Reno
WTVY, Dothan
KFPW-TV, Ft. Smith
KCMT, Alexandria (Minn.)
KALB-TV, Alexandria (La.)
KAIT-TV, Jonesboro
KJCT, Grand Junction
KVOS-TV, Bellingham

©1980 WARNER BROS. INC.

A Warner Communications Company
**AT&T Long Lines International**
Estimated $1.2 million will be allotted to campaign in New York, Chicago and Los Angeles to support international dialing from U.S. to overseas, starting in April for 26 weeks. Agency: N.W. Ayer ABH International, New York. Target: adults, 18-49.

**Colgate**

**Beecham**
Twelve-week campaign for Calgon water conditioner begins April 7 in 33 markets including Denver and Minneapolis-St. Paul. Spots will run during day and fringe times. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

**Nabisco**

**Mascola**

**Flowers Industries**

**Harr's**
Four-week campaign for potato chips begins April 7 in eight markets including Philadelphia and Baltimore.

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**Beecham**
Twelve-week campaign for Calgon water conditioner begins April 7 in 33 markets including Denver and Minneapolis-St. Paul. Spots will run during day and fringe times. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

**Nabisco**

**Mascola**
Richard Dawson gives you the winning edge in the games stations play.

As the Emmy Award-winning host of “Family Feud,” he delivers more viewers than any other game show in syndication.

And he scores a clean sweep of all the key demographic groups. By delivering more women, 18-49 women, men, 18-49 men, teens and children than any other game show.

Now Richard Dawson is set to play 5 nights a week next season! And give you a bigger edge than ever before!

Don’t settle for just any game. Get the one with the MVP.

GOODSON-TODMAN’S

“Family Feud”

Viacom

Source: NSI ROSP 11/79. Audience estimates are subject to qualifications available on request.
Spots are placed in day, fringe and prime times. Agency: Eikman Advertising Co., Bala Cynwyd, Pa. Target: women, 18-49.

**Murray-Ohio** □ Two-to-five-week campaign for bicycles begins in April in 28 markets including San Francisco, Los Angeles, New York and Minneapolis-St. Paul. Spots are placed during day, fringe, prime and weekend times. Agency: Keller-Crescent, Evansville, Ind. Target: adults, 18-34; children, 6-11.


**American Dairy Association** □ Second-quarter TV and radio campaign for various products begins in March in 150 TV markets and 250 radio markets covering 80% of U.S. Agency: D'Arcy-MacManus & Masius, Chicago. Target: children, 0-11; teen-agers, 12-17; adults, 18-34.

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**Advantage**

**Demographic data.** With Nielsen prime-time figures for February tabulated, NBC was claiming "dramatic demographic improvement," now placing second in 18-49 age categories for women and men, up from third in same month year before. Rating for women in February is ABC 17.3 (down 12%), NBC 14.7 (up 17%) and CBS 13.4 (down 4%); for men, it's ABC 15.5 (down 1%), NBC 13.6 (up 26%) and CBS 11.0 (down 13%). NBC, third in teen-agers and children in February 1979, says it's first in February 1980 in both demographics. In teens NBC scores 13.0 (up 4.4%) and in children 13.7 (also up 4.4%). NBC declined 3% in adults 50-plus, with 15.4 rating. In over-all homes, NBC still lags but is in better position than year before: ABC 21.8 (down 6%), CBS 19.2 (even) and NBC 19.1 (up 8%).

**New for TV.** National Association of Broadcasters television code board last week adopted set of guidelines for advertisements of bladder incontinence products. Guidelines provide that advisory statement should appear at end of each commercial, advising viewer to see physician if condition persists; that graphic audio and visual depictions should be avoided, and that demonstration and display of products should not live models.

**Big time.** California Governor Jerry Brown has gone Hollywood in selection of producer to do commercials for his presidential primary campaign in Wisconsin. Francis Ford ("Apocalypse Now") Coppola has produced five 30-second spots for governor, three of which are now running on stations in Milwaukee, Green Bay, Eau Claire and La Crosse.

**Investigation results.** Twelve challenges to national advertising, including six on television, were resolved during February by National Advertising Division of Council of Better Business Bureaus. Four cases involved advertising that was either modified or discontinued. These included TV commercials for Curtis Mathes Corp. (Curtis Mathes television sets); Hall of Music (classical record albums); K-Mart Corp. (K Mart Arrestor muffle у) and Louis Marx & Co. (Big Wheel ride-on toy). NAD reviewed and found acceptable TV commercials for Revlon Inc. (ColorSilk hair coloring product) and Swift & Co. (Peter Pan peanut butter).

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**We've moved!**

SMC, maker of the CAROUSEL® and automation systems of ability, has moved to a new 35,000 square foot factory and office complex in the Normal, Industrial Park — Normal, Illinois. Having consolidated three buildings into a larger, modern facility, SMC is expanding their production and product line.

See the new ESP-1-T Programmer from SMC at the NAB — Las Vegas (booth 309).
WCBS-TV will soon be airing "AMERICA'S TOP 10" in access Wednesday at 7:30 PM. Join the dozens of stations who have cleared "AMERICA'S TOP 10" and pick up the new show that will take you to the top.

NEW FOR TELEVISION WITH CASEY KASEM

Produced by Scotti Brothers/Syd Vinnedge Television in association with Casey Kasem.
Why the networks will be with us for a while

I received a letter recently from a student whose graduate-degree project is to develop a system for estimating ratings for new prime-time television programs. He had seen Ayer's program predictions for the 1979-1980 season and gave us a grade of 78% for accuracy, but felt he could improve on that figure. That anyone would want to make a career out of predicting anything, let alone get a degree in it, really surprised me. And although I thought our predictions were very accurate, the student awarded us only a C grade.

Let me make a prediction that may run counter to the belief held by a growing number of other prophets.

It is my feeling that networks will remain the primary source of news, information and entertainment and that cable, satellite and disk/cassettes will not significantly dent the network broadcast system in the eighties.

First, let us look at the audiences in the eighties. There will be tremendous audience growth and composition change. Homes will increase by an estimated 10 million. And in keeping with the population statistics, audiences will grow older with more people in the 25-plus age category, the heaviest viewers. And it is possible that early retirement, more leisure time and energy curtailment may increase over-all audience viewing.

So we are looking toward a larger broadcast audience base for networks to share with the new technologies.

Just how much of the total broadcast audience will be lost by the networks? Very little, I think. New technologies have always been welcomed in the broadcasting business. In fact, it is the networks that have provoked much of the advancement in electronic engineering. Their need for feather-light, unwired cameras to cover sporting and news events has brought about a complete revolution in television equipment. Their use of satellites for news gathering and Olympic coverage is already common to the American viewer who, incidentally, did not find it extraordinary that a live interview from inside our embassy in Iran was shown recently in prime-time television. The new technology of distribution may be exciting but that is not the battlefield. The average viewer of television in this country is far more concerned with what is delivered by the technology than by the technology itself.

The networks and the local stations are a partnership that gives both local identity and local service.

Richard E. Welsh joined N W Ayer ABH International last year as vice president and group media director in charge of programming, network negotiations and syndication. He is responsible for the development and supervision of all network and syndication television and radio activity for Ayer clients. Prior to joining Ayer, Welsh worked for 12 years with BBDO International, New York, serving there as vice president and network program director responsible for broadcast on the Campbell Soup, Chrysler, Du Pont and General Electric accounts. Earlier he had been with Kelchum, MacLeod & Grove and with NBC in New York.

There is also the subject of money. Ninety-six percent of the United States now receives four or more television signals so that everyone already has a good source of all kinds of programs, for free. Will the American viewer pay to watch television programs, sports events, movies? Maybe, but only to a limited extent. I don't think the issue of cost versus free programming is as optimistically settled as pay television would have us believe. There are probably a number of issues that will be raised that might bring about protective legislation and regulation, and might favor the networks. I believe that local stations will become much more vocal in their demand for protection. Copyright laws that allow cable companies to use other people's programs are currently being challenged. I wonder if Congress will allow major sports events such as the Super Bowl to be taken from free television and offered only to viewers willing to pay. Free television coverage of baseball, both local and network, has helped bring interest to new heights with audiences and fans.

Is there an economic danger in limiting sports audiences to those who will pay? Wouldn't the future of baseball and its franchises become limited if the development of young fans through television is also limited to those who will pay?

Recent decisions by Congress limiting the FTC can be interpreted to mean that advertising is recognized as an enormously productive force in our economy. Any new system that could diminish the effect of the current advertising medium in network broadcast will be subject to some kind of legislative scrutiny.

One other thought. The new technologies are being put into a comparative position with networks as they are today. But networks aren't standing still. They're going to progress and grow and keep up with all that is happening. Networks have the momentum of 30 years to keep improving and improving. Networks are up to their ears in electronic wizardry. They have developed a video storage computer that holds thousands of feet of news footage, instantly retrievable for broadcast. They are using television captioning systems so that deaf people can enjoy programs.

They are developing coincidental school instruction programs on dramas and public affairs programs that could eventually become part of regular school curriculum. They are considering a restructuring of Saturday morning and late-night programming strategy to capture a working women audience.

I think whatever happens, it will be evolutionary. Networks will remain the mass medium. I do not think the new transmissions will fragment that medium to any point where its effectiveness for advertisers is reduced. The new communications will supplement and complement the current system. Rather than replacing network, the new technology will help expand the role of television to include the production of programs for smaller, more select audiences. Elton Rule of ABC calls it narrowcasting. When that happens, advertising will be there to take advantage of the new systems and techniques. As well as the old.
# Bonneville is Best in Both!

## Adult Contemporary MOR

<table>
<thead>
<tr>
<th>PROGRAMMER</th>
<th>AQII*</th>
<th>AVERAGE PER STATION</th>
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<tbody>
<tr>
<td>Bonneville Broadcast Consultants</td>
<td>13,500</td>
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<tr>
<td>Programmer A†</td>
<td>12,000</td>
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<tr>
<td>Programmer B†</td>
<td>6,600</td>
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<tr>
<td>Programmer C†</td>
<td>4,200</td>
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<tr>
<td>Programmer D†</td>
<td>3,700</td>
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Diversity is the standard in this market. WAIA’s successful demographic breakout (#1-18-34, #1-25-49)** leads the way to their bank ... It’s financially perfect!

## Beautiful Music

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<tr>
<th>PROGRAMMER</th>
<th>AQII*</th>
<th>AVERAGE PER STATION</th>
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<tbody>
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<tr>
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<td>Programmer B†</td>
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<td>Programmer C†</td>
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<tr>
<td>Programmer D†</td>
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</tr>
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Example—Los Angeles

In this highly competitive marketplace KBIG has established its leadership with both men and women (#1 Adults 13+)**. It’s picture perfect!

*The rankings are subject to the same qualifications and limitations as quoted by the author and are based on the OCT. 1, 1979 Arbitron Rankings, as reported by Arbitron Radio, Inc. and Quirk Media Advertising, Yuma,AZ, and WAIA. The report was published on November 1, 1979.

If you are looking for the best and a sound return on investment, call or write David Pollei.

274 County Road  
Tenafly, N.J. 07670  
201-567-8800  
A Division of Bonneville International Corporation
This week

March 31-April 1 - West Virginia Broadcasters Association spring meeting. Charleston House, Charleston.

March 31-April 1 - Alaska Association of Broadcasters annual meeting. Anchorage Westward Hilton.

April

April 1 - Deadline for entries in competition for Community Service Award of National Association for Community Affairs. Information: Tom Roland, WTVN Radio and TV 720 Grand Street, Norfolk, Va. 23510; (804) 446-2600.


April 4 - Deadline for nominations for American Legion's Fourth National Convention Award Information: Fourth National Convention Award. American Legion, Box 1055, Indianapolis 46206.

April 7-9 - Arkansas Cable Television Association annual convention. Camelot Inn, Little Rock.

April 7-11 - Audio production workshop sponsored by Portable Channel Inc., 1265 University Avenue, Rochester, N.Y. Information: (716) 244-1258.

April 8 - Television Bureau of Advertising regional sales seminar. Hilton Plaza Inn, Kansas City, Mo.

April 8-12 - Satellite 80, international satellite conference and exposition. Pařis des Expositions, Nice, France.

April 9 - New England Cable Television Association spring meeting. Sheraton-Waylair, Bedford, NH.


April 9-12 - Alpha Epsilon Rho, National Honorary Broadcast Society national convention. Imperial Palace hotel, Las Vegas. Speakers include Don Hewitt, 60 Minutes; Charles Osgood, CBS News; and Gordon Jump, WJFK in Cincinnati.


April 10-11 - Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Marriott hotel, New Orleans.

April 10-13 - Broadcast Education Association annual convention. Convention Center, Las Vegas.

April 11-13 - Broadcast Education Association annual convention. Convention Center, Las Vegas.


April 11-12 - Radio Television News Directors Association region 6 workshop in conjunction with annual Broadcast Directors Conference. Hilton, Ten White School of Journalism, University of Kansas, Lawrence. Information: Steve Murphy, WOWT-TV Omaha.

April 11-12 - Maryland-Delaware Cable Television Association spring meeting. Gateway West, Ocean City Md.

April 12 - National Federation of Local Cable Programmers central states regional spring conference. Old Capitol, Frankfort, Ky.

April 12 - Society of Professional Journalists, Sigma Delta Chi Region 5 conference. Stouffer's Executive Inn, New Orleans.

April 12 - Society of Professional Journalists, Sigma Delta Chi Region 6 conference. Dennis Palace, New Orleans.

April 12-15 - Illinois-Indiana Cable TV Association annual convention. Ramada Inn Convention Center, Champaign, III.

April 13-16 - National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

May 4-6 - CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.


May 18-20 - NBC-affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 18-21 - National Cable Television Association annual convention. Convention Center, Dallas.

May 19-22 - Society of Professional Journalists, Sigma Delta Chi national convention. Hyatt hotel, Columbus, Ohio.

June 1-4 - Public Broadcasting Service annual convention. Washington Hilton.


June 7-9 - Broadcasters roundtable. Hotel 1000/21, Chicago.

June 11 - American Advertising Federation, annual convention. Fairmont hotel, Dallas.


June 12-17 - National Association of Broadcasters annual convention. Fairmont hotel, Dallas.


Nov. 18-22 - Society of Professional Journalists, Sigma Delta Chi national convention, Hyatt hotel, Columbus, Ohio.


In 1979, we literally re-invented the broadcast wire. We examined your needs and started from scratch to create the most comprehensive package of broadcast services in the industry.

**The AP Radio Wire is like a programming machine.**

The AP Radio Wire works harder for you, because it's 100% ready to air—the latest news, information, and bulletins; everything as it happens.

Our hourly news summaries provide three minutes of fully scripted news programming, not just separate stories. Plus, we've developed a strong package of regular features that will fit any format. And, they're programmed on a regular schedule, giving you the added opportunity of strip programming with sponsorship potential.

The AP Radio Wire delivers ready-to-air, ready-to-sell news and programming that gives you a competitive edge in attracting listeners and advertisers.

**The only wire service designed exclusively for TV.**

The AP TV Wire is a high-speed (1200wpm) source wire specially designed to fit television’s need for in-depth background on today’s news—the vital data critical to the development of high-rated newscasts.

But, AP TV Wire is more than just a news source. Fully one-third of it is designed for story and feature programming—ready to strip into your noon shows, AM shows, or other local programming. And, adding AP PhotoColor and AP LaserPhoto can make AP TV Wire even more useful and effective.

**The flexibility to meet your needs.**

Whichever AP service is best for you, you'll get the most flexible, useable news and programming available. 24-hours-a-day, every day, the AP provides fast, accurate, objective news from around the nation and the world, plus more depth of coverage by region and state than is available anywhere else.

We've re-invented the broadcast wire to help you strengthen your product, build ratings, and be more saleable.

Associated Press Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020 (212) 262-4011

---

**AP Broadcast Services**

**INNOVATION for better news programming**

May

May 2-3-Annual convention, National Translator Association. Hotel Utah, Salt Lake City.

May 2-3-Society of Professional Journalists, Sigma Delta Chi Region 1 conference. Americana Rochester hotel. Rochester, N.Y.


May 3-Iowa Broadcast News Association annual convention. Starlight Village Convention Center. Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

May 4-8-CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 4-9—Second annual World Communication Conference sponsored by Ohio University, Athens, Ohio.


May 7-10-Concert Music Broadcasters Association meeting. Executive House, Chicago. Information: Hall Rosenberg (714) 275-7110 or (213) 797-1320.

May 8-10—Kentucky Broadcasters Association spring convention. Executive Inn West, Louisville.

May 8-10—New Mexico Broadcasters Association annual convention. Airport Marina hotel, Albuquerque.

May 9—American Advertising Federation "Best in the West" awards ceremony. St. Francis hotel, San Francisco.

May 9-11—Society of Professional Journalists, Sigma Delta Chi Region 10 conference, in conjunction with 45th annual SDX Distinguished Service in Journalism Awards ceremony. Park Hilton hotel, Seattle.


May 10-11—Northeast regional meeting, National Federation of Local Cable Programmers. Boston Film and Video Foundation. Information: Roni Lipton, (617) 227-9105.


May 12-30—International Telecommunications Union 35th session of the Administrative Council, Geneva.


May 12-14—Fourth annual National Indian Media Conference held by Native American Public Broadcasting Consortium and American Indian Film Institute, Quality Inn, Anaheim, Calif.


May 18-20—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 18-21—National Cable Television Association annual convention, Convention Center, Dallas.

May 19-20—Society of Cable Television Engineers Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.


May 26-29—Canadian Cable Television Association annual convention. Vancouver.

May 27-29—Electronic Industries Association's Communications Division fifth annual Hyannis Seminar. Dunfey's Hyannis hotel, Hyannis, Mass.

May 27-30—Annual meeting of Southern Educational Communications Association, Sheraton Atlanta hotel.


June
June 1-3—Virginia Cable Television Association annual convention. Omni International hotel, Norfolk.

June 1-4—Public Broadcasting Service annual meeting. Washington Hilton.


June 3—International Radio and Television Society annual meeting and presentation of Broadcast of the Year award by CBS's Don Hewitt, executive producer of 60 Minutes. Waldorf-Astoria hotel, New York.

June 3—Broadcast Pioneers annual Mike Award dinner honoring WiSAMI (Columbia, S.C. Pierre hotel, New York.

June 3-4—American Association of Advertising Agencies advanced media seminar. Wilshire Hyatt house, Los Angeles.


June 4-5—Advertising Research Foundation's sixth annual midyear conference. Hyatt Regency, Chicago.

June 5-6—Society of Cable Television Engineers meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-8—Arizona Broadcasters Association spring convention. Holiday Inn, Mesa.

June 5-7—Associated Press Broadcasters convention. Fairmont hotel, Denver.

June 5-7—Kansas Association of Broadcasters annual convention. Holiday Inn, Hays.

June 5-9—Missouri Broadcasters spring convention. Holiday Inn, Lake of the Ozarks.

June 6—Deadline for entries for Radio-Television News Directors Association annual "Award for exceptional application of journalistic skills evidenced by writing, reporting, editing or investigations." Information: Dave Bartlett, News Director, WRC, Room 800, 4001 Nebraska Avenue, N.W., Washington 20016.

June 7-11—American Advertising Federation, annual convention. Fairmont hotel, Dallas.

June 8-27—Institute for Religious Communications 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.


June 11-15—Broadcasters Promotion Association 25th annual Seminar and Broadcast Designers Association second annual seminar keynote speaker: James Dulcy, president, ABC Television Network. Queen Elizabeth hotel, Montréal.


In Washington:

"Public affairs programming to reach a large audience."

WJLA-TV's President and General Manager Thomas B. Cookerly Jr.: "We believe in public affairs programming. And we require programming that is robust, informative and capable of reaching a large, diversified audience. We believe IT'S YOUR BUSINESS is just that sort of program."

When you put leaders of business, labor, government and the professions together with a skillful moderator, they not only take on the issues...they often take on each other. Then watch the sparks fly! Put IT'S YOUR BUSINESS in the best time slot possible, because it addresses the business and economic issues that affect all viewers. That's why more than 100 stations covering over 76% of the country's television viewers are programming this lively series. (And why more and more are moving it into peak viewing times.) All in less than a year of syndication!
Mike Douglas, the people's choice!

The Mike Douglas Show, a proven winner day in and day out for the last 18 years, is right now enjoying its highest ratings ever. Our numbers are better than ever, with share points up in virtually every market.

We're the highest-rated syndicated talk/variety show on television, #1 in Households, Women and Key Demographics!

Nobody delivers like Mike—his audience is loyal and his appeal keeps growing. In fact, in the February 1980 ratings, Mike showed a fantastic across-the-board 19% increase in Homes compared to November 1979—dramatically higher than the sets-in-use increase for that period. Mike is the people's choice!
Mike Douglas, the station’s choice!

The Mike Douglas Show begins its new cycle on July 1, 1980, with no break in continuity. **60 markets are already in the fold, with more on the way!**

The Mike Douglas Network, which took off like a rocket at NATPE, continues to build and add excitement every day. 16 key production people from the present show will stay on with Mike to assure you the same network-quality production standards Mike has always delivered.

Mike is dedicated to this show—and everything he and producer Ernie DiMassa have learned over the years will guarantee stations, viewers and advertisers (10 national advertisers have already been signed by Syndicast) impeccable production, unbeatable entertainment and a huge, vital audience.
DESTINO 80 presents the second of its specials on the 1980 Census!

CENSUS & CELEBRITIES

CHARO and a host of top Hispanic personalities join the television audience of Spanish USA in a 90-minute public-affairs and entertainment special.

Live via satellite from the Coconut Grove in Los Angeles on the SIN National Spanish Television Network on Saturday, April 5 at 7:00 pm EST.

From the Census, through the Conventions, to the Elections, DESTINO 80 is SIN's year-long Census and Election campaign for Spanish USA.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Convention</th>
<th>Date</th>
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<tbody>
<tr>
<td>¡DESPERITA! (Wake Up!)</td>
<td>Feb. 26</td>
<td>Republican Convention</td>
<td>July 14-16</td>
</tr>
<tr>
<td>Census and Celebrities</td>
<td>April 5</td>
<td>Democratic Convention</td>
<td>Aug. 11-13</td>
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<tr>
<td>Your Voting Power Part I</td>
<td>May 13</td>
<td>Open Panel</td>
<td>Sept. 30</td>
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<tr>
<td>Your Voting Power Part II</td>
<td>June 10</td>
<td>Election Night Coverage</td>
<td>Nov. 4</td>
</tr>
</tbody>
</table>

Telecast via satellite, coast to coast, on 40 SIN affiliates. Sponsored in part by AT&T, ITT and Johnson and Johnson, DESTINO 80 heralds the Hispanic Decade.

"ONE MORE WILL MAKE THE DIFFERENCE"

A special presentation of the
SIN NATIONAL SPANISH TELEVISION NETWORK
'Don Lane Show,' Australian hour series distributed as strip by Worldvision Enterprises, is available on continuous basis, beyond just 26 episodes indicated in National Association of Television Program Executives listing of syndicated availabilities reported in March 24 issue.

Kwms-rv Riverton, Wyo., is primary NBC affiliate, not ABC, as reported in March 17 issue.

March 10 story on Supreme Court decision to review radio format case indicated petition to deny certiorari was filed jointly by Wwcm Listeners Guild and New York Law School Communications Media Center. Petition was filed jointly for Wwcm guild and Classical Radio for Connecticut.

Air Time International, syndication firm formerly led by Fred B. Weiner, has been involved in production and distribution of properties for television, not radio as reported in March 24 issue.

In March 3 'Rep Report' for Whkan (Kwms) Richmond, Ind., Savalliti/Gates replaces Denvey, not Regional Reps/Denvey.

June 15-17 - Montana Cable Television Association annual convention Outlaw Inn, Calfspill, Mont.

June 16-22 - National Sisters Communications Service 5th annual seminar on "Communications in Religious Life" Loyola University, Chicago.

June 18-20 - Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.


June 19-21 - Montana Association of Broadcasters annual meeting. Heritage Inn, Great Falls.

June 20-21 - North Dakota Broadcasters Association spring meeting. Art Clare motel, Devils Lake.


June 23 - Television Critics Association meeting. Century Plaza hotel, Los Angeles.


June 25-28 - Florida Association of Broadcasters annual convention. Disney World Contemporary hotel, Orlando.


July


July 14 - Beginning of Republican national convention. Cobo Hall, Detroit.

July 14-15 - Society of Cable Television Engineers technical meeting and workshop on "Coaxial Cable or Fiber Optics." Wichita Hilton, Wichita, Kan.


July 18-22 - South Carolina Broadcasters Association meeting. Meridian hotel, Montreal.

July 27-29 - California Association of Broadcasters meeting. Del Monte Hyatt House, Monterey.


August

Aug. 3-7 - Cable Television Administration and Marketing Society annual meeting. St. Francis hotel, San Francisco. Information: Lucille LaRin (202) 296-4219.


September


Sept. 21-24 - Treats Association of Broadcasters annual meeting. San Antonio Marriott hotel.

Sept. 24-26 - Tennessee Association of Broadcasters annual meeting. Hyatt Regency, Knoxville.


October


Oct. 2-5 - Women in Communications Inc. 48th annual meeting, San Diego.
Congratulations to our client
KFAB
America's #1 Rated Station.

(Arbitron Oct./Nov. '79 Metro Area, Monday-Sunday,
6 AM-12 Mid., Share of Persons 12+)

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(212) 686-4414
Deregulation filings swamp FCC with wide range of ideas

There are 8,000 formal filings to digest; many favor lifting some of the rules for radio, but some present proposals that aren’t likely to sit well with broadcasters.

The FCC may have uncorked a bottle of potential trouble as well as benefit for radio broadcasters with its proposal to deregulate their medium. For out of the 25,000 comments—out of which 8,000 could be considered formal—that were filed by the deadline last week, there emerged a plethora of ideas of how the government should govern radio broadcasting. And even among the comments favoring deregulation—and many did, at least to some degree—broadcast attorneys spotted peril.

The Justice Department, for instance, urged the commission to decide comparative renewal proceedings on the basis of the nonprogramming criteria the U.S. Court of Appeals once recommended for determining the kind of “superior service” that would assure a broadcaster an advantage at renewal time—criteria that range from elimination of loud commercials to diversification of media ownership.

Nevertheless, the comments appeared to assure some deregulatory action. The commission itself is interested in it; Carter administration policy favors it. And even citizen groups—concerned as they may be about possible loss of public service—recognize that some regulation can be eliminated.

But the main battle lines last week were drawn between private citizens and consumer and church groups that feel their rights as a listening public will be curtailed, should the FCC replace its current procedures and requirements with marketplace forces in determining how radio licensees operate, and broadcasters and communications groups that feel the need for deregulation should be obvious (although most are wary of how their licenses may be treated at renewal time).

But the proposal also received a good deal of support, as well as some criticism, from four government agencies: the Justice Department, the National Telecommunications and Information Administration, the Council on Wage and Price Stability and the United States Office of Consumer Affairs.

Each government pleading brought a different perspective to the rulemaking, and although there was awareness of what the others were filing, Steve Simmons, of the White House domestic policy staff, chaired meetings of the four groups to exchange and coordinate views—the first time it’s ever been done. As a result, each got to see what direction the other was moving on a basic communications policy matter.

Simmons: “All of the agencies are moving down the stream of deregulation. Some are occupying different parts of the current, but all are moving in the same direction.”

Each agency took a look at the four FCC proposals—to eliminate ascertaining requirements, logging requirements, limits on amounts of commercial time aired and detailed consideration of various categories of nonentertainment programming furnished by radio licensees.

Justice wholly supported the FCC rulemaking—except in comparative renewal cases. It is “well within the FCC’s [legal] discretion,” Justice said, market structure changes having made government regulation “unnecessary and inefficient.” It added that “the authority of government agencies to alter previous policies where changing circumstance and conditions dictate, is without doubt.”

In cases of challenges to license renewals, however, Justice felt that “the commission’s choice in a comparative renewal proceeding ought to be guided by nonprogramming criteria. This approach appears to us to be the least intrusive, and one which furthers First Amendment objectives insofar as it removes the commission from the practice of determining the content and quality of programs that ought to be broadcast.”

Justice took its definition of nonprogramming criteria from the 1972 Court of Appeals decision in the Citizens Communications Center case in which the court said an incumbent could prevail against a competing applicant only on proof of “superior performance.” The court defined “superior performance” as: (1) elimination of loud and excessive advertising, (2) delivery of quality programs, (3) the extent to which profits are reinvested to serve the audience, (4) diversification of media ownership and (5) “independence from governmental influence in promoting First Amendment objectives.”

NTIA, on the other hand, said, “were it not for the legal barriers found by us, we would be urging deregulation along the...
The U.S. Office for Consumer Affairs said that while it believes that broadcasters self-regulate out of self-interest, it also believes that the FCC should not "jettison entirely a set of standards that are basically sound." The office said that current standards "provide a basis for community and citizen group discussions and negotiations with broadcasters, who are more responsive to the concerns expressed because their obligations have been spelled out and the FCC has the power to enforce them."

The pleading stated that the objective of nonentertainment programming is to increase the knowledge and understanding that members of the public have of current issues and that "it should not be assumed that this goal would be served so long as listeners who wanted to absorb some news and public affairs were willing to track it down... somewhere on the dial."

So the consumers unit, headed by Esther Peterson, proposed that the FCC set separate minimum requirements for news and public affairs (after careful study of the present rules) and instruct stations to meet those requirements in all dayparts, not odd hours. It also endorsed the proposal for stations to choose their own methods of ascertainment. It would, however, retain logging requirements in news and public affairs programming and commercials. The FCC, the filing said, should continue its present commercial standards to help restrain those stations that might be tempted to abuse a no-limits policy.

The National Association of Broadcasters supported the FCC's preferred options but said it was "less than sanguine over the FCC discussion of intervention should a particular market fail to satisfy the wants and needs of consumers." NAB said that kind of agency stance would render deregulation a "sham."

NAB noted that "unfortunately, the notice intimates that deregulation may take place only in light of significant structural changes in broadcasting"—increased equal employment opportunity, new technologies, additional multiple-ownership regulations and the like. "Structural changes as a quid pro quo of deregulatory action in this proceeding is artificial linkage."

The NAB spoke at length about what it perceived as "a great deal of misinformation" about the proceeding. The association was referring to the drive by the United States Catholic Conference to put a halt to the proceeding, claiming that the listening rights of the elderly, religious and handicapped would be curtailed. NAB submitted copies of such materials.

The NAB concluded that while it supports the rulemaking, it still wants "some establishment of a legal license renewal expectancy." It offered no solution of its own. And it added: "The industry will accept nothing less than full independence from FCC programing oversight unless such regulatory oversight is statutorily required—and only where that stature is consistent with constitutional principles."

The Communications Office of the U.S. Catholic Conference said that, "by
restricting itself to a purely economic rationale to justify the proposed radio deregulation, the commission has reduced the public to an attractive audience of consumers. But neither the Communications Act nor its judicial interpretation permits this.”

It added that “we believe the FCC should not allow the difficulty it faces in dealing with the public interest concept to develop into a cynicism which rejects that interest altogether.” The USCC then said that the FCC, “instead of moving to implement deregulation, should encourage public education and debate on the issues . . . and hold its proposal in abeyance.”

The Office of Communication of the United Church of Christ, which has hailed the FCC into court for some of the documents the commission used in preparing the proposal, said it was commenting “under protest.” Nevertheless, it called for “sweeping” changes in the commission’s regulatory policies.

The National Citizens Committee for Broadcasting opposed the rulemaking, claiming it was beyond the authority of the FCC under the 1934 Communications Act. NCCB—which was joined by the American Civil Liberties Union, the Black Citizens for Fair Media and the National Citizens Communications Lobby—challenged what it saw as the FCC’s redefinition of “public interest” to “consumers.” The pleading said monopolization would not only result in the economic sector but would eliminate “the public’s means of exercising its First Amendment rights. That is intolerable.”

The joint filing proposed the establishment of an Audience Network, which anyone could join for a nominal fee. A specific portion of the broadcast day would no longer be within control of the licensee, the proposal said, but the sole responsibility of the AN, which would appoint a board of directors to be responsible for programming. Should deregulation be adopted, the filing said, this AN proposal could be considered one of the many “creative methods” that could be substituted for present regulation.

Each of the three commercial networks, while supporting the deregulation proposal, had a slightly different view.

NBC said because of the FCC’s statutory requirement to determine at renewal time if a licensee has served in the public interest, there should be a renewal standard based on over-all performance, including entertainment programming. NBC said this should not include criteria such as EEO percentages or diversification of ownership. NBC called for a further inquiry and rulemaking to determine what sort of standards could be adopted.

ABC supported the proposal in its entirety, and also called for a rulemaking.

The additional proceeding would be to develop a renewal standard for voluntary optional guidelines for radio broadcasters.

CBS said not only that the FCC should totally deregulate, but also that it should go to Congress for legislative action. “Deregulation should go still further so that radio and TV are eventually free of regulations and constraints in the exercise of First Amendment rights.” In the event of a comparative proceeding, CBS said, a broadcaster should show how “all elements” of its operation were “meritorious.”

A petition filed jointly by 17 broadcast groups, including Cox Broadcasting, Newhouse Broadcasting, and Guy Gannett Broadcasting, said they are “in general” agreement with the proposals and urged the adoption of the following: only a general requirement that a licensee be able to demonstrate familiarity with community needs; elimination of all commercial rules and policies; elimination of all formal requirements for program logs as well as the public inspection requirement, and the removal of the FCC from consideration of the amount of nonentertainment programming furnished by radio licensees, while recognizing that compliance with the fairness doctrine and other statutory requirements is a less drastic means by which to evaluate licensee operation, and that compliance entitles a licensee to legitimate license renewal expectancy.”

The joint petition added that deregulation should not be achieved “in consideration or contemplation of additional regulation,” in the areas of EEO, multiple ownership or spectrum allocations.

National Public Radio was concerned with the “public’s ability to secure specific programming, especially that which is unprofitable.” NPR asked for the appropriate deregulation of public radio to permit more administrative funds to flow into program operations. In addition, NPR cautioned that regulating markets and not the licensee “could very well obscure a licensee’s fiduciary responsibility to the public by removing the public’s ability to demand that the licensee meet specific audience needs.”

Citizens Communications Center filed on behalf of the National Association for the Advancement of Colored People, the National Organization for Women, the Media Reform Committee, the National Council of La Raza, and Chinese for Affirmative Action. The pleading said that “consumer well-being is not a replacement for public interest” and the parties believe the “FCC proposal is unable to pass the muster of the arbitrary and capricious standard.”

The filing added that there is neither empirical data nor rationale to support the FCC’s conclusions. The evidence, the pleading stated, is “incomplete, nonexistant, disingenuous, illogical and simply inaccurate. The radio frequencies are still scarce, and there is no free marketplace in which radio exists.”
U.S. decides all wasn't lost in Buenos Aires

Despite setback on 9 kHz, delegation adopts posture that immediate results will be better protection, not less, in hemisphere; eventual victory for narrower spacing predicted

The three-week conference of western hemisphere countries that had assembled in Buenos Aires to begin drafting a plan for the use of the AM band in the region ended last Friday, March 28, in an atmosphere of greater calm than had prevailed in the first two weeks.

FCC Commissioner Robert E. Lee, who headed the U.S. delegation, said: “We've done as well on the technical end as could have been expected.” And Wilson Lafollette, chief of the FCC's technical and international branch of the Broadcast Bureau and deputy chief of the delegation, said he was quite pleased. “We won't be creating more interference for our licensees; if anything, there will be better protection.”

Even the disappointment over the U.S. failure on the 9 kHz issue does not seem as sharp as 'it had. Lee, who had appeared deeply discouraged over the refusal of the conference to adopt the proposal to reduce channel spacing from 10 to 9 kHz in the region, or even to accept language in a resolution stating that a majority favors 9 kHz (Broadcasting, March 24), said: “It doesn’t look as bad, on reflection.”

The conference agreed to put off a 9 kHz decision until its second session, in November 1981. In the meantime, the International Telecommunication Union's International Frequency Registration Board will do parallel studies of the efficiency of 9 kHz and 10 kHz spacing.

Lee predicted that the proposal—aimed at opening the door to several hundred more AM stations in the U.S.—“will pass easy,” in 1981, provided the U.S.'s technical studies are confirmed. “So many countries were on the verge” of supporting the proposal, Lee said. At present, only the western hemisphere—Region 2 of the International Telecommunication Union—operates on 10 kHz channel spacing.

Lafollette said the issue's resolution was not a bad one. He said a number of countries wanted an opportunity to study the matter and draw their own conclusions. (Only the U.S. had done any studies on the proposal.) Furthermore, he said, “we came down [to Buenos Aires] with the question of support unresolved, so I don’t feel bad. We gave it our best shot.”

Beyond the 9 kHz issue, there was little controversy in Buenos Aires. And many of the technical criteria adopted were borrowed from FCC regulations or provisions of the North American Regional Broadcasting Agreement. So they will not represent changes for U.S. AM broadcasters.

But there were some other rough spots during the conference.

Cuba, for instance, proposed denial of protection to secondary service of so-called Class A stations—in the U.S., Class IA clear channel outlets. That provoked considerable debate—and a rare vote (ITU conferences generally resolve issues by consensus), which pro-secondary-service forces won by a margin of 3-10-1.

The U.S. did not win as complete a victory on the related issue of assuring Class A stations protection to the national border. The U.S. had originally proposed a footnote calling for such protection for its IA stations. However, the U.S. settled for a footnote merely encouraging countries to negotiate the border protection issue with their neighbors.

Lafollette said the U.S. delegation decided its original proposal was “not practical,” in view of Canada's known intention to abrogate NARBA once the regional plan now being drafted is completed. NARBA provides for protection to the border.

The U.S. was satisfied by the outcome of the debate over the controversial issue of determining time value for nighttime interference—even though the region rejected the U.S.'s 10% proposal. The conference adopted a standard permitting interference up to 50% of the time. However, the U.S., at Lafollette's suggestion, worked out an agreement with its neighbors, Canada and Mexico, under which they will adhere to the 10% limit. That is the standard prescribed in NARBA and the U.S.-Mexican AM agreement.

(Although the region-wide agreement is far more liberal than the U.S. thought desirable, the U.S. considers it a gain. “Before,” said Lafollette, “there was no protection [in the area], except that

Westinghouse Broadcasting has informed Ted Turner that unless renewal conditions placed on license of WRET-TV Charlotte, N.C., are "resolved" by Sept. 16, Westinghouse will exercise option to terminate contract to buy station for $20 million (Broadcasting, May 21, 1979). Original sales agreement, signed last September, called for assignment of "valid and regular license" Subsequently, FCC denied petition to deny renewal of station's license but imposed certain EEO restrictions and short-term renewal, which were then applied to assignment, which was granted on March 17. To resolve situation, Turner must successfully petition FCC to remove restrictions on license (Turner lawyers are preparing petition for reconsideration), or sale will fall through.

Spokesman for Westinghouse said Sept. 16 deadline was "non-negotiable." Turner has used proposed sale to secure $20-million line of credit from First National Bank of Chicago—of which $12 million has been borrowed—to finance his Cable News Network. If station is sold by Dec. 1 of this year, credit line will be reduced, although Turner spokesman said company will infuse CNN with whatever capital it needs to stay on air.

FCC last week approved seven distress sales of 13 AM, FM and TV stations. Major one involved Grayson Enterprises Inc.'s sale of KLKT-TV Lubbock, KNOM-TV Monahans and KWMV-TV Big Spring, and KTXV-AM Sweetwater-A为主线, all Texas, to minority-owned enterprises for total of $14,100,000, 75% of average appraised value. KLKT-TV and KTXV-AM are being sold for $11,100,000 to Prima Inc.; and KNOM-TV and its satellite KWMV-TV to Permian Basin Television Corp. Other sales: Blair County Broadcasters Inc.'s sale of WWAM-AM Farmington, Pa., to Phylei Communications Corp., 95% black-owned, for $913,800; Blue Ribbon Broadcasting's WUEZAM Salem, Va., to 70% black-owned Blunt Broadcasting Enterprises for $200,000; Broadcasting Service of America's KBSM-TV Guasti, Calif., to Hispanic Broadcasters Inc., for $2.2 million; Lee Broadcasting Corp.'s WTRFAM Tupelo, Miss., to 51% minority-owned WTUP Broadcasting Corp. for price still to be negotiated (but no more than 75% of average of three appraisals submitted by Lee—from ranging $547,328 to $625,000); Street Broadcasting Corp.'s WZEMAM-AM Johnstown, N.Y., to P-L Broadcasting Co., 100% minority-owned, for $519,750; Tuscola Broadcasting Co.'s WYORAM and WOLPMC Caro, Mich., to Sway Enterprises, 51% owned by American Indian, for $566,850.

Federal court has ruled that Minneapolis city council resolution naming Minneapolis Cable Systems cable franchise for city was not contract. Suit was filed by MC against city council when council reversed itself after initial resolution and awarded city's franchise to Northern Cablevision, subsidiary of Storer Broadcasting (see story page 48). Ruling affirms Northern's standing as sole cable franchisee for city.

ABC, CBS and NBC have indicated they intend to ask U.S. Court of Appeals in Washington for rehearing—and by full 11-member court—In Carter-Mondale "reasonable access" case. They petitioned court for 21-day extension, to April 18, of deadline within which to file petition.

White House is preparing Minority Telecommunications Conference to be held April 10 to announce new administration initiatives aimed at helping minorities enter ranks of broadcast and other telecommunications ownership.

John J. McCrory, president and general manager of Times Mirror Co.'s KDFW-TV Dallas, named to new position of president of Times Mirror Broadcasting, which includes KDFW-TV, KTXC-TV Austin, Tex., and five televi-
A new policy dialogue with Canada

U.S. and northern neighbor will try to reach consensus early on, not wait until telecommunications issues grow into major disputes

U.S. and Canadian officials responsible for communications policymaking in their respective countries have agreed to establish liaison between the governments in an effort to avoid new conflicts, and to resolve those that exist. The U.S. proposal to reduce AM channel spacing from 10 to 9 kHz is one of the issues that will be examined jointly.

Arrangements for the liaison were worked out over the March 23-24 weekend, in a meeting at Niagara on the Lake, Ontario, that was held at the Canadians' request (BROADCASTING, March 24). FCC Chairman Charles D. Ferris and Henry Geller, head of the National Telecommunications and Information Administration, who led the U.S. group in the talks, expressed satisfaction on their return last week.

"I went away feeling I knew them better," said Ferris. And the Canadians, who were led by Bernard Ostry, deputy minister of communications, "felt much better about what we were about." Geller indicated progress had already been made in dealing with one major issue—which he declined to identify beyond saying it was in the common carrier field.

Essentially, the two neighbor countries, which have found themselves on opposite sides of an increasing number of issues at international meetings, will set up committees of technicians to resolve issues—both technical and nontechnical—as they evolve. The preparations each side is making for the series of international telecommunications conferences that were spun off by the World Administrative Radio Conference last fall (BROADCASTING, Dec. 10, 17, 1979) will provide material for consideration by a number of ad hoc committees. Ferris said.

One working group is being created to focus on the channel-separation issue—an issue that has put as much of a strain on relations between the two countries as any other in the telecommunications field. The working group will examine and attempt to solve the various technical issues involved, then move on to the political problems.

The U.S. sees the 9 khz proposal as a means of opening the door to several hundred AM stations in the U.S., thus providing ownership opportunities for minorities and making it possible for daytime broadcasters to move to full-time operations. But Canada, whose broadcasters oppose the proposal, has been skeptical of its value and unconvinced, thus far, by the U.S.'s technical arguments. And it played a major role in blocking approval of the proposal when the U.S. presented it at the AM spectrum-planning conference of western hemisphere nations that ended in Buenos Aires last week (BROADCASTING, March 17, 24).

Les Brown, chief TV-radio reporter of New York Times, is leaving end of April to start own magazine covering television, cable and other electronic media under three-year grant from John and Mary R. Markle Foundation. Tentatively called CHANNELS of Communication, magazine is planned for general readership, positioned between consumer press and trade press. It's to start as bimonthly, with first issue targeted for November.
Air Time in trouble □ Alarm over AM stereo □ Times Mirror gets its big deal □ Eller's back with a vengeance □ Foreign cable owners OK'd

Air Time asks stations to be patient while it works out cash-flow/slow-pay problems

Air Time Inc., a leading media buying company, acknowledged last week it has a severe cash-flow problem and has asked TV and radio stations to help in resolving the financial crunch. Air Time is regarded as one of the three biggest-billing media-buying services, along with Vitt Media International and SFM Media Service Corp. Air Time billings are believed to approximate $150 million a year.

Bruce J. Fogel, president of Air Time, called a meeting last Wednesday in New York of advertiser, agency, rep and group station-owner executives. He asked the groups and reps to forward immediately to stations Air Time’s plea for them to continue all current schedules, to run all orders already accepted but not yet on the air, and to accept and run new orders. Fogel asked stations to reply by last: Friday (May 28). Fogel outlined a plan he said would fulfill Air Time’s commitments. Effective April 1, all of the funds from clients will be paid directly to a trust bank account and the bank will pay the stations. In addition, Air Time is in the process of liquidating nonmedia investments, and the accruing funds will be used to pay off liabilities.

Three's a crowd in AM stereo? FCC may opt for several systems

Broadcasters and equipment manufacturers have waited a long time for the FCC to approve one of five proposed AM stereo systems. Now word has leaked that the FCC staff may, instead, recommend that three systems be approved—a thought that panics many of the potential players. The National Association of Broadcasters and the National Radio Broadcasters Association both oppose the multiple system concept, as do four of the manufacturers that proposed systems—Harris, Belar, Motorola and Magnavox. Only one—Leonard Kahn—favors the notion. Opponents of the idea fear that the introduction of three systems into the marketplace would create so much confusion that broadcasters and manufacturers might back off AM stereo, perhaps killing it altogether. “In the one area the FCC ought to exercise its mandate—in the technical area—it has chosen to abdicate its responsibility and create what I feel will be a chaotic situation,” said Abe Voron, executive vice president of government relations for the NRBA.

Stephen Lukasik, chief scientist for the FCC, counseled patience. “Don’t listen to all the rumors you hear,” he told BROADCASTING Friday, adding that the “isn’t complete agreement internally as to what’s the best answer” and that a range of possibilities will be presented to the commissioners for their considerations. According to one insider, Chief of Planning and Policy, the staff is trying to get the AM stereo question on the agenda for the next commission meeting, scheduled April 9.

Times Mirror deal for Newhouse’s five TV’s gets FCC approval

The FCC last week approved Times Mirror Co.’s $82-million acquisition of Newhouse Broadcasting’s five television stations.

Times now owns the maximum number of television stations permitted by FCC rules—five VHFS and two UHFS. The stations acquired from Newhouse: WAPL-TV Birmingham, Ala. (ch. 13, NBC), whose license was also renewed; KTVI St. Louis (ch. 2, ABC); WSYR-TV Syracuse, N.Y. (ch. 3, NBC); its satellite, WSYE-TV Elmira, N.Y. (ch. 18), and WTPA Harrisburg, Pa. (ch. 27, ABC).

Times Mirror already owns WDFW-TV Dallas (ch. 4, CBS) and KTBK-TV Austin, Texas (ch. 7, CBS), and cable systems in Arkansas, California, Connecticut, Illinois, Indiana, Kentucky, Massachusetts, New Jersey, New York, Ohio, Pennsylvania, Texas and West Virginia. Times also publishes the Los Angeles Times, six other daily newspapers and a variety of books and magazines.

Newhouse will receive tax certificates for the sales, since they eliminate media crossownership. Newhouse retains WAPI-AM-FM and a daily newspaper in Birmingham, WTPA-FM and two dailies in Harrisburg, WSYR-AM-FM and two dailies in Syracuse, a daily newspaper in St. Louis and a cable system in Elmira.

The FCC conditioned Times’ operating WSYE-TV as a satellite of WSYR-TV on reassessment in light of the economic conditions of the Elmira market to determine whether it can support “a second full service station” in addition to WENY-TV; whether a single licensee could operate both WSYR-TV and WSYE-TV as full-service stations or whether divestiture would be required, and whether a divested station could obtain network affiliation.

Now Eller's marrying Charter: He'll own half of new firm

Karl Eller, who only months ago was out of broadcast management in a big way, is back in, in a big way. Eller and the Charter Co. have announced that they will form a new company, to be called Charter Media Co., of which each will hold 50% of the common stock. Eller will head it as both chairman and chief executive. Charter also gets preferred stock.

Eller has combined and built Combined Communications, the advertising and broadcasting company that Gannett Co. bought last year for $370 million in stock. Eller subsequently quit both the management and the board of directors he held at Gannett after the merger of the two companies, although retaining 457,678 shares of Gannett stock. He is currently chairman and 40% owner of Red River Resources, the company that holds the late actor John Wayne’s Arizona ranches and other real estate ventures. On March 7, Eller bought KOIF(FM) San Francisco for $12 million, prompting speculation that he was setting out to build his second communications empire (“Closed Circuit,” March 19).

Charter will be placing elements of its Chartcom Inc. subsidiary into the new venture. They were identified as Charter Publishing (Ladies Home Journal, Redbook, Sports), Charter Data Services (a magazine subscription fulfillment operation) and, subject to FCC approval, its six-station radio group, Charter Broadcasting, Eller will bring KOIF(FM) into the new Charter Media fold, again subject to FCC approval.

Charter is leaving out of the package a financially troubled printing operation and its direct-marketing business.

Charter is a diversified company whose main holdings are in the oil industry. The Charter Broadcasting stations are WOKY(AM) Milwaukee-WMIL(FM) Waukesha, Wis., WMXJ(FM) Miami, KCBQ(AM) San Diego, KSLO(FM) St. Louis and WDRQ(FM) Detroit.

Still no need, says FCC, to put clamps on foreign cable owners

There has been an increase in Canadian ownership of U.S. cable systems, but there is not presently a need for rules limiting such foreign ownership, the FCC has concluded.

The commission ruled last week on a petition by Midwest Cable that sought to restrict foreign interests in U.S. cable. The commission concluded a previous rulemaking on the matter in 1976, saying it found little foreign interest in U.S. systems and no need for regulation. Midwest’s petition pointed out that the situation has changed since then, with Canadian firms investing in and operating systems in major metropolitan areas.

The FCC said, however, that less than 1% of all U.S. cable subscribers are hooked into Canadian-owned systems. In addition, the FCC said, “the principal line of defense against any potential adverse consequences of foreign ownership should be at the local level where individual decisions as to cable television operating rights are made.” It added that “issues of international trade and freedom of investment again point toward the proper boundaries were somewhat beyond the FCC’s authority.”
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Prospecting for cable franchises

The Gold Rush of 1980

On March 6, the battle was joined for the cable franchise rights to urban Cincinnati, the 28th largest television market. Six companies responded to that deadline, setting the stage for what will be a long and arduous contest to win the city council's favor and a franchise worth, according to one of the bidders, at least $20 million in annual revenues.

Because of that potential, the five major MSO's and one group broadcaster in the competition (see page 56), will do everything they can to win. Their proposals were carefully prepared and designed to offer the most attractive package of programs and services at the lowest possible rates. To sell the proposals, the companies have hired local attorneys and public relations firms and will offer slices of their companies' equity to local individuals and groups in the hope that they, too, might bring weight to bear on the final decision.

What's happening in Cincinnati is commonplace these days. With a few notable exceptions, every major metropolitan area of the country is in some stage of the franchising process. Cable operators and would-be cable operators are rushing to grab that rare and precious commodity, the major-market cable franchise, hoping to win a few and cash in on cable's future.

Since each major market comprises many communities, large and small and each with equal authority to award cable franchises, there is opportunity for the small cable operators to challenge the major MSO's in staking out franchise claims. But when it comes to the big cities that form the core of the major markets only the largest companies will be able to play and even they must be careful. None wants to win a pyrrhic victory.

That caution aside, cable's latest rush for the riches is on in earnest. Over the past quarter-century, such homesteading has come in waves, each new one produced by some beneficial regulatory or technological development. The successive developments have allowed the industry to grow from a provider of antenna services, primarily in rural communities, to a sophisticated conveyer of numerous programs and services attractive enough to lure subscribers in places well-saturated by conventional television signals.

The current and likely the last major wave of franchising activity began in 1976 or 1977, propelled by the advent of the communications satellite and pay cable. Prior to 1975 the most a cable operator could offer in its franchise area was a clearer picture and perhaps a few imported broadcast channels. But after Home Box Office led the way in 1975, programmers began to deliver to cable systems everything from fundamentalist religion to obscure college basketball games by bouncing their signals off an RCA communications satellite.

The delivery system was far more economical than anyone had dared imagine. All that a cable system had to do to receive the signals was commit to the one-time expense of building a satellite receive-only earth station. And that cost has steadily plummeted over the last five years-so far, in fact, that the smallest of cable systems can now seriously consider installing a second earth station.

Satellite-delivered programing profoundly changed the economics of the cable business. Subscribers, the operators found, are willing to pay between $5 and $10 a month on top of the one-time installation fee and monthly basic fee for the privilege of watching recently released movies and otherwise unavailable sports attractions without the intrusion of commercials. Five years ago, according to David Schultz, assistant to the president of Community Tele-Communications Inc. (TCI), a leading MSO, cable's customary 35% penetration would not have been good enough to warrant most urban construction, or builds as they are now called. But if 80% or 90% of that 35% take a pay service, as has often been the case, it "suddenly becomes very profitable."

Cable operators also can expect a certain proportion of their pay cable customers to take a second pay channel—or second "tier"—of service. Because of the competitive pressures, some companies count on the second tier to generate a system's margin of profit.

The satellite has delivered more than just pay television. It also has made available to cable operators—free or at nominal cost—a panoply of other programing. Cable companies can take these services and include them in their basic cable package, creating a highly attractive product for merchandising in the cities. Cable operators consider the basic package important since an attractive
package gets the cable into the home at a low cost. Once the cable is in, customers are more apt to take profitable pay services. Basic cable can now include the Cable Satellite Public Affairs Network (C-SPAN), featuring gavel-to-gavel live coverage of the House of Representatives; the Entertainment and Sports Programming Network, highlighted by numerous college athletic events, and the Satellite Programming Network, with a variety of programming and all-night movies.

Another ingredient frequently showing up in the basic cable recipe is the superstation, a major independent broadcast station picked up and delivered by satellite nationwide to cable systems. Although the programming fare of these stations is not unlike that of other independents, they do have certain attractions. Ted Turner’s 24-hour WSB(TV) Atlanta is the most popular, and includes in its package coverage of the Atlanta Braves (baseball) and Atlanta Hawks (basketball). As William Strange of Sammons Communications points out, “This is a nation of shift workers and insomniacs” who have been unable in many communities to watch television during the early morning hours.

Basic cable also will be enhanced this summer when Turner’s Cable News Network goes on the air. That planned 24-hour news service and C-SPAN are uniquely cable programs that will serve as the cable operator’s answer to the broadcaster’s news and public affairs programming. It is a given in present-day cable that all future franchise proposals will include these two services.

There also are a number of religious programmers that offer cable systems highly sophisticated programming in exchange for the opportunity to proselytize and ask for donations. Sammons’ Strange said such programs have “tremendous subscriber appeal.” The “Bible belt,” he says, now runs through every big city.

Also crucial to the expansion of programming choices has been the rapid development in broadband technology. It has given the cable operator all the channels necessary to carry the new programming. The number of channels that can be squeezed into a coaxial cable has increased steadily, growing from three to five to 12 to 20 to 36 and today to 54 channels. And there is no reason to believe that growth in channel capacity will stop there. Optical fiber technology promises a tripling of channel capacity in cables of comparable diameter. Although a 54-channel cable system has not yet appeared in the field—some feel it is not yet practical—cable operators can install systems offering well over 36 channels by using two or three cables. Warner Amex’s recently approved Pittsburgh franchise proposal is an example. At its optimum level of service, Warner will offer customers 60 channels of information, entertainment and education using two cables laid side by side. When 54-channel technology is refined, Warner conceivably could add additional channels to both cables. (Warner has also promised to lay a third cable exclusively for use in an institutional network that will link schools, colleges, hospitals, libraries, churches and businesses.)

With so many services appealing to so many segments of society it is no surprise that cable operators clamor for franchises—the exclusive right to serve and profit from the marketing of such services.

Part of the rush to franchise in the cities is being generated from within, with little or no prompting from the cable operators. Many public interest groups are interested in the idea of local access programming, another key feature of almost all cable franchise proposals. Businesses, too, have exerted some pressure for cable. They need broadband communications networks for data transmission and teleconferencing, and cable operators have the technology to oblige. Governments also see certain advantages to cable, particularly revenues. Most proposals now promise cities a franchise fee equal to 5% of revenues. Local governments are also attracted by two-way services that provide security and fire alarm protection and energy load management.

The proposals clearly show that cable operators have responded to these pressures and, in fact, have gone out of their way to stimulate some of the demand. They are more than willing to offer the two-way and business-institutional services because they are potential revenue producers. The access programming channels and facilities—in Pittsburgh Warner will spend $3 million to equip and staff several studios—are more or less a necessary evil in the eyes of the cable operators, generating no revenues but nonetheless important if the proposal is to get serious consideration.

Cable for business communication is still an underdeveloped market. Until now, when cable operators thought of franchises they thought in terms of entertainment and other services that appeal to the consumer. But with the wiring of the cities, the hubs of business activity, data communications will undoubtedly get more attention. Edward Bennett of Viacom Communications, which counts San Francisco among its franchises, is “so high on the business applications of cable that I believe they could dwarf the revenues from entertainment services.” He is not alone. Robert Schmidt, former president of the National Cable Television Association, has formed Communication Technology Management with the idea of serving this very market. Schmidt’s plans go a little farther than those of the average cable system; he not only would use cable to link businesses within a city but would use satellites for intercity links.

There is a touch of irony in all this. With the broad array of services and programs now available, a customer could be sold on cable without ever being told it will improve reception of the local broadcast stations. Cable has, indeed, come a long way.

Although few of the major cities have been wired, many suburban communities have had the advantages of cable for years. Some cities are literally surrounded by cable. Acquiring a franchise and building suburban communities has certain inherent advantages over doing the same in the big cities. The suburban areas often have a population density on par with the city and yet are far cheaper to build as they require less underground construction. Cable can be strung on poles for approximately $7,000-$10,000 per mile, but if it has to be buried beneath concrete and asphalt—the situation in many cities, and particularly the older ones—the cost of construction can run as high as $100,000 per mile. (This scenario, as John Thorne of Cox Cable points out, doesn’t always hold true. He says Dallas, now in the initial stages of the franchising process, is considered an excellent cable market because wiring of its 375,000 homes requires just 10% underground construction.)

The franchise process in suburban communities is usually less painful and less costly than in the cities. And since building is easier, the system can be turned on far closer to the date the franchise is awarded. In a capital-intensive business, such a consideration is not taken lightly. The sooner the cash starts flowing, the better.

Suburban communities have still other advantages over the cities as far as most cable operators are concerned. The suburban communities are socially homogeneous so that serving their needs are relatively simple. A predominantly white suburb, for example, will not demand a black access channel or a Spanish-language channel. Suburbs also, in general, are younger and more affluent, and thus more likely to subscribe to additional tiers of service. “The typical cable subscriber,” Cox’s Thorne says, “is between the ages of 20 and 45 and that age group tends
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One of the first questions to be answered in franchise-planning strategy is where to submit proposals. Although many of the suburban plums have already been picked, many remain and are highly coveted. Because of the cost of earth stations, headends and studios, it greatly benefits the cable operator if he can put together a string of contiguous cable systems. Such a situation has all the benefits and few of the detriments of the city franchise. Also, a close-in suburban franchise gives a cable operator a much better shot when applying for the city.

The population density of a city is one of its chief cable attractions, but there are some suburban franchises, often encompassing a whole county, that can match those numbers. Fairfield County in Connecticut, an affluent suburb bedroom community for New York, has asked for bids for the 120,000 homes in its jurisdiction. And as much because of its size as for the upper social stratum of its residents, Fairfield has attracted 10 cable operators, representing just about all the big names in the business. Few cities will draw as many proposals. Only four applied in Pittsburgh and only six in Cincinnati.

Most of the major MSO’s, however, will not restrict themselves to chasing after either urban or suburban franchises. They will go where the soil is most fertile and where they feel they have at least an even chance to win. “It’s a waste of a company’s resources to bid where you don’t have a reasonable chance of winning because of the politics,” says TCI’s Schultz. Preparing and submitting a bid in the recent Pittsburgh battle reportedly cost each applicant a quarter of a million dollars. Nonetheless, several of the bigger companies—like ATC and Warner Amex—can be expected to show up in most major cities. Their strategy is to apply for many and hope to get half.

While demographics and size of market can tell a cable operator whether a particular community will be profitable nothing can tell him whether he will win the franchise. The reason is simple: politics. The awarding of a cable franchise in a village, town, city or county is done by the local government, and thus is subject to all the political gamesmanship of that community. “If you read the proposals,” says Bill Petty, franchising boss for Cablecom-General Inc., “you’ll find there’s not a whole lot of difference among them. There’s a lot of room for the political game to be played.”

Companies unwilling or unable to play the political game haven’t much of a chance, whether the town be Little Rock, Ark., or the teeming boroughs of New York. The politically naive are likely to be chewed up and spit back—or be totally ignored. The impact of politics in the franchising process, although omnipresent, varies from place to place. Some jurisdictions have placed much of the responsibility for the requesting, accepting and evaluation of bids in the hands of consultants or citizens’ committees. But in all cases the final decision rests with a group of politicians, whose actions are sometimes inexplicable and hardly ever predictable.

Perhaps the most important thing a city can do before awarding a franchise is find out what cable can do and demand in its “request for proposal” (RFP) the most sophisticated and modern cable system possible. This step alone assures that only the best proposals will be considered when the process is turned over to the politicians. It’s hard for the citizens of Pittsburgh, for example, to lose when all the council had to choose from were essentially comparable proposals of the four biggest MSO’s—American Television & Communications, Warner Amex Cable Communications, Teleprompter and Community Tele-Communications Inc. (Warner won [Broadcasting, Feb. 4].)

The companies care, of course. In the last two big cable contests, the runners-up—ATC in Pittsburgh and Canadian Cablesystems in Minneapolis—have filed law suits alleging that

Five with their fingers to the pulse of cable franchising

The top five cable MSO’s each has its specialist in the franchising area—the executive with key responsibility for keeping up with the boom both in big-city and small-market activity. On this and page 43 are mini-looks at the men out front in franchising.

Norval D. Reece, vice president of new market development for Teleprompter Corp., the nation’s largest MSO, says that the company has “no hard and fast rules” when it comes to cable franchising, but it does have some guidelines it likes to follow, such as

Going where “there is more than a single franchise available.” Regardless of where Teleprompter goes, city or suburb, Reece stresses that it doesn’t move without considerable thought. “We pick and choose. We have a high betting average, and we would like to keep it that way.”

A graduate of Depauw and Yale, Reece should have a special talent for relating to the local franchise decision-makers. He served the state of Pennsylvania for eight years, first as special assistant to the governor for intergovernmental relations and later as secretary of commerce. He joined Teleprompter last year just as the company decided it had better get in on what Reece feels might be “the last great land rush.”

J. C. Sparkman has grown up with the cable business. After leaving the Air Force in 1956, he got into “cable supply and sales” with his own firm and with Jerold Electronics. And after 24 years in the business, he is vice president and general manager of Community Tele-Communications Inc. and charged with heading the company’s franchising efforts.

Like most of his counterparts at the other MSO’s, Sparkman is looking at every community in the country as a possible focus for TCI’s franchising team. “We’re a national company in scope,” he says. And like his colleagues, Sparkman understands the political realities of the business he’s in. He says it’s no longer sufficient to study just the demographics and financial viability of a market. A careful “political assessment” of the community must also be made. He says a

negative political assessment of Cincinnati convinced TCI to stay out of that town.

John C. Thorne, director of corporate development, Cox Cable Communications Inc., began his cable career in 1964 as president and general manager of a cable system in Myrtle Beach, S.C., the first in the state. He expanded the system, sold it to Cox in 1975 and joined the major MSO in the deal. After years spent developing franchising in Virginia, he was promoted in 1979 to his present position.

Cox has no intention of letting any major cable markets slip by Thorne says that Cox is interested in the franchises for Dallas; Tucson, Ariz.; Omaha; Portland, Ore.; New Orleans; the suburbs of Washington; Staten Island and Brooklyn, and Fairfield county, Conn. Thorne

SPECIAL REPORT

Reported Mar. 1 1980 38
SOLID GOLD

JUST 5 SPECTACULAR WEEKS FROM ITS FIRST ANNOUNCEMENT OF SOLID GOLD AS A WEEKLY SERIES AND OPT HAS ALREADY SIGNED 103 MARKETS, INCLUDING 47 OF THE TOP 50!

Stations and advertisers alike have rushed to jump aboard the bandwagon for Paramount Television’s exciting new weekly contemporary music hour, scheduled to start in September, 1980. Here’s why...

- Awesome ratings and demographics in markets all over the country for Solid Gold’s pilot special—proving that there is a huge audience appetite for this unique type of contemporary music/variety on television and Solid Gold is the ideal vehicle to satisfy it.
- A 48-week schedule, with 44 brand new, totally first-run music/variety hours, featuring a weekly countdown of America’s 15 most popular recordings... top music stars...dancers...comedy.
- Prime time quality productions, underwritten by national network advertisers, supplied to stations without charge.
A ONE HOUR TV SHOWCASE FOR AMERICA'S MOST POPULAR RECORDING ARTISTS OF THE WEEK.

SOLID GOLD ARTISTS PERFORMING THEIR SOLID GOLD HITS!

THE ONLY TOP BUDGET CONTEMPORARY FIRST-RUN MUSIC VARIETY SERIES AVAILABLE TO STATIONS FOR LOCAL USE.

- Big rating potential
- Unbeatable young adult demos
- Big name starpower
- Quality production values
- Superior cost efficiencies
- Free cost to stations
- Weekly double-exposure insuring maximum cume rating

Never before has a first-run program ever burst upon the local television scene with such documented pilot rating success as Solid Gold! The two-hour prototype pilot produced by Bob Banner for this exciting star-filled parade of musical hits has already scored eye-opening market and time period victories over the past few weeks. In its first available overnight, coincidental, and February '80 book ratings, Solid Gold recorded the following triumphs:

UNHEARD OF FIRST-RUN TIME PERIOD DOMINANCE...
29 & 30 WEEKLY CUME RATINGS...IN EACH OF THE NATION'S TOP 3 MARKETS!!!

1. NEW YORK
   On independent WPIX, Solid Gold was Number One in time period with a 16.2 Arbitron rating. Combined with repeat performance for 29 cume!

2. LOS ANGELES
   On independent KCOP, first-run Arbitron rating of 21 again beat all competing network and independent stations in tough 7-9 PM Sunday time period. 21 rating was highest music/variety rating in L.A. so far in 1980—beating THE GRAMMY AWARDS, DONNA SUMMER, et al. Second weekly exposure added for cume of 29!!

3. CHICAGO
   On independent WGN-TV—Solid Gold once again topped all competing stations over 2 hours of prime time with a 19 rating and 29 share. Repeat performance added 11 more points for an astonishing 30 cume!!!

ALL THIS AND OUTSTANDING DEMOGRAPHICS TOO!!!
SOLID GOLD AVERAGES 120' ADULTS 18-49 PER 100 HOMES
SOLID GOLD IS ALSO A SUCCESS THROUGHOUT THE NATION IN MARKETS BIG AND SMALL...INDEPENDENTS AND AFFILIATES...UHF AND VHF STATIONS

Banner headlines all over the country shout out the fact that OPT has truly struck gold virtually everywhere. In addition to the metered overnight successes in the top 3 markets in the East, Midwest and West Coast, news of similar triumphs is rolling in from other markets—large and small—all over the U.S., via Arbitron and Nielsen telephone coincidental surveys and February 1980 regular report ratings as they become available.

EAST

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Channel</th>
<th>Network</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND</td>
<td>WJAB-TV</td>
<td>43</td>
<td>IND.</td>
<td>8-10PM</td>
<td>16</td>
</tr>
</tbody>
</table>

Beat all competing network affiliates in prime time period with a 16 rating, 30 share—a rating 3 times higher than WJAB's average for regular shows in the time period. Regular February '80 ARBITRON came in and revealed an 18 rating for SOLID GOLD.

CINCINNATI

<table>
<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>WKRC-TV</td>
<td>12</td>
<td>8-10PM</td>
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Number one in time period: a 19 rating, 34 share—beating the #2 station by 3 rating points and the other 2 stations combined!

SOUTHEAST

ATLANTA

<table>
<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>WSB-TV</td>
<td>2</td>
<td>7:30-8 M-F</td>
</tr>
</tbody>
</table>

24 rating, 43 share average in coincidental overwhelmed all competitive access programming. Rating was 30% higher than WSB's normal access average. February '80 Nielsen documented a 25 rating average.

MIDWEST

ST. LOUIS

<table>
<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Time</th>
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<tbody>
<tr>
<td>KPLR-TV</td>
<td>11</td>
<td>7-9PM</td>
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</tbody>
</table>

A crashing 28 rating, 40 share for SOLID GOLD's first run (Nielsen coincidental) on March 17—the highest rating ever recorded by KPLR-TV. It was #1 in the time period, beating CBS' WKRP/MASH block by 7 rating points and 9 share points, beating ABC and NBC combined!!!

SOUTHWEST

OKLAHOMA CITY

<table>
<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>KTVY</td>
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DALLAS

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<tr>
<th>Station</th>
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<tbody>
<tr>
<td>KTVT</td>
<td>11</td>
<td>8-10PM</td>
</tr>
</tbody>
</table>

14 rating, 25 share in prime time—3 times independent KTVT's time period average in the February '80 Arbitron. Adding repeat performance produced a 21 cume.

HOUSTON

<table>
<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>KHTV</td>
<td>39</td>
<td>8-10PM</td>
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</table>

WEST COAST

FRESNO

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<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>KMHP-TV</td>
<td>26</td>
<td>7-9PM</td>
</tr>
</tbody>
</table>

With SOLID GOLD, independent XETV also quadrupled its normal 8-10PM time period average, based on the February 1980 Arbitron report.

---AT LEAST 20% BETTER THAN NTI NETWORK PRIME AVERAGES (ARBITRON COINCIDENTAL ANALYSES DOCUMENTED)---
SOLID GOLD

A SOLID GOLD MEDIA BUY!

Precedent-shattering Prime Time ratings and demos for Solid Gold against the tough network competition of a major sweep survey period, prove that OPT's weekly, double-exposed hours should easily average a 15 rating on a guaranteed coverage of 85% of U.S. TV households.

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If you're a network advertiser and want a proven weekly commercial vehicle with unparalleled audience values....

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Operation Prime Time • 919 Third Ave • New York, New York 10022

Sources: Indicated Arbitron and Nielsen rating reports, metered overnight ratings and telephone coincidental surveys taken during February and March 1980. Audience data are estimates based on indicated sources, subject to qualification available upon request.
they were treated unfairly by the franchise process and by the cities’ politicians. That the big-city proposals are usually all so good creates a problem for the politicians, who are ethically bound to choose the most meritorious proposals, based on the services offered and the reputation of the proposing company. When there is little significant difference between the proposals and the character of the companies, politicians are left with little on which to base a decision except political advantage. A councilman receiving heavy pressure from constituents or cronies may well vote the way the pressure is pushing.

One way to ease that dilemma, for an increasing number of communities, is to hire a consultant to advise the council, establish procedures, evaluate proposals and, on occasion, make recommendations. Most cities have little expertise in franchising and limited knowledge of cable and what it can do. When the subject of cable first arises in city hall, hundreds of questions immediately arise. The services of a professional consultant or consulting firm—such as the nonprofit Cable Television Information Center or one of a number of commercial firms—can be hired temporarily to guide the city through the process, or a full-time staff can be hired to organize the franchising effort and, after the award, monitor the company to see that the system built is the one promised.

The presence of a consultant is no guarantee—there are no guarantees in this business—that the process will flow smoothly. Little Rock, Ark., asked independent consultant Carl Pilnick, from California, to evaluate and rank the six proposals it received in 1978. Pilnick ranked Cablecom, a subsidiary of RKO, number one, but when the city fathers got around to voting on the proposals they chose to ignore the consultant’s recommendation. Instead, they picked a company Pilnick ranked fourth, a joint venture of ATC and Midwest Video, both top-20 MSO’s. Partly because the decision was perceived to be blatantly political, and partly because of the efforts of a consortium of local black groups, the decision was overturned by a referendum a year later.

Forced to reconsider the question, the Little Rock board of directors asked each of the bidders to reaffirm its proposals. Unfortunately for Cablecom, rising interest rates had made its financial position untenable. The franchise eventually went to Storer Cable, the company Pilnick had ranked second.

There are many examples of cities, mostly small to medium-sized and most without fully realizing the implications, that awarded franchises solely on the basis of political bargaining. But one that has become notorious is the franchising of Houston, a city neither small nor excused by ignorance.

The fifth largest city in America (measured in city-limit terms; it’s the 12th largest TV ADI) late last spring divided itself into five cable franchise districts, one going to Storer and one to each of four local groups whose political power can be measured by the number of homes in its eventual franchise area. The winning bidders (among seven applicants): Gulf Coast Cable Television (275,000 homes), represented by Bill Chamberlain, Mayor Jim McConn’s former campaign manager, and Bill Olson, a former city attorney; Houston Cable Television (200,000 homes), represented by Walter Minscher, a political fund raiser and contributor to McConn’s mayoral campaign, and Jonathan Day, a former city attorney; Houston Community Cablevision (150,000 homes), a black company headed by Andrew Jefferson, a member of the coalition that caused Houston to throw out a 1973 franchise award; Storer’s MECA Corp. (125,000 homes), and Westland Cable (25,000), represented by Marvin Katz, the mayor’s personal attorney. The two losing groups were Cablecom-General and a group headed by Billy Goldberg, chairman of the state Democratic party, and Alan Levin, a former city attorney.

Goldberg has since sued Gulf Coast Television and the Houston city council for what he feels was a conspiracy in vio-

Communications may have found the perfect man to head its franchising efforts. Richard Aurelio, senior vice president, government affairs, was, before joining Warner last year, president of D. J. Edelman, an international public relations firm, and prior to that deputy mayor of New York in the John Lindsay administration (1970-72) and administrative assistant to Senator Jacob Javits (R-N.Y.) (1961-68).

Armed with the highly publicized Qube two-way cable system, Aurelio says Warner is attracted to communities, urban or suburban, that want state-of-the-art cable. He says Warner is interested in communities where there is a lot of grass-roots interest in community-access television. "We think our system can exploit that interest," Aurelio says.

says that "since there is a tendency to say bad things about the other guys" in the heat of the franchise battle, it is important for a company to present a good image. Thorne says that he encourages the city councils in communities in which Cox has made a franchise bid to write and visit the communities where Cox and the competing bidders have operating systems. "We feel we’ll come out best," Thorne says.

Michael McCrudden, senior vice president, planning and development for American Television and Communications, got a good dose of cable and the satellite technology that has led cable into the major markets early in his career. After receiving his master’s degree from the Wharton School of the University of Pennsylvania, he worked for a research firm for a few years, studying domestic and international satellite communications. The lessons learned were reinforced from 1970 to 1972 when he worked on the implications and applications of satellites and the rewrite of the FCC’s cable regulations as executive assistant to the director of the Office of Telecommunications Policy. He joined ATC in 1972 and was appointed to his present position in 1979.

McCrudden, whose company is still smarting from its loss of the lucrative Pittsburgh franchise to Warner in January, says that although he knows politics is a "fact of life, it’s terribly frustrating when you have a clearly better bid and you’re not the winner." If cable franchising is, as most believe, in large measure a matter of politics and public relations, then Warner Amex Cable

-- Aurelio
lation of the Sherman Antitrust Act.

The question arises: Why was Storer cut in among all the locals? Arno Mueller of Storer says the answer is simple. "We were asked to provide service... we applied and we got an award. We were the only one who wanted [the southeast section of the city]."

Robert Sadowski, who spent two months on the city's payroll as a consultant and who says he was fired "for not going along and writing a report saying what had already been decided," says that from start to finish the franchise award was "shabbily done." The franchises should be revoked and the city should start all over again, he says, if the city is serious about quality service.

Houston never came close to getting strong competitive bids, according to Sadowski. He says the city never advertised nationally for bids, and that the only way anybody knew the city was asking for franchises was "through word of mouth."

"If ever there was an argument for an increase in federal oversight in the cable area," says Sadowski, "Houston would be a strong reason for it."

Cablecom-General's Bill Petty, a veteran of many cable battles, was not as indignant as Sadowski about what happened in Houston. "Anybody who thinks a franchise is awarded on the merits of the proposal is extremely naive," he says. "The awarding of a franchise is a political process, not a bid process." When asked if there was anything Cablecom could or might do to change the outcome of Houston, Petty offers only: "The city can do anything it wants. It's up to the electorate to police the city government."

The Houston story doesn't end with the award of the franchises. Within months some of the franchise holders began selling off their rights to Warner Amex and Storer. Warner first bought an 80% interest in Houston Cable Television. Storer bought an 80% interest in Houston Community Cablevision, and gave Houston Community's principals an option to buy into its cable subsidiary. And last October, Clive Runnels, principal owner of Gulf Coast, announced that he intended to sell a 76.5% interest in Gulf Coast Cable to Warner. That deal has been held up by the Goldberg suit.

The first thing a cable operator does when he hits town is begin acquiring power—lining up the groups and individuals with the most pull. This means hiring the best law firms in town and passing out bits of company equity to groups and individuals. That makes the final decision. Anybody or any group believed able to deliver votes may be able to win itself a part of the cable company; or a high-paying job within it. Equity is sometimes given away, or at others is sold as stock interest at generous terms.

Many city and suburban proposals now include some amount of local ownership. From the most positive point of view, local ownership is an opportunity for local groups or individuals—particularly minorities—to become part of the cable company and participate in an outsider's profits. In return, the local owners pressure the local governments and reassure the city council. Says Cox's Thorne: "A city council is not real anxious to award something as lucrative as a cable franchise to a stranger, to an out-of-state or foreign company." In voting for a company heavy with local investors, the council feels more confident that the cable company will make good on its promises, he says.

Local ownership can sometimes be a sham. Local investors may indeed make up a good portion of the company during the franchising process, but once the award is made the local interest is bought out or reduced to a negligible amount through a new stock offering or call for equity. Such a set-up is known as "rent-a-citizen." The "citizen" is given a piece of equity to apply political pressure or make a showing of local involvement by the cable operator. But when both or either of those jobs is done, the citizen is paid off and the cable operator acquires full or close to full control of the company.

There is, of course, nothing illegal or unethical about local ownership arrangements unless the city or town awarding the franchise is led to believe the local ownership is a permanent arrangement.

As a matter of fact, cities like Pittsburgh and Cincinnati strongly suggested in their RFP's that some form of local minority involvement or ownership would be beneficial to the applicant's cause. In Pittsburgh, the winning bidder, Warner Amex, gave away a 20% interest in the company to 17 local black groups. The runner-up in that contest chose a different arrangement. Three Rivers Cablevision, a subsidiary of American Television & Communications, sold a 15% interest in the company to a number of minority individuals and women. Although both plans fulfilled the vague requirement of the RFP asking for minority involvement, the Warner plan was considered by the mayor and the council as clearly superior and it formed the basis for the council's final vote in favor of Warner.

Warner's idea of bringing in groups instead of individuals as local partners is evidence of a growing trend—what Harold Horn, head of the Cable Television Information Center, calls "rent-an-institution." In Cincinnati the school board has come forward, saying that it would be willing to accept a 20% interest in any cable company.

Not only that, but, according to Horn, some cities are considering taking back a 20% interest in the winning franchise for themselves. Horn dislikes the idea; he believes it blurs the distinction between regulator and regulatee.

Sammons's Strange sees local ownership as neither "good nor bad." His company has only one local partner among its 172 franchises, but, he said that the company will not hesitate to bring in local partners when the situation demands it.

To lure the politically influential group or individual into a company's camp the offer of equity is often irresistible. But another favorite tactic of the cable companies is simply to hire politically influential persons to lobby city councils and present the company's case to all interested. Storer, for example, hired the former county executive of Prince George's county, Md.—Winfield Kelly—to act as its agent in that lucrative and wholly unwired Washington suburb. Cable companies also hire the most influential law firms in town—sometimes two, one Democratic and one Republican. And once again the purpose is more than just legal representation; it is, additionally, to lobby the city council. Like well-known and respected partners, the law firm gives the cable company local identity and credibility. (New-in-town cable applicants also are apt to hire a leading public relations firm, but its

Two of the sell-offs did not surprise Sadowski. According to his readings of the cable proposals, neither Houston Community nor Houston Cable had the financial qualifications to build in the first place.

Politics can be defined as the art of acquiring and applying power. Cable operators, forced by the nature of the franchise process, are rapidly becoming experts in the arena. They have learned that to win a franchise they must play the game and by the hometown rules.

The first thing a cable operator does when he hits town is begin acquiring power—lining up the groups and individuals with the most political pull. This means hiring the best law firms in town and passing out bits of company equity to groups or individuals in hope they will be able to bring pressure on the council or board...
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AN EXCITING SYNDICATED PACKAGE OF FIGHTS WITH PLENTY OF "PUNCH"... NETWORK QUALITY SPORTS EVENTS FOR LOCAL PROGRAMMING.

It was the greatest era boxing's ever known. And now 13 of these action packed one hour programs (15 fights) can be yours... first run off of network and/or closed circuit TV! All in color and unedited, these bouts have the great names and excitement that's guaranteed to leave the viewing audience begging for more: Ali/Frazier, Norton, Lopez, Rossman... all on the first seasons winning fight card. Geared to build top ratings, first in our new series from among 220 great fights to follow in upcoming seasons.

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Cable operators also talk about "bait and switch," a game played by some cable companies that "promise anything and then cry for relief." Because once franchises are made, they're hard to take back, the temptation is there to promise extraordinary services at below ordinary rates in an attempt to secure the initial award. Companies feel that once the award is made, they later can apply for relief—and are likely to get it because few cities or towns relish taking on the job of finding another franchisee. Says Thorne: "A lot of that has happened, and whether it continues depends on what the cities do. Cities," he says, "are now requiring performance bonds and the penalties for failure to conform to the proposals are severe." But he concedes that once an award is made few cities want to go through the process again. "It gets to be a tough decision," he says.

Cities are indeed taking ample precautions these days and, more important, are waking up to the fact that they are in a highly advantageous position: They have something a lot of wealthy companies want very badly. They can demand of the cable industry systems and services that will stretch to the limit the resources of any cable company.

The bidding companies are at a disadvantage. Each is forced to make bids that not only meet the stringent requirements of the big-city RFP's but also outshine a host of equally qualified competitors. Viacom's Bennett says that "competition has gotten to the point where many operators are giving away the store to get the franchise," hoping that some "new service will appear to increase revenues per home."

So costly are the currently proposed systems—some of the boroughs of New York are expected to cost as much as $85 million—that some operators don't expect to make much money during the first decade of service. Aurelio of Warner says that his company doesn't expect to profit from its Pittsburgh system—that will cost an estimated $25 million to build—until the last third of its 15-year franchise term.

There is much concern in the industry about the problems inherent in the cable franchising process, and some of this concern has filtered up through the membership to the leadership of the National Cable Television Association. Thomas E. Wheeler, president of NCTA, says that "franchising is at one time our greatest potential for benefit and our greatest potential for problems" and feels it is the job of NCTA to "maximize the former and minimize the latter."

NCTA, realizing that there are two entities involved in any franchising process—the cable operator and the cities—will make four proposals, designed to minimize problems, to the National League of Cities on April 9. The most important proposal would create a code of franchising practices—general guidelines applicable to both the cities and the cable operators. The other ideas call for regional seminars, jointly programed by the NCL and the NCTA and designed to make the cities aware of the engineering, financial and marketing realities of cable and the ins and outs of the franchising process itself; the preparation of a text addressing the same issues as the seminars to serve as a resource for any city contemplating cable, and finally, a formal agreement whereby the league and NCTA would use each other's organization for information exchange.

Since all are at this time merely proposals, Wheeler is unable to provide any specifics, and he is cautious in discussing the nature of the code of practices. Referring to the Justice Department's antitrust suit against the commercial restrictions of the National Association of Broadcasters' television code, Wheeler said that the NCTA will try "to develop a code that is meaningful and at the same time try to avoid getting ourselves thrown in jail." Regardless of what form or what dimensions the franchising code takes, if indeed the idea is received favorably by the league of cities, Wheeler and the NCTA membership clearly see the need to bring some order to the cable franchising business. As Wheeler says: "It's helter-skelter out there, and our people are seeking to make some sense out of it—seeking some stability."
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Broadcast Electronics’ **FM-30.**

The Most Advanced FM Transmitter Ever.

**FIRST:** World’s most powerful one-tube FM Broadcast Transmitter.

**FIRST:** Folded half-wave output cavity. No plate blocking capacitor or sliding contacts for greater reliability.

**FIRST:** Microprocessor Control. Provides 127 status indications, two BCD line outputs for ATS or remote control.

Then there’s the totally new synthesized 30-watt FX-30 Exciter with extremely low IM distortion.

And a conservative 30KW output provided by the Eimac 8990/4CX20,000A tetrode driven by four solid state IPA modules with 25% drive power reserve.

With its elegant appearance and outstanding design, the new FM-30 is engineered for top reliability and the finest FM sound.

For more information about BE’s exciting new FM Transmitters write or call Joe Engle today. 217-224-9600

*Patent Pending*
A tale of two cities:

Many's the slip in major franchise grants

Pittsburgh and Minneapolis serve as examples of the Byzantine process—and the aftermath—that can accompany deals in big markets

Robert Burns's admonition regarding "best laid plans" has special relevance in cities that have struggled through the awarding of a cable television franchise and might well be heeded by other cities in the early stages of franchising. Two examples, Pittsburgh and Minneapolis, testify that the most elaborate franchise process will not insure an unchallenged result.

Both cities recently awarded cable franchises after following carefully conceived and executed franchise plans. Both are now in court, defendants against law suits filed by losing applicants.

The franchise effort in Pittsburgh got under way in August 1976 with the creation of a 14-member citizens cable study committee. Based on the committee's report, the city passed an ordinance defining just what the city should get and how it should go about getting it.

In accord with that ordinance, a request for proposals (RFP) was issued in July 1979. It was so demanding that only four companies—the four largest in the U.S.—bid for the franchise: American Television & Communications (Three Rivers Cablevision Inc.), Warner Amex Cable Communications Inc. (Warner Cable Corp. of Pittsburgh), Community Telecommunications Inc. (Allegheny Cable Vision) and Teleprompter Corp. (Community Cablevision).

The first snag was hit on Oct. 8 when Pittsburgh Mayor Richard Caliguiri threw out all four proposals because each had errors in the $1-million bonding forms. Caliguiri re-advertised for proposals and two weeks later received bids from the same four companies. But in the meantime, the opposing bidders had ample opportunity to study one another's bids and redesigned their proposals accordingly.

According to Richard Emenecker, superintendent of Pittsburgh's Bureau of Cable Communication, Warner, for instance, lowered rates for each level of its multitier service. And Teleprompter increased its offer to dual cable and 73 channels of service from its original 35, a change that made its bid comparable to the other three.

Pittsburgh's real problems didn't begin until Jan. 25 when the Bureau of Cable issued a report that strongly favored ATC but stopped short of recommending the firm. Based on the report, Caliguiri recommended to the council that only two companies, ATC and Warner, be considered on the final vote. A few nights later the advisory committee recommended ATC by a 6-4 vote. (Emenecker said the vote would have been 7-4 except that the committee chairman can vote only to break a tie.)

So with the momentum going with ATC, the final decision moved before the city council, which debated the issue for one-and-a-half hours. And then it voted, 8-1, in favor of Warner. In the final analysis, Warner's tactic of giving away 20% equity in the local franchise to 17 local minority groups was more persuasive to the council than the universal cable service—every home would have been hooked up free of charge to a 10-channel package of community channels—that distinguished the ATC proposal.

Although Emenecker personally would have preferred the ATC system, he is not distressed by the outcome and does not see it as a total failure of the process. "We did damn well," he said. "We used our competitive advantage of being a very lucrative cable city."

Emenecker sees no way of avoiding the
For a limited time only, we're offering you a great camera at a great price. Microcam for $25,500. This makes Microcam the lowest priced, broadcast quality, shoulder-mount color camera you can buy. The price includes lenses and tubes. And the highest resolution, truest color picture this side of a $100,000 studio camera. Lowest weight, too. Microcam for $25,500. For the quality conscious, canny camera buyer. But not for long. It's a deal you can't afford to resist.

Contact your nearest regional manager: and see the new Microcams at the Thomson Booth #919 at the NAB Show.
political vagaries of franchising. He said the process, created by ordinance and guided by him, had functioned exactly as planned up until the final ingredient, politics, was added. "Once that was thrown in, nobody knew what it would come out like."

The final ingredient certainly was not what ATC had expected it to be. It filed a lawsuit in the Pittsburgh federal district court, charging, in part, that politics flavored the brew far more than it should have. The suit claimed that "the franchise was made to carry out a predetermined and unlawful preference in favor of Warner and against [ATC] in flagrant disregard and contravention of the legal and procedural safeguards of the bidding process."

The situation in Minneapolis had many parallels to that in Pittsburgh. The franchise process moved quickly and smoothly through its initial phases, but began to break down when politics began to overshadow all else.

How any geographical area in Minnesota conducts its franchising is predetermined by the laws of the state. And in accord with 119A 124, Minnesota Cablevision of Minneapolis, a subsidiary of Storer Broadcasting Co., got the ball rolling by asking the state to designate the city of Minneapolis a "cable service territory." This the state did.

The city responded in early 1979 by hiring a consultant, establishing a citizens committee and beginning public hearings. On Mar. 4, 1979, it released its RFP. It attracted four proposals from subsidiaries of American Television & Communications, Warner Amex Cable Communications, Minneapolis Cablesystems, a subsidiary of a large Canadian firm, and Storer. These were turned over in July to the Cable Television Information Center, a consultancy, for evaluation. After a request for additional information, CTIC issued its report, which found all four proposals technically and financially sound and all meritorious.

Who would win the franchise then became a question of who had amassed the most political power through local ownership arrangements and through the hiring of politically influential law firms and individuals. At first, it seemed as if Northern, the Storer subsidiary, had won. On Sept. 26 the ways and means subcommittee of the city council voted out a resolution naming it the franchisee, but two days later, the council, by an 8-5 vote, substituted the name of Minneapolis Cablesystems on the resolution and instructed the city staff to negotiate with MC and come up with a franchise ordinance. It should be noted, despite the vote, that only seven aldermen supported MC. The eighth vote was cast by Alderman Walter Dziedzic, a Northern supporter who voted with the majority so that he would have the right to move for reconsideration.

But Northern and the other losers were not about to give up the fight. They realized that the resolution naming MC the franchisee could be overturned when the franchise ordinance was brought before the council. As they worked to sway votes they did so in the politically charged atmosphere of an election in which the mayor and most of the aldermen were running for re-election. They attacked MC on the basis that it was a foreign-owned firm and took out an ad in the local paper to make this point to the citizens.

On Nov. 21 the ordinance, essentially a contract between the city and MC, was placed before the council. A substitute motion was made to replace the name of MC with that of Northern and, by an 8-5 vote, the motion passed. Alderman Zollie Green, a lame duck alderman, switched his vote, abandoning MC and joining the Northern cause. Here again, the eighth vote was meaningless. It was cast by Dennis Schultz, a supporter of Warner who wished only to be with the majority. By the same vote, the council voted to rescind the resolution naming MC the franchisee.

Shortly after the vote was taken, MC struck back. At its request, a court enjoined the city from publishing (making official) the Sept. 28 resolution. MC also filed suit against the city, claiming the resolution was a valid contract and that the city should honor it. The suit was heard in court at the end of December, but a decision hasn't yet been made. If MC should win that suit, the city would in effect have two franchisees, and it would add weight to another suit MC filed against Northern, alleging that Northern wrongfully interfered with its contractual right by lobbying against MC between the first and second votes.

Attached to the suit filed against Northern was an affidavit by Dick Miller, a former alderman, alleging that Alderman Pat Dougherty was offered a $20,000 bribe to vote for Northern. And Dougherty did side with Northern in the Nov. 21 vote.

Northern denies offering bribes, and its lawyers have responded to the intimations of impropriety on Northern's part with affidavits from Dougherty and another person named in the Miller affidavit, denying that any bribe was made.

There was some speculation that the lawsuit against Northern, coming as it did before the final vote on the Northern franchise ordinance, was filed primarily to generate enough concern within the council to cause it either to reject Northern or table the final vote until after the first of the year, when the make-up of the council would change. Zollie Green, for one, would be gone.

If that indeed was the strategy, it failed. On Dec. 16, the council approved the ordinance naming Northern the franchisee and in early January a contract between Northern and the city was signed.

As the courts in Pittsburgh and Minneapolis sort out the legal issues, the winners of the franchises—at least for the present—are beginning to build the systems they promised. If the outcome of the suits should delay the building of the cable systems despite the best efforts of the consultants, advisory committees and the people of the cities, they can take solace in remembering that even in the 18th century, the best-conceived designs to bring order to the world "often go astray."

Much to smile about. After a tooth-and-nail fight with Minneapolis Cablesystems, Northern Cablevision, a subsidiary of Storer Broadcasting, won the franchise for the city of Minneapolis in December, and officials from the city and Storer got together in January for signing of franchise agreement. Terry Lee (seated, left), president of Storer Broadcasting, and Beverly Land (at Lee's left), who headed Northern's Minneapolis campaign, signed for Storer while (l-r) David Abrahamson, assistant city attorney, Robert Alfton, city attorney and Greg Moore, the city's cable officer, looked on. Whether Northern will have exclusive cable rights to the city remains to be seen. Minneapolis Cablesystems has filed a lawsuit claiming that, by virtue of a resolution passed by the council last September naming it the franchisee, it too has a cable franchise for the city.
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The facts of franchising in the first 30

According to a Broadcasting survey, major market cable is already a reality and not only as a suburban phenomenon. Twelve cities within the top-30 television markets have operating systems serving at least part of their total area. Moreover, five other cities have recently awarded franchises and are studying bids. Despite the inroads, cable still has a long way to go. Sixteen cities including Chicago, Detroit, Washington and Boston, are still in the preliminary phases of the franchising process.

1. New York □ Last week the New York Board of Estimates refused to affirm a franchise award made to Knickerbocker Communications for the borough of Queens, approved a new request for proposal (RFP) for the borough and invited new proposals. The actions give new life to four other companies that had bid to serve the community: Warner Amex, Ortho-Vision Inc., Cablevision and Gotham Cable Co. Ortho-Vision challenged the Knickerbocker award in court on the ground that it was improperly made and so far has effectively prevented the Time Inc. subsidiary from getting the final award and beginning construction. According to Leonard G. Cohen, coordinator of the Office of Telecommunications, a report from the planning commission on the applications should be ready for submission to the Board of Estimates by April 24. There is now a possibility that more than one franchise will be awarded for the borough.

In the other three unwired boroughs—Staten Island, Brooklyn and the Bronx—bids were received by Dec. 3, 1979, and are currently undergoing the “certification process” of the City Planning Commission. But because of the city’s complex franchising procedure, Cohen doesn’t believe awards will be made for at least two years after all the proposals are certified. The applicants for the three boroughs: Staten Island—Cross Country Cable, Suburban Cablevision (in center), Telematrix, Vision Cable Communications, Century Communications, Delta Communications, Warner and Cox; Brooklyn—Cablevision, Delta, Teleprompter, Warner and Cox, and the Bronx—Cablevision, Delta and Bronx Communications Corp.

2. Los Angeles □ The city of Los Angeles has chosen to allow to be franchised in parts. To date it has awarded nine franchises to seven companies and has received bids for two additional franchises—East San Fernando Valley and West San Fernando Valley. The bids have been evaluated by the Department of Transportation and forwarded with recommendations to the city council, which has yet to take action. According to Ron Hale, a public utilities engineer for the Department of Transportation, the city has advertised for bids in three other sections (and set deadlines for receipt of bids). They are Boyle Heights (April 29), south central area (April 30) and Wilmington (May 1). Most of the applicants for the Los Angeles franchises are local companies. MetroVision, an MSO, however, is an applicant for the West San Fernando Valley and has a small interest in a company applying for the East Valley.

3. Chicago □ Although Mayor Jane Byrne has recently indicated that the city is interested in cable television, serious attention to cable from the city isn’t expected soon. But there is plenty of activity in the some 150 suburban communities in the Chicago television market. Most prominent among the cable operators in the suburbs are Cablevision of Chicago, which holds franchises for 15 suburban communities, and MetroVision, which holds franchises for nine. Their prominence may, however, soon be diminished; Fernando Cohen, head of the Northwest Municipal Conference got together last summer and asked for and received bids.

The 14 bids that were received by the confederation are currently being evaluated by Malarkey, Taylor & Associates, a Washington consulting firm. According to Gary S. Hurvitz, vice president, regulatory affairs at M-T, its evaluation is expected to be ready by the week of April 7.

The bidders include Cablenet, Cablevision, Continental Cablevision, Cox, Telematrix, United Cable, Warner, Six Star Cablevision and MetroVision.

4. Philadelphia □ Bids for the four franchises that will be awarded in Philadelphia were received in July 1978, but the city has yet to act on them. The 10 bids are now being evaluated by J.W. Brown, commissioner of public properties, who will make recommendations to the city council which in turn will make the final decision. Bidders include Times-Mirror, JWNTelecommunications, Storer, Rollins, Philadelphia Cablevision, AEL Industries, ATC, McLean-Hunter/University of Pennsylvania, Teleprompter and Comcast.

5. San Francisco □ Viacom International has operated a cable system in San Francisco since February 1953.

6. Boston □ A 15-member committee, formed by Mayor Kevin White and headed by Peggy Charen of Action for Children’s Television, has reported to the city of Boston that the time is right for cable. In response to the committee report, White has indicated that he will initiate a cable franchising procedure for the city in accord with the guidelines set by the state. According to Howard Kaye, an aide to the mayor, an RFP should be ready within a “few months” of the state cable commission, said that not only the Boston suburbs but the entire state would award franchises “within the next 18 to 30 months.” He said that “everything around Boston is in the process.” Recent suburban awards have been made to Continental (Winchester and Reading) and Warner (Lynn).

7. Detroit □ According to Lois Pincus, chairman of the five-member Detroit Cable Television Advisory Committee, a draft ordinance and RFP should soon be ready for review by the city council and by the public. She said that if all goes well, an RFP will be issued in June and that bids will be due a minimum of three or four months later. Despite the anticipated progress, she doesn’t expect an award to be made before the end of the year.

As in most major metropolitan areas, there is a great deal of activity in the suburbs that are much further along in the franchising process than the city proper. The five contiguous Grosse Pointe communities—Grosse Point, Grosse Point Farms, Grosse Point Woods, Grosse Point Park and Harper Woods—recently awarded their franchises to Grosse Point Cable Inc., half owned by Teleprompter and half by the Grosse Point War Memorial, a nonprofit cultural institution.

8. Washington □ The Washington city council’s Committee on Public Service and Consumer Affairs began public airing of cable legislation that Councilwoman Wilhelmina Rolark, chairman of the committee, introduced early last year. Rolark said that she is “going to move it as fast as she can,” but because of the city’s financial troubles, she doesn’t expect to start mark-up of the legislation before the August recess.

There are three big suburban plums in the Washington market yet to be picked: Fairfax county, Va., and Montgomery and Prince George’s counties in Maryland. Fairfax, which has drawn the attention of 19 MSO’s, will vote some time in April on an enabling ordinance that will, if approved, divide the county into three franchise areas—the northern half, the southern half and the town of Reston, where Warner is already operating a system. Meanwhile the county council of Prince George’s voted two weeks ago to take back much of the power it had vested in its cable television commission. Storer has gotten a foothold there by winning a franchise for Hyattsville.

In Montgomery county, John Hansman, the cable television project manager, is still in the process of getting the enabling ordinance passed by the county council. He said the RFP might be out by fall and the award might be made in late summer of 1981. But, he added, everything is contingent on how quickly the county council approves the ordinance.”

Hansman said companies that have shown interest in the franchise are Cox, Warner, ATC and First Communications.

9. Cleveland □ The city of Cleveland is far from any real action on cable franchising. The city’s law department, however, has been instructed to study the franchise ordinances of other cities in anticipation of the time either the mayor or one of the city councilmen decides to get moving on cable.

Cox Cable has a significant presence in the western suburbs with seven franchises including the city of Lakewood. And there are eight other communities west of the city in some stage of the franchise process. In the eastern suburbs, Viacom Communications last August won the award for the 20,000 homes of Cleveland Heights and is interested in adding to that incipient system some of the approximately 12 other unfranchised communities.

10. Dallas-Fort Worth □ Dallas advertised
for bids on Dec. 31, 1979, and set March 31 as the deadline for their receipt. According to Larry Patterson, chief engineer of the Public Utilities Department, the bids will be evaluated by the Cable Television Information Center and an award should be made by "late summer." Patterson said that 19 cable companies have requested RFPs, including Cox, United Cable, Teleprompter, ATC, Sammons, Storer and Warner. In nearby Fort Worth, a three-member city council committee is in the process of studying the cable question with the goal of developing a draft ordinance and RFP. Ruth Ann McKinney, assistant to the city manager, anticipates the RFP to be ready by June 1 and says the council hopes to make its franchise award before the end of the year so that cable doesn't become an issue during the April 1981 elections.

Interest has been shown by a dozen companies, including Warner, Teleprompter, Cox, Sammons, ATC and TCI.

11. Pittsburgh — The city's franchise was awarded to Warner Cable of Pittsburgh on Jan. 30. One of the three losing bidders, Three Rivers Cablevision, a subsidiary of American Television and Communications, has sued the city, charging that the franchise process was a "sham" (see story, page 48).

12. Houston — On Jan. 10, 1979, the city council awarded five franchises to five different cable companies. But two of the franchisees have sold control to larger MSO's. Houston Cable TV sold an 80% interest to Warner, and Houston Community Cablevision exchanged 80% of its stock for a 20% interest in MECA, the Storer subsidiary that had won one of the other city franchises. Another franchise winner, Gulf Coast Cable Television, has announced it will sell a 75.5% interest to Warner Westland CATV, awarded 25,000 homes, intends to build its franchise.

13. Minneapolis-St. Paul — Minneapolis awarded its franchise to Northern Cablevision, a subsidiary of Storer, last December, but one of the losing bidders, Canadian Cable Systems, has filed a law suit claiming that it too has a franchise by virtue of a resolution the city council passed last September (see story, page 48).

Across the river, St. Paul is in the early stages of the process. It has formed two study committees to study the question and has hired the Cable Television Information Center as a consultant.

14. St. Louis — A franchise awarded to Melhat Corp. in 1969 was voided last fall, citing Melhat's poor performance record. Having wiped the slate clean, St. Louis is starting all over again. The mayor appointed a six-member study group of city officials to do "the initial groundwork." Bill Kuehling, a group member, said it will soon make its final report, which should lead to the city council passing enabling legislation and RFPs by this summer. Most of the cable activity in the St. Louis market is in 57 suburban communities. Telcom Cablevision Inc., 80% owned by Teleprompter and 20% by Telcom Engineering, won five of those last week: Kirkwood, Glendale, Oakland, Webster Groves and Rock Hill. Kuehling said that 10 firms have already shown interest in the franchise, including United Cable, ATC, Six Star Cablevision, Comcast, Horizon Communications and Warner.

15. Miami — At the mayor's request, a staff committee headed by Clark Merrill, an assistant to the city manager, has prepared and submitted to the council for its evaluation a cable franchise enabling ordinance. The committee has also asked the council for authority to hire an outside consultant to aid in preparing an RFP.

According to Merrill, the city will ask for proposals two months after the enabling ordinance is passed and will allow 45-60 days for companies to respond to the RFP. Such a chronology, he said, would put the deadline for proposals some time in September. Merrill said that a final award of the franchise will be made one to six months after the deadline, "depending on the number and complexity of proposals." Even at this early stage in the process, Merrill said that several companies have expressed interest in the franchise: Ultracom, United Cable, Cablecom-General, Dynamic Cablevision and Warner. It is also known that Storer would like its hometown franchise.

16. Atlanta — Although Cox was granted the franchise for Atlanta in 1973, the system grew slowly and had only 12,000 subscribers when it was sold to Cable Atlanta in February this year for $5.5 million. The buyer is a subsidiary of Cablecasting Ltd., a Canadian MSO.

17. Tampa-St. Petersburg, Fla. — Although Teleprompter has operated a cable system in St. Petersburg since 1970, Tampa, across the bay, has made only the first move toward cable franchising. Tampa's mayor formed a cable television advisory committee two months ago to examine cable questions. According to Robert Morrison, who heads the five-man committee, a final report should be ready within 10 months.

18. Seattle-Tacoma — Viacom International has operated a system in Seattle since June 1981. Teleprompter has operated a system in nearby Tacoma since August 1971.

19. Baltimore — Mayor William D. Schaefcr recently appointed a nine-member commission to study "the desirability and feasibility" of cable and, if it chooses, to develop specifications for building a system. The commission, headed by Chairman T. Edige Russell, is currently conducting public hearings. This initial phase of its work should be completed by June of this year. If it decides cable would be a good thing for the city, the commission should have an RFP ready for evaluation by the city's Board of Estimates by February 1981.

20. Hartford-New Haven, Conn. — Hartford CATV Inc. holds the franchise for Hartford, West Hartford, East Hartford, Simsbury and Bloomfield. Times Mirror acquired Hartford CATV in late 1979 and has already spent $1 million preparing to operate the system.

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Gordon Rice
V.P., Broadcast Services
## Outstanding Editorial

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## Outstanding Spot News Coverage

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## Outstanding Sports Coverage

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## Outstanding Documentary

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## Outstanding Public Service/Investigative Reporting

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* Class A represents stations with staffs smaller than average for the market.

* Class B represents stations with staffs larger than average for the market.
CATV and the franchises when it took control of Communications Properties Inc. in February 1979. Times Mirror ownership of the franchises, however, may be short-lived. The state Division of Public Utilities Control ordered Times Mirror to divest either The Hartford Courant, another recent acquisition, or the cable system.

21. Denver □ To date all the activity in the Denver market has been in the suburban communities. A joint venture of Daniels & Associates and United Cable has already landed a great many of them. And Daniels has joined with ATC for the big fight—the city itself. Franchising for the city, expected to attract all the big MSO's, has started with the hiring of a consultant and establishment of a city council committee to study cable.

22. Indianapolis □ Indianapolis issued RFP's last January and a dozen companies have expressed interest, including Cox, Warner, United Cable, Cablecom-General, ATC, Viacom and Teleprompter. The bids are due on April 7. The franchise for the rest of the county surrounding Indianapolis proper was awarded in 1967. That franchise has changed hands since then and now is being built by Indianapolis Cablevision, a joint venture of local businessmen.

23. Sacramento-Stockton, Calif. □ The Sacramento county board of supervisors is in the early stages of the franchising process for the entire county. The four incorporated communities of the county—Sacramento, Folsom, Galt and Ione—have retained the authority to reject the award made by the county. If any does, it will be free to make its own award.

Among the companies seeking the Sacramento franchise is a joint-venture company formed by McClatchy Newspapers and ATC. Big Valley Cablevision Inc., a subsidiary of Continental Cablevision Inc., has been operating a system serving Stockton since 1973.

24. Portland, Ore □ According to Stephen Join, director of the Office of Cable Communications, the city of Portland advertised for bids in late January and set an April 30 deadline for their receipt. Although the deadline is still a month away, Join said it's not hard to ascertain who's interested in the 150,000-home franchise. He said that six companies have already set up offices in town and hired local attorneys. They are Cablecom-General, Canadian Cablesystems, Cox, Liberty Cable (Liberty already operates a system in the city, passing 30,000 homes), Storer and Warner. There are, he said, three other companies that have also expressed interest—International Cable, Harris Cable and Cablevision—and two others "who were here for awhile and left"—Teleprompter and ATC. If all goes according to plan, Join said the city council will choose a winner by the end of July and have a franchise contract signed by the end of October. Join pointed out that if Liberty fails to win the citywide franchise, under the terms of its franchise agreement, it can be forced by council to sell to the new citywide franchisee in 1988. And the citywide franchise, Join said, is worth its weight in gold.

25. San Diego □ Cox Cable Communications has been operating the country's largest system (180,000 subscribers) in San Diego since 1982.

26. Milwaukee □ Milwaukee has had a cable television ordinance since 1972, but has never awarded a franchise. Mackie Westbrook, deputy city clerk, said that the existing ordinance is "obsolete and unworkable." Consequently, the city hired a consultant and has begun revising the ordinance and putting together an RFP. Westbrook said. According to Westbrook, a final report from the consultant, Telecommunications Management Corp., including a new ordinance and RFP, should be ready in six weeks.

Although the new ordinance will be before the common council in mid-May, Westbrook said it "might be late summer before we begin soliciting proposals," since public hearings on the new ordinance and RFP must be held before the council can act on them. Proposals will be received and evaluated by the utility committee of the common council. According to Alderman Wayne Frank, Warner, Viacom, Southwestern Cable TV Inc., and RVS Cablevision Corp., which operates a nearby system in the suburb of Wauwatosa, have all expressed interest in the franchise.

27. Kansas City, Mo. □ American Cablevision of Kansas City Inc., a subsidiary of ATC, was awarded a franchise for Kansas City, Mo., in the spring of 1979 and, according to Frankie Coleman, assistant marketing manager, the first hook-up is expected shortly. The neighboring city of Kansas City, Kan., has been divided into two halves—north and south. Kansas City Cable Inc. has been operating a system in the northern half and Six Star Cablevision of Kansas City Inc. has been operating in the southern half.

28. Cincinnati □ Cincinnati's call for bids for its 161,000 homes drew response from six cable companies—Warner, ATC, Teleprompter, Cablecom, MetroVision and Cincinnati Cablevision Co. All are established cable operators, except Cincinnati Cablevision, 58%-owned by Golden West Broadcasters and 42%-owned by local lock-holders. According to Dan Kanter, an aide to the mayor, the city has set a target date of Oct. 1 for award of the franchise.

29. Buffalo □ Courier Cable Co., owned by The Buffalo Courier Express, has operated a system in Buffalo since 1972.

30. Nashville □ Viacom Communications won the franchise to wire the 154,000 homes of the Nashville metropolitan area early last year and began to build in October. According to Joe Foster, director of the city's Office of Telecommunications, the first hook-up is expected this June.
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Get ready for cable

That's what Bates's Segal tells advertisers to do to prepare for the TV networks' loss of young adults to cable and pay services.

Some of the country's biggest advertisers were told last week to begin thinking now about how to make up for the network TV viewers they will lose to cable in the future.

The advice came from Joel Segal, senior vice president of Ted Bates & Co.'s network TV/radio division, speaking Wednesday at an advertising financial management workshop held by the Association of National Advertisers at Hilton Head, S.C.

Segal made clear that he didn't expect the networks to fade away. "We are confident," he said, "that ABC, CBS and NBC will be the overwhelmingly dominant video forces for years to come." But he also saw "small but demographically significant losses by the networks to pay cable in particular."

More than that, he said, at least one major broadcast network has confirmed plans to feed cable systems "in the years to come."

He cited a Bates analysis of Nielsen's three pay-cable audience studies to date, conducted last February, May and November:

"We have found that pay cable households are younger and larger. In November, pay TV represented 7% of all homes but 8.6% of adults 18-34 and 9.4% of those 18-49. There are 12% more total persons per TV household in pay cable than in nonpay homes."

"Furthermore, pay cable homes view more television not only because there are more viewers in the home but because adults are heavier viewers during prime time and late night when pay is available. For example, in May from 8 to 11 p.m., there was 16% more usage by men 35-49 in pay cable homes than in nonpay homes. One may conclude, therefore, that pay television alone stimulates heavier viewing."

What accounts for pay cable's attraction? "Uncut adult movies are a key factor," Segal said, noting that "the first run of an R-rated movie called 'Pretty Maids All in a Row' on HBO in prime time out-rated all of the networks combined in pay television homes."

Next to the networks, which together had a 75% share of the prime-time household ratings in pay-cable homes in the November study, pay cable was the biggest attraction, with a 12% share, according to Segal's report. Independent stations had 4%, multinet work affiliates 3%, PBS 1%, cable origination 1%, superstations 1% and distant independent stations 3%.

By 1984, when Bates envisions pay cable penetration of 19% as opposed to 8% now, Segal said, the patterns evident in the November study "could mean a loss of about 2.5 national rating points in prime time viewing in the networks, or 2.1 million homes a minute, and the homes would be of the larger, younger, more affluent variety with a heavier incidence of young adults, if experience is an indicator. So the network drainage will come from the audience segment that is most significant to prime-time advertisers."

To replace these viewers, Segal offered three suggestions:

"First, since pay is drawing off network viewers, we ought to determine the homes that carry the primary pay services—Home Box Office and Showtime, which are now represented in over 85% of cable homes—and determine what services that carry advertising are also delivered to these homes. For example, WTBS TV (Atlanta, the syndication or Entertainment and Sports Programming Network). We ought then to buy into those services. Nielsen is capable at this time of telling us which services are carried by which cable systems."

"Second, we should support those pay services that carry advertising. SPN (Satellite Program Network) offers advertising surrounding the Home Theater Network, its tier of pay service from 8 to 10 p.m. Star Channel, the Warner-Amex pay service, plans to carry advertising as well."

In the future, there may be additional pay services that carry advertising also.

"Third, attempt to buy advertising on local systems, particularly those that carry the major pay services. In some cases local systems plan to sell advertising on the pay channel in or around the pay service. Irving Kahn, who owns a major New Jersey cable system, plans to sell advertising in the middle of pay services (probably covering pay network promos), though the pay networks specifically proscribe such sales. It will be interesting to see the results." Kahn has sold his system to the New York Times parent company (Broadcasting, March 24).

Segal told the advertisers that "within a few years, we expect the mix of free cable networks will change radically from what it is today."

"The president of one of the major broadcast companies—and I am talking about one that owns a major television network—has indicated to me that he plans to provide four or five satellite feeds to cable stations in the years to come. That kind of competition and the program source it represents in terms of news, sports and even entertainment can easily crush some of the satellite networks available today and some that haven't even started yet. The point is that ABC, CBS and NBC don't plan to be caught flatfooted by potential competition."

WRG looks 10 years down the road

In two studies, agency affirms conviction that TV networks will remain advertising mainstay, with new media being used for targeting specialized audiences.

Two reports prepared by the media department of Wells, Rich, Greene envision a gradual erosion of network television viewing by the new video technologies but conclude that at least over the next few years conventional TV will continue to be the mass advertising medium of national products and services.

One report, "The Networks and Alternative Television," provides a summary of developments in network TV, cable TV, pay TV, superstations and videocassette recorders. Although the report avoids pinpointing when in the 1980's the new media will have a real impact on network television viewing and does not attempt to predict which direction cable ultimately will take—with or without advertising—it does make this assertion:

"Whatever combinations of pay and/or basic cable eventually survive and prosper, they will not replace the networks as mass entertainment or mass advertising vehicles. . . The viewers who traditional outlets will lose to the alternatives will be dispersed among numerous alternate programs and will not be available to advertisers in the same quantities. Meanwhile the networks will continue to provide the type of programming that can draw millions of viewers."

WRG does think the new media will become advertising vehicles that fulfill a role similar to that of magazines. The agency says the new services will aim at specialized audiences and will be used by many marketers to complement a base schedule of network television advertising. The function of the new media in advertising will be to provide increased pressure against specific target audiences within a specialized programing environment, the report says.

WRG is downbeat over prospects for a conventional fourth network. The agency cites these drawbacks: the lack of enough stations with which to affiliate, the high cost of developing programing and the difficulty of obtaining advance financing from advertisers for the production of such shows.

It is more likely, WRG continues, that less expensive, more flexible occasional network vehicles, such as Operation Prime Time, will be constructed to absorb some of the excess demand for commercial time.

WRG estimates that the penetration of
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videocassettes will continue to increase,
reaching perhaps 10%-15% of TV homes
by 1985. The agency ventures that in-
creased penetration should prove generally
beneficial to network advertisers since the
VCR creates the potential for repeat
viewership and "pass-along" viewing of
taped programs.

In the second report, "Media Outlook
for the 80's," WRG projects that over the
next decade, network TV advertising costs
will more than double, perhaps going as
high as 150% over 1980. The agency
believes that advertising budgets will not
keep pace with this escalation, and adver-
tisers will have to turn to other media.

The WRG scenario depicts radio as a
beneficiary of TV price inflation during the
early 1980's. It says network and spot radio
will be important to national advertisers
with limited budgets because of their cost,
efficiency and geographic flexibility.

But in WRG's scheme of things, radio
will weaken as an advertising medium as
the decade progresses and fuel supplies be-
come more limited and costly. Its reason-
ing is that public transportation and car
pooling will become more widespread and
both of these developments will result in
a substantial erosion of individual radio
listening in autos.

WRG is bullish about magazines. It pre-
dicts that throughout the 1980's, maga-
zines will gain in appeal as a selective and
affordable advertising medium. The agency
sees an acceleration of the current trend
toward low-circulation, special-interest
publications but the survival of many
mass magazines, which will begin to offer
specialized editions.

By the end of the 1980's, WRG says,
other video forms will be available to ad-
vancing for product categories now banned
or severely restricted on TV, such as
liquor, cigarettes and children's products.
But, "while these TV forms will provide
alternatives, they will not completely
replace the current networks," WRG re-
ports. "Instead they will offer selectivity
and affordability to limited-budget adver-
tisers.'

Among other points made by WRG in
its media report: As media inflation out-
paces advertising budget increases, there
will be a decrease in the use of national
media and an increase in regional/local
media of high sales potential; there will be
a shrinkage in the household unit as mar-
rried couples have fewer children and more
single people live alone; women will be-
come important consumers of products
and services previously dominated by men
(liquor, airline tickets, car rentals); there
will be stronger reliance by advertisers on
computers to fuse marketing and media
profiles and, therefore, improve the cost-
effectiveness of their media investments.

United states of Blair
Blair Radio has moved into national represen-
tation of state wired radio networks with
the formation of Blair Wired State
Networks (BWSN) division.

BWSN represents 14 of the 19 members
doing the National Association of State Radio
Networks (NASRN) and sells advertising time
within the live news, sports, informa-
tion and agribusiness programming they
originate and transmit by phone lines to
affiliates. The state radio networks have an
average of 68 affiliates each.

BWSN represents the Alabama Information
Network, The Arkansas Radio Network,
the Florida Network, the Georgia Network,
the Illinois State Network, the Kansas Information
Network, the Louisiana State Network, the
Mississippi Agricultural & News Network,
the Missouri Network, the Nebraska
Broadcast System, the South Carolina
Network, the Texas State Network,
the Virginia Network and the Wisconsin In-
dependent News Network.

Edwin J. Howard, formerly an account
executive with Blair Radio, heads BWSN
operations as vice president and manager
of the division.

Good year predicted
for major ad agencies

Wall Street analyst sees
earnings Increasing 11.5% and
critiques several public firms;
sees $100 billion in
expenditures over-all in 1980

The major publicly traded advertising
agencies will have a good 1980. That is the
expectation of Wall Street analyst Steven
E. Slawson of Bear, Stearns & Co.

In a 55-page report on agency stocks, he
especially recommends BBDO, Doyle
Dane Bernbach International and J.
Walter Thompson Co. He also analyzes
and gives high marks to Foote, Cone &
Belding; Interpublic Group of Companies
and Ogilvy & Mather. (All six companies
studied are in Broadcasting's "Stock In-
dex," page 103).

"We anticipate worthwhile 1980 earn-
ings gains for all six companies, averaging
17.9%, which should compare quite
favorably with out-of-pocket inflation of an 11.6%-
decline in the 1980 earning of the Stan-
dard & Poor 500." Slawson says.

With regard to the three recommended
buys, Slawson points out:

BBDO this year should benefit from
the absence of costs associated with the 1979
loss of the Chrysler account, several sub-
stantial new product assignments and a
favorable international outlook. BBDO's
cost-control efforts are repeatedly cited as
a positive factor.

Doyle Dane Bernbach's analysis claims
that the agency "is generally recognized as
the creative leader." It also states that,
following a key management change in
1974, DDB's "revenues and earnings
growth has outpaced the over-all rate
of gain for all advertising."

J. Walter Thompson is described as ap-
ppearing "on the threshold of a significant
improvement in profitability largely
reflecting actions started by a new man-
agement team in 1974." Slawson says
that JWT's action in disposing of several non-
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advertising units has strengthened its image in the advertising business.

Abbreviated balance sheets, historical financial data, earnings models and other background information are offered by Slawson on all six companies.

In a summary on the outlook for the advertising industry, he expects worldwide advertising expenditures in 1980 to approximate $100 billion, almost evenly divided between the U.S. and the rest of the free world.

The anticipated recession will result in "a nominal gross national product growth this year of only 8.3%," according to Slawson. "Aided by a national election, we believe that domestic advertising expenditures are likely to advance 11.5% from the 1979 level with slightly higher growth likely internationally."

**Paley, Backe and Jankowski top CBS salary scale**

**Chairman's take is augmented by $5 million in stock dividends**

CBS Chairman William S. Paley still draws a bigger paycheck than anybody else at CBS, besides holding almost 7.1% of the stock. Paley's salary, fees, directors' fees, commissions and bonuses totaled $789,109 in fiscal 1979. President John D. Backe is playing in the same salary league, with a total of $732,312. The third "most highly compensated" CBS executive was Broadcast Group President Gene F. Jankowski, who drew $363,306.

Those figures come from the CBS Inc. proxy statement for the company's annual meeting April 16 at CBS affiliate WWL-TV New Orleans.

According to the proxy, Backe's current contract with CBS started June 1, 1979, and runs to May 31, 1983, with a base of $300,000, a $20,000 raise the second year and another $20,000 raise the next two. By mutual consent it can be extended through May 1986, and if it is, Backe gets another $10,000 for the fourth year and $10,000 yearly raises thereafter. The contract also provides for yearly bonuses and a fourth-year renewal bonus ranging from $100,000 to $200,000. A separate contract covers the event of Backe's "termination without cause." If that happens he'd get three times the basic salary he was being paid at the time.

Jankowski's CBS contract covers the same base and extension periods as Backe's, at a base salary of $185,000, with yearly boosts of $15,000 and an extra $15,000 for a fourth-year renewal. Jankowski also is paid "contingent service credits" ranging from $92,500 to $145,000 a year. The proxy makes no mention of a termination contract for Jankowski.

Two others whose salaries are listed in the proxy are John R. Purcell, executive vice president of the corporation, with responsibility for the Publishing and Columbia Groups, and Walter R. Yetnikoff, president of CBS/Records. Purcell's salary, fees and other payments added up to $345,812, while Yetnikoff's were $215,000. Yetnikoff's current contract expires Dec. 31 this year, providing for a base salary of $125,000 and two incentive payments of $500,000 each that were made in 1977 and 1978.

Salary, of course, isn't the total story. Applying the $2.65 per share CBS paid in dividends to all stockholders last year to Paley's holdings yields a sum of $5,223,908.

In preparation for the annual meeting, CBS has also issued its annual report. That volume reprises the previously reported breakdown of the company's $3.73-billion revenues and $200.7-million net income (Broadcasting, Feb. 18). But it additionally puts a $30.2-million figure on Broadcast Group capital expenditures (out of a total $121.6 million), noting that one of the several major capital programs of the company is "maintenance, improvement and expansion of our broadcast facilities."

The discussion of the CBS cash flow indicates that "the increase in the current portion of program rights of $82.6 million (total $268.4 million) represents broadcasting investments for made-for-television movies and theatrical film licenses, and also prime-time series inventory." That $268.4 million is more than double 1977's program rights line of $121.3...
GT&R posts loss in first quarter

General economy is cited as main factor; RKO revenues are up, but profits fall off

As if it didn't have troubles enough already, General Tire & Rubber Co., the parent of RKO General, announced last week that it had an $11.25 million (48 cents a share) loss in its fiscal first quarter, ended Feb. 29.

The major factors contributing to the loss were identified as "unfavorable economic conditions in several product areas," the decline in U.S. automobile and truck production, escalated manufacturing costs and underutilization of production capacity. The loss compared with $12.5 million in first-quarter earnings last year, (52 cents a share) that came on sales of $516.9 million. Sales this year dipped to $513.3 million.

RKO itself posted lower earnings on higher revenues: $2.98 million pre-tax on $62.29 million, compared with $4.7 million pre-tax on $54.6 million last year. General Tire said "radio broadcasting revenues and earnings were adversely affected by low ratings of certain stations, which, along with costs related to the development of a new radio network, were the primary factors accounting for RKO's lower income."^1

The company also provided some information related to the new spin-off proposal it has advanced for RKO General in light of the FCC's decision to strip RKO of its

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**Bottomline**

**Big bucks.** Sidney Jay Sheinberg, president and chief operating officer of MCA Inc., earned $330,000 salary last year, and also received $1,853,816 in stock incentive payments, according to company's latest proxy statement. He also received $380,728 in "contingent forms of remuneration." And Sheinberg's actress wife, Lorraine Gary, got $202,571 for parts she played in company-made films. MCA Board Chairman Lewis Wasserman received $330,000 in salary and $47,532 in stock. Ned Tanen, president of Universal Pictures, received salary of $275,000, $542,671 in stock and $195,640 in other remuneration.

**Fox action.** Chris Craft Industries, largest shareholder in 20th Century-Fox Film Corp., will increase its current 19.1% holding to 24.9%. Plan was listed in proxy statement for April 24 annual meeting of Fox, in which it was said FCC was being notified of increased stake. Fox's United Television subsidiary owns three VHF television stations; Chris Craft has two of them. Proxy statement also said that Fox Chairman Dennis Stanfill received bonus this month of $1,375,000 as result of incentive plan hinged to increased company after-tax earnings over five-year period, goal that was met in three years. Amendment also notes Stanfill will use proceeds of bonus to buy Fox stock. Vice Chairman Alan J. Hirschfield got $350,000 salary and promise from company that it would assist "to finance the acquisition" of Los Angeles home. New President Joseph LaBonte got same sort of home deal along with $225,000 annual salary.

**Staying put.** Board of directors of Gannett Co. Inc. last Tuesday (March 25) approved recommendation by Chairman and President Allen Neuhauser to keep company headquarters in Rochester, N.Y. Company immediate extended lease on present corporate offices in Lincoln Tower to June 1986. Site and facilities committee had studied possibility of move. There had been reports of shift to Washington.

**Sony’s quarter.** With sales up 47.6% in first quarter ended Jan. 31 and net income soaring 342.6%, Sony Corp. cited "enthusiastic reception" of its products, particularly video products, favorable exchange rates and beef-up of sales and production operations as causes of boost. Sales hit record $908.6 million, and earnings $79 million, 37 cents per depositary share. Year-earlier figures were $608.7 million, $17.9 million, eight cents per share.

**Advanced preparations.** American Advertising Federation is gearing up for annual convention to be held June 7-11 in Dallas. Agenda is not yet complete, but guest speakers now include David Frost and Federal Trade Commissioner Patricia Bailey. As always, ADDY Awards will be presented, as will Annual Club Achievement Awards. Inside look at home computers is planned, along with major discussion on future trends and developments in advertising and marketing with Stanley Marcus, chairman emeritus of Neiman-Marcus, Dallas.

**Call for entries.** American Advertising Federation is launching national public service advertising awards competition, with deadline for entries June 15. "Good Sam" awards, to be presented in September in Washington, will reward radio and TV commercials, print ads and multimedia campaigns on local, regional and national levels. Call for entries will be issued in April.

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Broadcasting Mar. 31, 1980 63
licenses to three of four television stations. According to General Tire, the identifiable assets of its remaining 13 stations (one TV, 12 radio) totaled $29.8 million, and they had combined revenues of $57.5 million and pre-tax income of $13.7 million in the last fiscal year.

Baltimore boosters

An audio-visual presentation prepared by 18 Baltimore area radio stations contends that media buyers perceive the market as depressed and stagnating and are unaware of its recent growth. The presentation was made by Baltimore Radio Executives Inc. at a meeting in New York with the 10 national representatives of the stations. The objective of the meeting was to instill enthusiasm for Baltimore with the representatives and ultimately with media buyers.

The presentation stresses that although Baltimore is sandwiched between Washington and Philadelphia, an advertiser cannot reach the market effectively unless Baltimore is bought. It depicts Baltimore as an area that has a “good balance” between white collar and blue collar workers, redeveloped a large number of business and residential complexes, improved its seaport economy and has a thriving federal payroll. Radio is pictured as an excellent medium because a large percentage of the population commutes to work every day by automobiles equipped with radios.

Software selling aid

“Dramatically reducing the time spent by salesmen in the preparation of proposals and station availabilities” is the goal of a new computer software system developed for local television stations by former salesman Sam Moore of Dublin, Ohio. Moore spent 10 years in the sales field, most recently with WBN-S-TV Columbus, Ohio, which he left last year to form his new computer software company, Market Data International Inc.

Moore’s SPA system (for sales proposals and availabilities) is designed to type station avail on a broadcaster’s existing forms, and can automatically produce estimated program demographics, with seasonal adjustments or with special break-points that the salesman selects. Moore says his system can perform “all the work necessary to compute costs per thousand and costs per point.” He adds that salesmen can elect to have this information included with, or deleted from, the set of avail schedules generated for a client. Another feature of the program is that it can print suggested spot schedules and yield a summary of gross impressions by demographic category.

Using Perleo hardware, the microcomputer system is self-contained, but has expansion capabilities. An introductory two-year license is available from Market Data at a rate of $750 per month. Agreements have so far been negotiated with WBN-S-TV and with WTHR-TV Indianapolis, and talks are under way with WTVN-TV Columbus, Ohio. Moore was also in New York recently, discussing his system with rep firms, Telerep, HRP and Top Market TV.

The best of the Big Apples

Eleven first-prize winners were given Big Apple awards by the New York Market Radio Broadcasters Association for creative excellence in advertising.

The first-place winners: public service (local)—WBSN-FM New York for “Project Return”; public service (national)—Forte, Cone & Belding/Honig, Los Angeles, for the U.S. Forest Service; open category (local)—Serino, Coyne & Nappi, New York, for the play, “Sweeney Todd”; (national)—Waring & LaRosa Inc., New York, for Sony Industries; musical category (local)—John Emmerling Inc. for the Village Voice; (national)—McCann-Erickson Inc., New York, for Coca-Cola U.S.A.; humor category (local)—Nadler & Larimer Inc., New York, for Wallach’s retail chain; (national)—Kelly, Zahrndt & Kelly Inc., St. Louis, for United Van Lines; new advertisers category (local)—Levine, Huntley, Schmidt, Plapler & Beaver Inc., New York, for Ferrarelle bottled water; (national, tie)—Marsteller Inc., New York, for Detective Book Club and BBDO Inc., New York, for General Electric consumer products.
Debating deregulation

At Federal Bar Association conference, lawyers hear Van Deerlin berate those who are opposing his rewrite efforts, AT&T's Brown ask for easing of Commmom carrier rules, Ferris support marketplace forces as regulatory device

Representative Lionel Van Deerlin (D-Calif.), who has had four years of battles with special interest and industry groups opposed to various aspects of the Communications Act rewrite bills, has attempted to shepherd through Congress, last week turned on those groups—with special attention to broadcasters—and their lawyers, whom he called "our dear policy makers."

He said that the National Association of Broadcasters had become "utterly predictable"—certain to react to an "exciting" Comsat proposal for direct satellite-to-home broadcasts with "left-over rhetoric about localism"—and that broadcasters themselves were acquiring "an image as knee-jerk reactionaries" who are "losing their credibility—and with it their clout"—in Congress.

After disposing of last year's "legislative threats"—proposed amendments dealing with broadcast sections of his planned rewrite—the House Communications Subcommittee chairman said broadcasters began "pursuing AT&T's old strategy": They are attempting to "turn back the clock," at the FCC, in the courts and at the meeting of the western hemisphere nations in Buenos Aires on planning the use of the AM band.

The last was a reference to the NAB's controversial letter to Latin American countries, urging them, in effect, to reject the U.S. proposal aimed at opening the door to several hundred more AM stations in this country, and to vote instead to defer a decision until the matter had been studied further. The letter generated considerable resentment and anger on the part of U.S. officials (Broadcasting, March 24).

That attempt "to preserve the status quo," Van Deerlin said, "was remarkable only by degree—by its degree ofaudacity and the coarseness with which customary greed was expressed."

Van Deerlin was the keynote speaker at an all-day conference on Monday on "Communications Law and Principles of Regulatory Reform," sponsored by the Federal Bar Association. And the note he struck—in the course of lashing out at broadcasters and others who had opposed the Communications Act rewrite, and their lawyers—was that they were over- looking their own real self-interest.

Indeed, he noted he was not appealing to their "patriotism" or "good will toward men" but, rather, was requesting only a "more sophisticated expression of self-interest—an enlightened greed, if you will."

The affected industries, Van Deerlin said, are fighting for "equitable means of" the existing business when they should be fighting for a bigger pie. He said he was talking of "a failure of vision" and added, "I hold you, high-priced Washington counsel, at least partly responsible for your clients' failure."

"The NAB, the North American Telephone Association, the Ad Hoc Committee for Competitive Telecommunications and other industry groups are not practicing law—but, then, very few Washington attorneys do—they are practicing instead the hard sell," he said—"that old-fashioned but still fashionable style of lobbying which insists that, "Congressman, my special interest is just a little more special than anyone else's."

Although Van Deerlin's speech seemed born of the frustration he has suffered in his efforts to revise the Communications Act, remarks by Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, seemed more filled with optimism. Schmitt said chances for passage of communications legislation this year appear bright, though provisions dealing with broadcasting might cause problems (see page 70). The House bill has been stripped of broadcasting sections, in recognition of the controversy they would provoke.

The conference heard from a variety of other representatives of various private and public interests—but of no interest larger than AT&T. And Charles L. Brown, chairman of the company, made a plea for a final wrap-up of the legislative effort aimed at remaking the rules governing the telecommunications industry, although he was not prepared to accept that legislation in any form.

The Van Deerlin bill (H.R.6121) would result in what Brown called a "radical" restructuring of the Bell System; it would separate AT&T's monopoly operations from subsidiaries that would, for the first time, be permitted to provide services on a competitive basis—teletext-type services to the home, for instance, but not entertainment.

Brown said AT&T is "ready" to accept the restructuring, and he expressed hope that the House subcommittee would address the last issue blocking the bill, one that involves the question of what constitutes an acceptable flow of information between the units engaging in monopoly operations and those in competitive services. The company, he said, needs "authoritative guidelines for the regulation—and deregulation" of the industry.

But in a statement reflecting concern over a late push in the subcommittee to impose tighter restrictions on the flow of information than now provided for in the bill—he is said to feel they would result

First tell all the lawyers. John F. Lyons of the National Telecommunications and Information Administration addresses the Federal Bar Association-sponsored conference on Communications Law and Principles of Regulatory Reform. Also in this picture of the panel on broadcasting deregulation were (l-r from Lyons), Richard E. Willey, Kirkland & Ellis, former FCC chairman, who served as moderator; and R. Michael Senkowski, McKenna, Wilkinson & Kitner, chairman of the FBA's communications law committee, and panelists Douglas Webbing, FCC's Office of Plans and Policy; Charles M. Firestone, director of the Communications Law Program, University of California at Los Angeles School of Law; Erwin G. Krasnow, general counsel, National Association of Broadcasters; Pluria Marshall, chairman of the National Black Media Coalition, and Alan Pearce, economics consultant and lecturer, George Washington University.
virtually in the divestiture of the units providing competitive services—Brown said, "Clearly, there is a point at which the opportunities legislation would afford us would not be worth the constraints that might be imposed as their costs."

Whatever the success of Congress in reworking the Communications Act, FCC Chairman Charles D. Ferris said a "new and effective framework of regulation" of common carriers is coming—"its march is irresistible"—and that the commission is "committed to seeing it happen."

"With or without a legislative mandate," he said, "we are on our way."

Ferris, who has reservations about the House bill, chose not to repeat. He said he supports legislation "that recognizes competition as the preferred market structure and permits unrestricted open entry in those markets," that eliminates regulation where it is not necessary and clarifies the commission’s "ability to regulate whenever appropriate."

He also said he supports the modification or elimination of the 1956 antitrust consent decree that bars AT&T from entering new communications-related activities. And he called for legislation to clarify the commission’s authority to devise alternatives to "the oftentimes lengthy and (meaningless) comparative hearing process in allocating nonbroadcast spectrum."

As for the other speakers, they provided a mix of pro and anti views regarding broadcast deregulation—although none came as a surprise.

Henry Geller, head of the National Telecommunications and Information Administration, restated his view that at least in the case of radio, with its multiplicity of outlets, the public interest standard should be eliminated, because of its large "First Amendment costs." He would impose a "small fee" on radio licensees to raise some $35 million to $50 million to accomplish directly the goals of the present regulations; he would, for instance, do away with the restriction of broadcast of public interest type programming at public radio stations.

However, with Congress apparently unwilling to adopt such legislation, Geller is urging the commission to adopt news and public-affairs programming percentages—for both radio and television—as a means of providing prima facie evidence of whether stations are meeting public interest responsibilities. He wouldn’t like the system, he says, but at least it would eliminate the need for commission scrutiny of content in license renewal and comparative renewal proceedings.

As for cable television, Geller pitched again for his retransmission consent proposal, now pending before the commission, as a means of permitting the marketplace to regulate competition between broadcasters and cable operators in obtaining programing. He also said that, in terms of utilizing the print model, the best to follow. And he said NTIA will petition the commission to repeal the fairness doctrine and equal-time rules it has applied to cable television.

But he said that, with cable operators building 85-channel and larger systems, it would be wise to regulate them as modified common carriers; most channels would be leased on a nondiscriminatory basis, and a few would be left to the operation of programming. Geller also said it might not be necessary to regulate rates.

Douglas Webink, deputy chief of the FCC’s Office of Plans and Policy, opened a panel on broadcasting deregulation, stating that he was speaking for himself, not the commission, and proclaimed himself a "strong deregulator." He then proceeded to ask a series of rhetorical questions, including: "What market is there to compete with to warrant removal of all broadcast regulations, except those required to guard against interference? No one had an answer.

John Lyons, NTIA’s program manager for broadcasting and cable television, said NTIA believes deregulation is desirable because it reduces government intrusion into sensitive First Amendment areas and produces more diverse programing. He said the developments in the home video market prove the success of structural changes resulting from the development of satellite technology and the "relaxation of general entry barriers." He noted that 33 television services are now being provided by satellites, and that additional ones are waiting to be accommodated.

Erwin Krasnow, general counsel of the National Association of Broadcasters, said the anxiety of citizen groups and lawyers generated by the FCC’s proposed deregulation of radio constitutes an "overreaction." He noted that of four matters proposed to be stricken from the books, two are not rules but license-renewal processing standards dealing with commercialization and informational programing that are associated with the "raised-eyebrow" school of regulation. A third involves formal ascertainment requirements, which were adopted at the request of the Federal Communications Bar Association to clarify broadcasters’ responsibilities in the area. And the fourth deals with logging rules.

But he also said that the proposals would help ease the paperwork burden under which broadcasters labor—30 million manhours of answering commission questions and the completion of 83 forms, according to government figures. "Radio deregulation is a step in the right direction," Krasnow said.

Pluria Marshall, chairman of the National Black Media Coalition, and Charles Firestone, director of the Communications Law Program at UCLA, took the negative side.

Marshall called the proposed deregulation of radio "a setback for minority ownership, programing and employment." It is "absurd" to argue marketplace regulation, where service to blacks is the issue, he said, since "advertisers are only interested in reaching those people who will buy their products on a regular basis."

And Firestone said the commission’s deregulation proposal rests on what he regards as a false premise—that there is a "free market" that will regulate broadcasters. Such a market, he said, does not exist. What’s more, he said, the commission has not proposed the kind of deregulation that is really required—the kind that would lift the restrictions that limit entry to the airwaves to licensees and those whom they permit to use their stations.

Alan Pearce, a former FCC staff economist who is now a consultant and lecturer in economics at George Washington University, took a cautious approach to the issue. He said deregulation should be tested before it is adopted "as the solution to all of our problems."

But of all the speakers, he was alone in suggesting that broadcasters as well as the public have fared well under regulation. He offered three examples, using Broadcast Advertisers Reports data:

He said television broadcasters in the early 1970’s complained that they could not reduce their commercial time in children’s programing, as requested, first by then FCC Chairman Dean Burch and later by his successor, Richard E. Wiley. In 1971, the networks were selling 16 minutes per hour in children’s weekend programing and were earning $61.9 million from it. In 1978, Pearce said, with commercial minutes reduced considerably, the weekend gross was $130 million and for all children’s programing the gross was $200 million, up from $100 million in 1973.

News, which Pearce said the commiss-
FTC gets another short lease on life from Congress

House, Senate agree amid protest to shift $12 million in funds originally targeted for ICA, which has VOA jurisdiction; this authorization is due to run out at end of April

Congress agreed last week to extend the life of the Federal Trade Commission—but just barely.

By a vote of 216-201, the House acted on Wednesday to provide the FTC with $9.8 million in additional operating funds that will keep the agency in business until April 30. The Senate followed with a 79-to-13 vote of approval of the provision.

The FTC's funds had already run out, but commission officials expected Congress to approve a continuing resolution before the next paycheck, due today (March 31), and the agency has been operating at a pace.

But a controversy developed in the House when the Appropriations Committee voted to transfer more than $12 million from the International Communications Agency to the FTC—a move that some House members vehemently opposed. The transfer of funds from another agency was necessary because Congress has already reached the fiscal year 1980 budget ceiling and can spend no more money until a new budget resolution is passed. Because government agencies have different spending patterns, some with more long-term obligations than others, $12 million was required to guarantee the FTC the needed $9.8 million.

Some House members, however, argued that the ICA, which has jurisdiction over the Voice of America, should not be required to spare the funds and that the money should be tapped from another source.

In a letter to members of the House and Senate Appropriations Committees, the United States Advisory Commission on Public Diplomacy, a presidentially appointed advisory body that oversees activities of the ICA, urged that the resolution reappropriating ICA funds be defeated.

"It is outrageous to imply that the ongoing operations of the Federal Trade Commission are of more importance to this country than the work of the International Communications Agency," read the letter, signed by Chairman Olin Robison. "At a moment when American obligations and responsibilities abroad are being reassessed, at a moment when the American public clearly wishes a stronger U.S. presence overseas, members of Congress are suggesting that our most important arm of peaceful international diplomacy be shortened."

According to the commission, the money now targeted for the FTC was originally intended for students and scholars traveling to and from the United States; libraries, publications and exhibitions around the world, and the Voice of America.

A VOA spokesman said that $6 million of the funds, pulled from this year's budget, may not have been used because of a hiring freeze and the delay of an exhibit scheduled for the Soviet Union. But the other $6 million, he said, was money that was earmarked for items such as equipment, and priorities might now have to be reordered.

It is not certain, however, that the Voice will lose the funds in the long run, as Congress could decide to restore the money allocated for the FTC to the VOA budget.

Mike Pistor, the director of congressional and public liaison for VOA, said there were some assurances the money would be restored, but if it wasn't, it would mean problems. "We really need restoration of at least $6 million," he said. "The other $6 million we can probably swallow hard on."

On the House floor, debate was vigorous, and the voting went down to the wire before the resolution was finally approved. Under terms of the resolution, the FTC cannot promulgate any new trade regulation rules during the 45-day extension period, no new activities can be started and no trade regulation rules promulgated after Aug. 30, 1979, can become effective unless new authorizing legislation is passed.

The authorizing legislation is now in the hands of House-Senate conference, who sat down for their first substantive discussions last week while the House was debating the continuing resolution.

The House and Senate versions of the
FTC's authorizing legislation differ on a number of key points. The House bill, for example, would exempt the funeral industry from an FTC trade rule, while the Senate version effectively would terminate the FTC's children's advertising inquiry by stipulating that the commission would have no jurisdiction over the regulation of "unfair" advertising.

The biggest sticking point, however, is the one-house veto—a provision that the House wants but the Senate has resisted. The conferees avoided the veto issue last week, along with other potentially controversial provisions. But they did agree on provisions governing the FTC's public participation program, which provides funding for groups that might not otherwise be able to participate in commission rulemakings.

Under terms of the compromise, 25% of the public participation funds would be set aside for small businesses. In addition, a $50,000 cap would be placed on the amount of money a group could receive in a year, and there would be a $75,000 cap on the amount of money a group could receive over the course of a specific rulemaking.

With the FTC operating on borrowed time, the speed with which the conferees can resolve their differences is critical. Key House members have said they would not be in favor of additional continuing resolutions, and major issues still have to be resolved. Cutting into the time available to the conferees is the Easter recess, which runs April 4-14, and no additional meetings have yet been scheduled. When a compromise is worked out, it will have to be approved by the House and Senate and signed by the President. But the House has made it clear that it wants the legislative veto in the final version of the bill. The Senate will probably resist this feature, while the President has threatened to veto any legislation that seriously usurps the commission's powers.

Cable wins a round in court with Bell

Federal appeals panel holds that local phone company and CATV were competitors and that pole arrangement constituted unfair competition

Cable television now has a legal decision going for it that says the courts will not let the telephone industry use its concentrated power unfairly against the potential competition of the newer medium. The U.S. Court of Appeals for the Eighth Circuit in St. Louis has held that AT&T and a subsidiary violated the Sherman Antitrust Act in their dealings with an Aberdeen, S.D., cable television company.

The appeals court decision, coming after almost 10 years of litigation, overturns a district court decision handed down a year ago (Broadcasting, March 26, 1979), and is regarded as significant. For the suit, by TV Signal Co. of Aberdeen, represents the first antitrust action brought against the Bell system by a cable operator. It is also believed to be the first antitrust suit AT&T has lost in an appellate court.

Actually, the decision was the second in which the appeals court has reversed the district court in the case. The first came after the district court dismissed the suit for failure to state a claim on which relief could be granted. The appeals court said the allegations were sufficient for that purpose and directed the lower court to hold a trial.

The unanimous three-judge panel held that TV Signal and Northwestern Bell Telephone Corp. and its parent, AT&T, were not only direct competitors in the construction of cable television distribution facilities and the distribution of cable television signals, but also potential competitors in the provision of broadband cable services—meter reading, stockmarket quotations, burglar and fire alarm services, and the like. And the court concluded that the cable company had been harmed by the defendants' actions.

Those actions involved the Bell System's refusal in 1969 to allow TV Signal to attach its cable to Northwestern Bell's telephone poles. At the time, Bell permitted only one cable company at a time to use the poles, and Bell already had
a pole-attachment agreement with another cable operator.

As a result, TV Signal undertook the greater expense of building its plant underground—$5,000 per mile as against $3,650 per mile above ground. Its only other option—which it rejected—was to accept Bell’s offer to build a distribution system and lease it back to the cable company.

After some 48 miles of the project had been completed, Bell changed its policy and permitted TV Signal to attach its cable to the poles for the remaining 15 miles of the distribution system.

TV Signal filed suit in 1970, alleging that the one-per-pole policy violated the provisions of the Sherman Act prohibiting actions aimed at restraining competition and at maintaining and extending monopoly power. A year later, TV Signal sold out to Aberdeen Cable TV Inc., which had been the first occupant of the telephone poles involved, for a profit of $340,000.

The district court cited that profit in holding that TV Signal had not been damaged. But more than that, the court held that TV Signal lacked standing to sue since it had failed to show it was either a competitor or a potential competitor of Bell.

The appeals court rejected those grounds.

It said the one-per-pole policy had the effect of placing Bell in competition with TV Signal for the distribution of the cable system’s own signal. The court said the policy required TV Signal either to go underground at greater expense or pay Bell for the use of a distribution system that Bell would construct. And the court said the evidence showed that Bell could receive as much as 70% to 90% of the cable television revenue if it controlled the distribution of the signals.

The court cited internal AT&T memoranda to support its conclusion that TV Signal and Bell were potential competitors in the distribution of broadcast services. One memorandum said Bell regards cable television as opening the door “to other broadcast services that may be provided on facilities not owned by the telephone company.” If Bell is to retain its position in the broadcast market, it added, it must own the facilities through which CATV and other services are provided.

“The court, said, “the plaintiff had taken sufficient steps to establish itself as a potential competitor since it could eventually expand into broadcast services.” However, the court added, it also made a judgment as to whether injury could be proved beyond the increased cost of construction.

As for the district court’s holding that the business could not have been injured if it was sold for a profit, the appeals court said, “It is well recognized that even a profitable business may sustain damage to its property or business by reason of illegal restraints of trade.”

The decision sends the case back to the
district court for further proceedings—among other matters, for a determination of the triple damages to be assessed against Bell.

Chief Judge Donald P. Lay of the Eighth Circuit wrote the opinion, in which Judge Gerald W. Heaney joined. Judge J. Smith Henley filed a concurring opinion which, among other things, expressed the view that the plaintiff and defendant need not be competitors for the plaintiff to have standing to sue.

Language barrier?

In filing with FCC, SRBA accuses SIN of monopolizing Spanish programming in U.S. and of being foreign-owned

The Spanish Radio Broadcasters Association has charged that the Spanish International Network controls and dominates Spanish-language television in this country, to the extent of limiting competition from Spanish-Americans. The group also charges that SIN is 75% owned by a Mexican company, and therefore would be in violation of the Communications Act if certain translator applications were granted. The act prohibits foreign control of broadcast licenses.

The charges came in informal objections, filed with the FCC last week, against two translator applications. One application was filed by Los Cerezos Television Co. for an experimental translator station on channel 36 in Los Angeles. The other was filed by Spanish International Communications Corp., which wants to operate a translator on channel 31 in Denver.

SRBA asked the FCC to designate the applications for hearing and to specify the following issues: whether Spanish International Network is a real party in interest in the applications, and if so, whether the parties made misrepresentations to the FCC as to indirect control by another company, and the effect on the applicants’ basic qualifications to be a licensee.

The group also charges that SIN, formed in 1963 by Don Emilio Azcarraga, a Mexican national, who then owned 100% of the corporation, is now owned by Televisa (75%) and Rene Anselmo (25%). They add that SIN not only will have top decision-making power in the companies, but will also control programming and sales.

The SRBA petition says the SICC application for Denver “is the beginning of a nationwide network of translators that SIN proposes to operate via satellite. These translators will receive only the network programing feed. There will be no local programing offered to serve the needs and interests of each of the individual communities.” The petition adds that “although it is true that translators may serve areas that are presently underserved, the present proposal will further decrease the possibility that a Spanish-American, who is a United States citizen and unrelated to SIN or SICC, will be able to receive Spanish programming.”
to compete with SIN. For to do so would be contrary to SIN's own economic interests."

SRBA also asked the FCC to determine if SICC misrepresented the ownership of its stations in San Antonio, Tex., Los Angeles and Miami, which SRBA claims SIN controls.

Regarding the Los Cerezos application, SRBA claims that SIN will provide the sole financial resources for Los Cerezos, as well as the sole material to be broadcast.

**Schmitt optimistic on rewrite chances**

He sees mark-up possible before end of Congress, but House-Senate compromise on broadcast parts will be biggest problem

Senator Harrison Schmitt (R-N.M.), a member of the Communications Subcommittee, said last week that the prospects for passage of communications legislation during this Congress were good, although broadcasting provisions could prove to be the key sticking points.

In an address to the Federal Bar Association Communications Law Conference (see page 65), Schmitt expressed optimism that Senate Republicans and Democrats would soon reach agreement over a revised communications bill and proceed to a mark-up. He added that the climate for passage of the legislation—which will have an eye toward deregulation—is the best it has been in years.

Schmitt said there was general agreement among Commerce Committee members that a new bill should emphasize reliance on marketplace competition rather than regulation, and deregulation should come as soon as possible, although, in some cases, a transition period may be necessary.

In terms of broadcasting provisions, however, Schmitt predicted that working out a compromise will result in "our greatest difficulties with the House." He would not offer specifics of the legislation being worked out, but he said he hoped to be able to "move in the direction of TV deregulation," perhaps by extending license terms up to five years. Whether this would be possible, Schmitt added, was unclear, because other considerations, such as cable, invariably entered the picture when dealing with TV. "The best way may be to take small steps at first," he said.

Schmitt said he believed it was possible to work out a bipartisan bill, but affected industries could conceivably derail the effort. That, he added, would be unfortunate, as a temporary victory for opponents of the bill could prove costly for everyone in the long run.

In addition, Schmitt said he hopes to remove barriers to entry into the broadcasting business, and have the FCC provide "a refereeing function" while getting away from management of the industry. But the commission can only do its job, Schmitt said, with the guidance of Congress.
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Congress' watchdog, the General Accounting Office, said in a blistering July 1979 report: "Excessive truck weight is a major cause of highway damage. The rate of highway deterioration will slow down if excessively heavy trucks are kept off the highways... A five-axle tractor-trailer loaded to the current 80,000 pound federal weight limit... has the same impact on an interstate highway as at least 9,600 automobiles."

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America's freight railroads carried more than 3,000,000 piggyback truckloads last year — and never left a pothole.
Varied menu served at NYSBA gathering

New York broadcasters hear from network, technical, financial and Cable News Network types

CBS isn't sure there is any demand for it to launch a late-night newscast but it's convinced the country is ready for more information programming. Gene F. Jankowski, president of the CBS/Broadcast Group, said last week.

"We are taking a look at the full broadcast spectrum," he told the New York State Broadcasters Association when asked whether CBS-TV would follow ABC's lead in introducing an 11:30 p.m. NYT new series (see page 81).

Jankowski was luncheon speaker at the association's 26th annual business meeting held Tuesday in New York. He was confidenl, he said, that if television and radio continue to provide "the best in information and entertainment," they will "succeed for a very long, long time to come."

In response to another question, Jankowski said he expected cable and the newer technologies to cause about 10% erosion in television audiences over the next decade, but stressed that, with growth in the number of TV households, networks will be delivering more actual homes than they do today.

The NYSBA meeting also devoted a session of its own to looking ahead at "Hardware, Software and Then Where?"

Harry Smith, CBS vice president in charge of technology, said that the next 10 years would see, among other things, less expensive satellite receiving dishes, more satellite channels and less costly decoders for subscription television. He called fiber optics "overrated" and not likely to become a major factor before the latter part of this decade.

John Reidy of the Wall Street firm of Drexel Burnham Lambert forecast a 20%-25% annual growth in cable revenues, apart from inflation, but thought broadcasters' revenue growth would come primarily from inflation. But, he added, "I think you'll survive."

Sam Zelman of Cable News Network said the 24-hour news service, due to start June 1, will carry headlines every 10 minutes, starting 90 seconds before the hour, and will seek to counterprogram conventional television, offering sports reports, for example, when the networks are offering news.

"We don't think we'll devastate network news," he said. "Our local news, either—we won't carry local news." CNN's big plus, he reasoned, will be its "availability," being there whenever anyone wants to tune in, and he was confident it would succeed. In answer to a question, he said CNN has a budget of $25 million a year and a four-year commitment from R. E. (Ted) Turner, the owner.

In addition to its staff and name commentators and columnists, Zelman reported, CNN is lining up strings around the country and working out reciprocal arrangements with stations including, most recently, Cox Broadcasting stations.

Sarah Levinson of Viacom, in a rundown on the marketing of cable, said the heavy viewer, rather than the light viewer, is cable's target, and stressed that cable operators do not try to get subscribers to

Merger makers. A two-year journey over sometimes bumpy terrain ended last week with the merger of Sonderling Broadcasting into Viacom International in a deal valued at about $26 million. The merger plans, which survived two court challenges, engaged the services of 20 lawyers, 14 of whom are shown here at a signing ceremony with Ralph M. Baruch (seated, left), Viacom chairman and chief executive, and Sonderling Chairman Egmont Sonderling. Viacom acquired eight radio stations, its first; one TV station, WAST-TV, Albany, N.Y.; its second; the Bernard Howard radio station rep firm and MGS, a TV commercial, post-production and distribution company. Not included in the deal were Sonderling's theater interests and WORX-AM/WKXK-FM, Oak Park, Ill. (Chicago), split off beforehand to Egmont and Roy Sonderling in exchange for their 24.5% of Sonderling stock. Viacom has set up a new radio division to consist of the radio stations and the Howard firm and to be headed by Al Greenfield, president and general manager of Sonderling's KKKM/AM Pasadena, Tex.-K100 FM Houston, as president. Greenfield will report to Viacom's office of the chief executive, as will Michael J. Corken, vice president and general manager of WAST-TV; Paul Hughes, president of Viacom's WORX-AM Hartford-New Britain, Conn., and William McElhenny, president of MGS.
stop watching broadcast TV. "We're selling cable as an extra," she said.

The meeting also had a session at which broadcasters showed tapes they've used on TV to promote their radio stations. As sometimes happens at broadcasters meetings, the video players didn't always work.

**Mugabe government overhauls radio-TV**

*Zimbabwe Rhodesia broadcasting organization is thrown out; BBC asked for rebuilding help*

In his first step in reorganizing the Rhodesian government, the Zimbabwe prime minister-elect, Robert Mugabe, has fired the eight members of the board governing the Zimbabwe Rhodesia Broadcasting Corp. The eight governors handed in their resignations after a meeting with the new information minister.

Mugabe had earlier stated that previous governments used the network as a weapon in the civil war. The ZRBC runs all radio and television broadcasting in the country.

One of the first changes in programming was to eliminate the daily radio news broadcast coming from South Africa. The newscasts, which catered to Rhodesia's white minority, have been going for 15 years.

Mugabe also asked the BBC to assist in overhauling the network. Aside from likely program changes, this will mean bringing technical equipment up to date. Years of economic sanctions against Rhodesia have prevented the importation of any new equipment. All television broadcasting is still in black and white.

BBC officials in London confirmed that they have received a request for assistance, and said they would be sending down a "senior level team" to draw up a list of recommendations. The BBC has provided help to many other developing countries, especially among those in the commonwealth.

**Getting ready for the big one**

*NAB gathering in Las Vegas promises to be largest yet with workshops on Congress and FCC and entertainment from Mac Davis and Bob Newhart*

The National Association of Broadcasters is in high gear preparing for its 58th annual convention April 13-16 in Las Vegas.

This year's convention will not only set records for attendance—20,000 expected, with 4,779 pre-registered already (400 more than last year at this time)—but also for exhibitor space—198,000 square feet, compared to 145,080 last year.

Activities begin on Sunday afternoon, with Senator Howard Cannon, (D-Nev.) giving opening remarks. Presentation of the Distinguished Service Award to Donald Thurstson, Berkshire Broadcasting Co., North Adams, Mass., follows. Entertainer Mac Davis will wind up that afternoon, leaving conventiongoers free to roam the city or the exhibit halls.

Monday through Wednesday are the workshop days. Monday features a "Broadcasters in Congress" workshop, moderated by NAB's government relations director, Ken Schanzer. Panelists are Senators Walter Huddleston (D-Ky.), W. G. Hofner (D-N.C.), Al Swift (D-Wash.) and Nancy Kassenbaum (R-Kan.).

The television luncheon speaker that day is David Brinkley, with Senator Barry Goldwater (R-Ariz.), speaking at the engineering luncheon.

Tuesday's highlights include: "The FCC's Crystal Ball," a panel featuring Commissioners Robert E. Lee, Tyrone Brown and James Quello; a radio deregulation discussion with FCC Broadcast Bureau Chief Richard Shiben, Steve Simmons of the White House Domestic Policy Staff, and Richard Hirsch, secretary of communications for the U.S. Catholic Bishops; and a panel on "TV's Fragmented Future" with Paul Boriz, Brown, Boriz & Codington, Denver; Herb Schlosser, RCA; John S. Reidy, Drexel, Burnham & Lambert, and Gustave Hauser of Warner Cable Corp.

Tuesday is also the day for the radio luncheon, with commentator and columnist Jack Anderson the featured speaker. George Burns and the late Bing Crosby will be inducted into the Radio Hall of Fame during the luncheon session.

Commissioner Lee will be speaking to the engineering group on Tuesday.

Wednesday, the final day, will feature a joint session on "Words from Washington," with Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, speaking. The Grover Cobb Award will be presented to Everett Erlick, senior vice president and general counsel of ABC. And the day will wind up with FCC Chairman Charles Ferris as guest luncheon speaker. Following lunch, comedian Bob Newhart will entertain.

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**Changing Hands**

**PROPOSED**

- **WJBF(TV)** Augusta, Ga.: Sold by FTI Inc. to Western Broadcasting Co. for $25 million ("Closed Circuit," Nov. 26, 1979). Seller is principally owned by J.B. Fuqua who is also chairman, director and 27.7% owner of Fuqua Industries, Atlanta-based publicly traded conglomerate that also owns three TV's and two AM's plus major interests in sporting goods, petroleum, trucking, movie theater chains, and transportation services. Fuqua Industries is disposing of broadcast properties on grounds of unsatisfactory returns on value of broadcast investments ("In Brief," Nov. 19, 1979). It has sold, subject to FCC approval, **WTVM(TV)** Columbus, Ga.; **WTVW(TV)** Evansville, Ind.; and **WVC(TV)** Chattanooga (see below). Its AM's, WROZ Evansville and WATC Flint, Mich., are still for sale. Buyer of WJBF is principally owned by Dale G. Moore, chairman of Western, Missoula, Mont.-based owner of KGOA(M) Missoula; KCA-M-FM Helena, Mont.; KQEH(M)-KRB(FM) Pocatello and KMW(TV) Twin Falls, both Idaho, and WAPA(TV) San Juan, P.R. Western has also contracted to buy, pending FCC approval, **WTVM(TV)** Columbus, Ga. (see below). WJBF is ABC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,370 feet above average terrain.

- **WTVW(TV)** Evansville, Ind.: Sold by Fuqua Communications Inc. to Charles Woods for $21.5 million. ("In Brief," Dec. 24, 1979). Seller is owned by Fuqua Industries (see WJBF(TV) Augusta, Ga., above). Buyer is owned by Charles Woods, owner of WTVY-AM-FM Dothan, Ala. He is also buying, subject to FCC approval, **KRCG-TV** Jefferson City, Mo. (see below). WTVW is ABC affiliate on channel 7 with 316 kw visual, 63.1 kw aural and antenna 1,000 feet above average terrain.

- **WTVM(TV)** Columbus, Ga.: Sold by **WTVM Inc.** to Western Broadcasting for $19.5 million ("Closed Circuit," Nov. 26, 1979). Seller is owned by Fuqua Industries (see above). Buyer is owned by Dale G. Moore (see WJBF(TV) Augusta, Ga., above). WTVM is ABC affiliate on channel 9 with 284 kw visual, 52 kw aural and antenna 1,650 feet above average terrain.

- **WTV(TV)** Chattanooga: Sold by Martin Theaters to Belo Broadcasting Corp. for $19.5 million ("Closed Circuit," Nov. 19, 1979). Seller is owned by Fuqua Industries (see above). Buyer is owned by A.H. Belo Corp., privately held publisher of Dallas Morning News and owner of WFAA-AM-TV and KZEV(FM) Dallas and KDFM-TV Beaumont, Tex. Joe M. Dealey is chairman and chief executive officer. Mike Moroney is president and chief operating officer of parent and chairman of broadcast division. Mike Shapiro is president of broadcasting division. WTV is ABC affiliate on channel 9 with 316 kw visual, 31.6 kw aural and antenna 1,040 feet above average terrain.

- **KAAL(TV)** Austin, Minn.: Sold by Black Hawk Broadcasting Co. to News-Press & Gazette Co. for $11.5 million as spin-off from Black Hawk Broadcasting-American Family Corp. merger, which is pending FCC approval (BROADCASTING, Oct. 1, 1979). Seller, group-owner of three AM's and three TV's, is owned by 75 private investors. Largest block is held by R.J. McElroy Trust (25%). Robert Buckmaster is chairman and 8% owner. Harry Slife is president and 4% owner. They have also spun off, subject to FCC approval, **KLWD(M)** Cedar Rapids, Iowa (BROADCASTING, March 10) and **KBCA(M)** Des Moines, Iowa (see below). Buyer is St. Joseph, Mo., newspaper publisher principally owned by David R. Bradley and family. Bradley is president of company which owns WCVW-TV Savannah, Ga., as well as St. Joseph cable television system. KAAL is ABC affiliate on channel 6 with 100 kw visual, 10 kw aural and antenna 1,031 feet above average terrain. Broker: Blackburn & Co.

- **KRCG-TV** Jefferson City, Mo.: Sold by Mid-American Television Co. to **WTWY Inc.** for $9 million. Seller is owned by Kansas City Southern Industries, Kansas City, Mo.-based publicly traded corporation primarily involved in railroads with interests in data processing and manufacturing of aircraft-related equipment. William N. Deramus is chairman and 3.61% owner. William A. Bates is president of Mid-American which is also licensee of WEEK(TV) Peoria, Ill. Buyer is owned by Charles Woods, who owns WTVY-AM-FM Dothan, Ala., and is purchasing, subject to FCC approval, **WTV(TV)** Evansville, Ind. (see above). KRCG-TV is CBS affiliate on channel 13 with 316 kw visual and 47.4 kw aural and antenna 1,010 feet above average terrain.

- **KTL(AM)** Oklahoma City: Sold by Thomas Lynch to Sunbelt Communications for $1.35 million. Lynch has no other broadcast interests. Buyer is owned by seven individuals, four who own voting (class B) stock only and three who own nonvoting (class A) stock only. Voting stock owners are C.T. Robinson, William Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). Nonvoting stockholders are Daniel Lassman, Gerald Wine and Murray Rosenberg (11.6% each). Robinson, Moyes and Murray

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Rosenberg (11.6% each). Robinson, Moyes and Hesser are partners in San Luis Obispo, Calif., broadcast consulting, syndication and audience research business. Lassman and Wine are dentists and partners in Chicago dental clinic. Rosenberg is Chicago anesthesiologist. They also own KVOA(AM)-KSPF-FM Colorado Springs, KQEO(AM)-KZZX(FM) Albuquerque, N.M., and KFYE-FM Fresno, Calif. KTLS is on 98.9 mhz with 100 kw and antenna 495 feet above average terrain. Broker: George Moore & Associates.

**KAGO-AM-FM** Klamath Falls, Ore.: Sold by Klamath Broadcasting Co. to Cleveland Outdoor Advertising Inc. for $1.05 million plus $150,000 noncompete agreement. Seller is owned by A. J. Krisik (40.5%), Theodore Wolf (25.5%), A. Judson Sturtevant (10%) and John Ferm (24%). Krisik, Wolf and Sturtevant are principal owners of KFAX(AM) San Francisco, KGMS(AM) Sacramento and KSFM(FM) Woodland, all California. Buyer is privately held advertising company based in Portland, Calif., owned by Joe, Robert and Helen Zukin and Joe Milan. Joe Zukin is president of Cleveland Outdoor. Brother Robert is president of Los Angeles real estate developing company of which Helen (mother of Joe and Robert) is secretary. Joe Milan is vice president and general manager of Cleveland Outdoor. They have 49% interest in KLSM(AM) Los Banos, Calif. KAGO(AM) is on 1150 mhz with 5 kw day and 1 kw night. KAGO-FM is on 98.5 mhz with 26.5 kw and antenna 360 feet above average terrain. Broker: W. John Grandy.

**WBN-FM** Charlotte-Amalie, St. Thomas, Virgin Islands: Sold by Island Radio Teleradio Services Inc. to Caribbean Broadcasting for $750,000. Seller is owned by J. Raymond Jones Trust (24.07%), Ruth H. Jones Trust (25.5%), Cleveland Dennard (18.95%), Joseph Potter and Charles Tate (5.46% each), Samuel Jackson (11.8%), Emmett Rice (6.12%) and William Dilday (3.64%). Joneses are married. None of sellers has broadcast interests, although Dilday is general manager of WLEF(TV) Jackson, Miss. Buyer is owned by Thomas Worrell Jr., who is principal owner of Worrell Newspapers Inc., newspaper chain and owner of WIFR-TV Freeport, Ill., and WHVE-TV Harrisonburg, Va. WBN-FM is CBS affiliate (NBC is secondary) on channel 10 with 52.5 kw visual and 5.2 kw aural and antenna 2,610 feet above average terrain.

**KBCI(AM)** Des Moines, Iowa: Sold by Black Hawk Broadcasting Co. to Des Moines Broadcasting Co. for $500,000 as part of spin-off from Black Hawk Broadcasting-American Family Corp. merger. Black Hawk has also spun off KLMW(AM) Cedar Rapids, Iowa (BROADCASTING, March 10) and KAAI(TV) Austin, Minn. (see above). Buyer is owned by C. Ross Martin, Glen Stanley, Max Landes, Ed Podolak, Bill Fischer and Paul Olson (10%) and others yet to be named. Martin is president and 15% owner of KQAO(AM) Austin, Minn. He is also manager of Iowa Radio Network, association of 17 Iowa radio stations. He also owns 15% of KFVD(AM) Ft. Dodge, Iowa. Stanley is executive vice president and general manager of KBOE(AM) Oskaloosa, Iowa. He also owns 15% of both KQAO and KFVD.

**KAPA(AM)** Raymond, Wash.: Sold by Robert F. Clauw and John W. Reavley (50% each) to Benjamin J. Corp. for $320,000. Seller has no other broadcast interests. Buyer is owned by Ben Tracy who owns Bend, Ore., radio production company. He has no other broadcast interests. KAPA is on 1340 kw with 1 kw day, 250 w night. Broker: Hogan-Feldman Inc.

**WABJ(AM)** Pensacola, Fla.: Sold by Barbara Broadcasting Co. to Colonial Broadcasting Co. of Montgomery, Ala., for $1.4 million. Seller is owned by Thomas A. Barba, who is in real estate developments in Pensacola and has no other broadcast interests. Robert E. Lowder is president of buyer, which also owns WLW(AM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Companies, located throughout Southeast. WABJ is on 107.3 mhz with 100 kw and antenna 400 feet above average terrain.

**Other approved station sales include**: KPG(AM) Page, Ariz.; WVFS(AM) Dundee, Ill.; WHTM(AM)-WTCG(AM) Brownsville, Tenn., and KGWH(AM) Big Lake, Tex. (See “For the Record,” page 82).

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**Coming down to the wire**

With only four weeks left, CBS win of Monday, Thursday and Friday gives it week ended March 23 and puts it right behind ABC for season to date.

With 27 weeks down and four left until the season "ends" April 20, a CBS-TV prime-time victory for the seven days ended March 23 narrowed the margin between that network and ABC-TV to a tenth of a rating point.

Since the season’s start Sept. 17, the averages give ABC a 19.6 rating, CBS a 19.5 and NBC-TV a 17.8.

The CBS gain during the March 23 week came by beating ABC by a rating point and a half: 19.6 rating/31.3 share to 18.1/28.7. NBC was a close third at 17.9/28.5.

During the week, CBS won Monday, Thursday and Friday; ABC took Tuesday, Wednesday and Saturday, and NBC landed Sunday, normally a bastion of CBS strength.

Although it could not claim top ratings, CBS did manage a strong 22.2/34.6 for its Sunday line-up of 60 Minutes, Archie Bunker’s Place, One Day at a Time, Alice, The Jeffersons and Trapper John M.D., with only Trapper falling below the 30-share mark (17.0/27).

NBC, however, was able to grab the night away from its usual victor with the move of CHiPs (24.1/37) to its new 9 p.m. Sunday time period and the replay of the Burt Reynolds/Sally Fields movie, "Smoky and the Bandit" (26.1/40). Disney's "The Shaggy DA" part I opened the night with a 15.1/25, giving NBC a nightly average of 22.9/35.7. ABC had a meager showing with its Galactica 1980 (13.3/22), Tenspeed and Brown Shoe (13.8/21) and "Dr. Zhivago" part I (18.6/28), for a 16.1/24.8.

CBS’s finest hours came on Friday when it demolished its network competitors. The opener, Incredible Hulk, drew a 20.2/33, followed by Dukes of Hazzard with a 28.6/45 and then the power of Dallas with a 32.7/52.

The Dallas episode, watched by more than 50% of all homes using television, involved the shooting of bad-guy J.R. Ewing, a principal on the series, and it was the last Dallas original for the season.

Both NBC and ABC could manage no more than a 12.5 rating that night. NBC’s 12.5/20.5 came from Here’s Boomer, Facts of Life, Pink Lady and the Best of Saturday Night Live. ABC’s 12.5/20.0 was all it could pull from When the Whistle Blows and the rerun of the Vacation in Hell made-for-TV movie.

Among the top-rated shows, none came close to Dallas (32.7/52). Next on the top-10 list, more than four rating points behind, was Dukes of Hazzard (28.6/45). CBS also had the third highest with 60 Minutes (28.0/46), followed by NBC’s Real People (27.1/41) and “Smoky and the Bandit” (26.1/40); CBS’s M*A*S*H (25.9/38); ABC’s That’s Incredible (25.2/37), NBC’s Different Strokes (24.5/37); ABC’s Three’s Company (24.2/37) and NBC’s CHiPs (24.1/37).

Although NBC continues to trail in third position, it has been claiming strides. All the networks are closer together. Only 1.7 rating points separated the three for the week ended March 23. And an improved NBC picture showed up in the leading programs. Whereas in earlier weeks NBC might have hoped to have one or maybe two shows in the top 10, it now counted four. CBS had an equal number, due to the NBC tempering of CBS’s normal Sunday super-strength. ABC had two shows.

Among the newer shows on the schedule, the two-hour premiere of the Alex Haley/Norman Lear Palmertown U.S.A. on Thursday brought CBS a 21.7/33. But CBS’s Beyond Westworld on Wednesday continued to be beyond ratings acceptability with a 9.7/15. The premiere of CBS’s Tom Conway Show on Saturday was neither flop nor hit with a 17.5/29 but it did bring better numbers than CBS usually had been earning from 8 to 9 p.m.

ABC’s That’s Incredible on Monday remained the newest ratings star of the latest network additions, bringing ABC a 23.2/37. But ABC lost the impact as the night went on with Family (16.2/24) and Stone (14.8/25). That network also heard a clinker from When the Whistle Blows’ 13.5/22. And now that it competes with NBC’s CHiPs as well as CBS’s Archie Bunker and One Day at a Time, ABC’s Tenspeed and Brown Shoe seems in worse straits than ever, earning a negligible 13.8/21.

NBC can turn with some degree of pride to the score of its new Big Show (19.1/30) on Tuesday but elsewhere there’s the trouble a third-placed network doesn’t need among its new programing ventures. United States, which managed a 16.4/27 share (neither here nor there) in its debut a week earlier, dropped to a 12.5/22 in its second time out, losing a good deal of the audience from Big Show.

From Here to Eternity on Wednesday,
which faced delays in getting on the schedule, didn’t give numbers worth wait-
ing for with a 13.0/21. For the Friday Boomer, Facts and Pink Lady line-up, the
numbers declined with a 16.2/27, 14.8/24 and 11.8/19, falling farther with the Best
of Saturday Night Live’s 10.3/17. On Saturday, Sanford brought only a 15.7/26
and the premiere of Me and Maxx a paltry 14.8/24.
Elsewhere Tom Snyder’s Celebrity
Spotlight did better than the Prime Time
Saturday newsmagazine Snyder hosts. But
that amounted to no great accomplish-
ment for NBC. The Snyder special on
Monday earned a 14.9/25 and the
newsmagazine an 11.6/21.

Producers talk shop
At public television’s INPUT
conference, producers from
U.S. and other nations buy
shows, compare techniques
and try for co-production deals

American public television producers got a
chance to show off their wares to their
foreign counterparts last week during a
seven-day conference that attracted pro-
ducers from all over the world.

Americans didn’t do all the showing,
however; 20 TV sets and 15 tape players
were in constant use as 250 people—100
of whom were from other nations—
screened selections from more than 100
shows during the third INPUT conference
in Washington.

INPUT (International Public Tele-
vision) is not so much a program fair for
buying and selling as one for the exchange
of ideas among public television pro-
ducers. The project got its start in Europe,
where the first two meetings were held,
but plans now call for alternating each year
between Europe and North America.

For the United States, INPUT ‘80 was
particularly important: The charge has
often been leveled against American
public TV that it imports too much foreign
programming; with U.S. public television
stations producing more and better pro-
grams, however, the flow of material can
be reversed, and INPUT provides a good
starting point.

But the marketing aspects of the meet-
ing are secondary; the conference is geared
toward arranging joint programming ven-
tures and alerting producers to who is
doing what, and where.

The Corporation for Public Broadcasting
had a central role in the development of
INPUT ‘80, and it hopes to keep its inter-
national efforts going after the conference.

David Stewart, CPB’s director of inter-
national activities, says that, in the past,
American public television hasn’t oc-
cupied a significant role in the interna-
tional community. But things have
changed. “Now we think it’s time to asso-
ciate ourselves with our colleagues
abroad,” Stewart said.

Two together. Reynolds/Steinberg Productions, formed by performers Burt Reynolds and
David Steinberg, has made two-year exclusive pact with ABC-TV, calling for Reynolds to
headline first network special within year; develop late-night specials for Reynolds and
Steinberg, develop pilots and made-for-TV movie.

For the children. “Project Peacock,” NBC-TV’s planned 20-program series of prime-time
children’s specials announced last January and set for January 1981 start, could cost
network as much as $16 million to run, according to NBC Entertainment President Brandon
Tartikoff. In Los Angeles last week to introduce producer Edgar J. Scherick as “executive in
charge” of project, Tartikoff said that NBC will be paying prime-time rates to producers of
one-to-two-hour shows. (Tartikoff put current rates for made-for-television films at
$800,000 per hour and series between $550,000 and $700,000—double traditional outlays
for children’s programs.) No sponsors have signed up yet.

In the marketplace. Field Communications is offering Hooray for Reading, half-hour
special aimed at motivating children to read. “Cliff-hangers” are excerpted from popular
children’s books. There’s also series of minute programs. Field/Alan Sloan co-production is
to air on Field TV’s April 14, coinciding with National Library Week. Thames Television,
through D.L. Taffner/Limited, has three more miniseries for U.S. market: Jenny, seven hours
with Lee Remick as Jenny Churchill; Napoleon and Love, nine hours, and Romance, six
one-hour specials.

Reassessment. Board of Corporation for Public Broadcasting has instructed Lewis
Freedman, head of CPB’s Program Fund, to explore future funding possibilities. If CPB
follows established course of funding, Freedman will only be left with $8.8 million to
distribute, and he has set as priorities children’s programing, special interest programing,
cultural affairs, science and information, and public affairs programing. Freedman will
present options to board at upcoming meeting.

MPAA adds another. Filmways Pictures (American International Pictures prior to its
merger in Filmways Inc. last summer) becomes member of Motion Picture Association of
America tomorrow (April 1). It will be 10th MPAA company, joining Columbia Pictures,
MGM, Paramount Pictures, 20th Century-Fox, United Artists, Universal Pictures, Warner
Bros., Avco Embassy and Walt Disney Productions. Enlargement of MPAA is said to be part
of long-term plan of President Jack Valenti to bring important film distribution companies
into 58-year-old organization.

According to Stewart, it has taken
longer for public television to get involved
with the rest of the world because of a lack
of funds. But in the last 10 years, he says,
the quality and quantity of programing has
grown, and now the production resources
are available.

With the advent of new technology,
coupled with economic pressures, Stewart
believes TV broadcasting will soon be an
international phenomenon, with countries
racing to find another for programing. He
hopes to soon open a screening facility at
CPB headquarters as a contact point for
foreign program buyers to help facilitate
the purchase of American products. Also
being considered is the production of a
showcase series detailing the types of pro-
graming done by U.S. public stations.

In the past, Stewart says, public stations
have had to deal directly with foreign
buyers, which meant that, generally, it was
only the major stations that were selling
their programing abroad—even though
there was plenty of good programing at the
smaller stations. But with a central holding
place, Stewart believes deals will be easier
to make, and more deals will be possible.

An outcome of a central repository in the
United States, he adds, might be a Euro-

Stewart, Van Dyke and Borelli
Weil

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pean office to further the process.

Also involved with INPUT is the Public Broadcasting Service, which made some travel grants available to stations to send producers to the conference.

PBS’s Suzanne Well, who is on the international board of INPUT, believes people are starting to understand the importance of the conference, and she believes that one end result will be more U.S. programming going to other countries.

The selection of programming that was screened at INPUT was done by two people, Barbara Van Dyke, the North American coordinator for INPUT, and Sergio Borelli, vice president of the board.

The two screened 405 shows, 223 in the United States. In Europe, a four-week tour gave them an idea of what sorts of themes they wanted to develop for INPUT ’80; screening in Canada and the United States followed.

Van Dyke stresses that INPUT is not really a marketplace, but rather a place for producers to get critical conversations going about the shape of television. As such, she says, the American works screened “aren’t necessarily finished, perfect programs, but they give a window on American life that Europeans would rarely see.”

According to Borelli, the idea for INPUT grew out of a need by the European community to focus more on programming, rather than just technical matters, which organizations such as the European Broadcasting Union have traditionally been involved with.

The European community, Borelli said, has always had open lines of communication with American commercial television, but not with public broadcasting—even though there was an interest in the medium. As such, the people who originally put INPUT together invited Americans to take part in their discussions, and the first conference, INPUT ’78, in Milan, drew a fair representation of American producers.

Borelli says it is impossible to say how many actual sales are made as a result of INPUT conferences because deals are made in Scandinavia and no one reports the sales or purchases that are made.

The scope of the INPUT conferences, he adds, will only increase in coming years. This year, two Japanese delegates found their way to the conference, and Third World and South American countries are interested in future meetings.

Stewart believes INPUT ’80 was received enthusiastically, and he thinks the discussions will ultimately result in cooperative financing and co-productions. In addition, he believes that public television in the United States will gain greater visibility. “This is a way of pressing American public TV into the international orbit of television,” he said.

The House likes its TV system

Majority of representatives are happy with coverage and carriage on C-SPAN; some feel, however, that it’s led to grandstanding

The House of Representatives television system, which transmits floor proceedings to cable systems over the Cable Satellite Public Affairs Network (C-SPAN), has received generally high marks from congressmen.

In a 28-question survey on the system, more than 50% of those members responding said they were pleased with the coverage although there were indications that the system was contributing to more speeches and amendments on the House floor.

Only 10% of those questioned said the TV system has influenced them to make speeches they might not otherwise have made, while 88% said the system has not
been a factor. However, when asked if they thought their colleagues were making more speeches since the system was turned on, 231 said yes, while only 39 said no.

Members were of the opinion that few changes have been made in speaking style to accommodate the cameras, but 48% said more floor amendments were being offered due to the presence of TV.

Nearly half of those polled said their staffs monitor floor debate, and 81% of the members said they monitor floor action from their offices. More than half also said they were better informed on issues as a result of the TV system.

They rejected the idea, however, that TV floor coverage has affected the way they vote, with only 10% saying it may have been a factor.

Only 8% of the congressmen said they have purchased videotapes of proceedings, but 41% said they knew of local TV stations in their districts that were using coverage of the House floor proceedings.

Of those responding, only 6% said they would favor other programs being broadcast, and 53% said they were satisfied with the present coverage.

**New viewing-level record**

Household television viewing, which set records for every month of 1979, started in February which could become a new string of records. The old string was broken in January, when the month’s average of 7 hours 18 minutes of viewing per home per day fell two minutes short of the January 1979 level. But February was back on top again with an average of 7 hours 22 minutes—11 minutes more than the February record set in 1979. The 7 hours 22 minutes is also the highest on record for any month, not just February.

Roger D. Rice, president of the Television Bureau of Advertising, which released the figures, said: “Television viewing traditionally peaks during the winter months as adverse weather conditions keep more people at home. But the unusually mild weather experienced throughout most of the country during the first quarter, lower television viewing, which set records for every month of 1979, started in February which could become a new string of records. The old string was broken in January, when the month’s average of 7 hours 18 minutes of viewing per home per day fell two minutes short of the January 1979 level. But February was back on top again with an average of 7 hours 22 minutes—11 minutes more than the February record set in 1979. The 7 hours 22 minutes is also the highest on record for any month, not just February.

Roger D. Rice, president of the Television Bureau of Advertising, which released the figures, said: “Television viewing traditionally peaks during the winter months as adverse weather conditions keep more people at home. But the unusually mild weather experienced throughout most of the country this year did not, as might be expected, put a damper on TV viewing in February.

“Spiraling inflation and gas prices, the winter Olympics, the continued interest in the crises in Iran and Afghanistan—all could have played a part. But whatever the reason, the fact still remains: The American public continues to rely heavily on the television medium for its entertainment and information needs.”

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**Rosenfield blasts National Federation of Decency head as trying to censor**

CBS-TV President James Rosenfield, in Mississippi to address the Greater Jackson Advertising Club, lambasted the Rev. Donald Wildmon, head of the National Federation of Decency, not far from the network critic’s own backyard.

Characterizing Wildmon as “the only Mississippi-based, self-styled media reformer that I’ve heard of,” Rosenfield claimed that the NFD leader “wants to take away your freedom of choice, to have you live only by his values.” Wildmon, an activist against sex and profanity on television, bases his operations in Tupelo, Miss., less than 150 miles from where Rosenfield was speaking in Jackson.

Through write-in campaigns and planned advertiser and viewer boycotts, Rosenfield said, the NFD “clearly aims to define what ought to be acceptable to everyone else.” Rosenfield claimed that NFD newsletters portray TV network shows as “scarcely anything but prudence and prudence . . . CBS is not the network of Captain Kangaroo, Walter Cronkite and 60 Minutes. And it is certainly not the network that pioneered the Reading Program concept and the Read More About It book project with the Library of Congress.

“After all, the NFD’s readers would have thought our entire schedule offered only raw sex and gore, punctuated with four-letter words,” Rosenfield claimed.

Rosenfield charged that the NFD has prejudged an upcoming program, The Day Christ Died, “based on a single line from the script.”

He added that “an even more flagrant case of instant prejudice” regards plans for a docu-drama on the late Rev. Jim Jones of Jonestown, Guyana. Rosenfield said that an NFD newsletter “shouted CBS to Exploit Guyana Tragedy.” The sole reason for this accusation (and again it was made without benefit of having seen a line of script or a foot of film) is the form the project will take, docu-drama.

The CBS-TV president also criticized the NFD for a newsletter headline said to have read “Procter & Gamble Top Sponsor of Both Sex and Profanity.” Rosenfield accused the NFD of not coming up with “data that would support the reliability” of the “so-called monitoring.” And he said that the national PTA has counted P&G “in their list of ‘good advertisers.’”

Rosenfield also mentioned that the national PTA didn’t include a single CBS-TV program in its “most offensive” category.

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**Taking Off**

Eight weeks ago, BROADCASTING’s “Playlist”—reporting the top 100 records in contemporary radio airplay—was spun off from the parent magazine as an independent publication. Two weeks ago, following the successful launching of that venture—and responding to expressions of reader interest in a companion country radio airplay chart—BROADCASTING began publication of another Top 100 for that section of the radio universe. Both the contemporary and the country versions are being sent by first-class mail to a pilot audience of program directors, music directors, record company executives and others whose principal business it is to keep up with the rapid changes in today’s music marketplace.

**Charter subscriptions** to “The Contemporary Playlist” and “The Country Playlist” are $12 each per year to cover postage and handling. (Readers who want both, mailed to the same address, can have the package for $20.) Orders should be addressed to BROADCASTING at 1735 DeSales Street N.W., Washington, D.C. 20036.
There's a new kid on the consumer videodisk block. U.S. Pioneer Electronics Corp. and DiscoVision Associates (the MCA/IBM joint venture) announced last Wednesday the introduction of a laser-optical video disk player that will carry a suggested retail price of $749.00. The players are to be manufactured in Japan by Universal Pioneer Corp., which is itself a joint venture of DiscoVision and Pioneer Electronics Corp., the Japanese parent of U.S. Pioneer.

Ken Kai, executive vice president of U.S. Pioneer, said his machine will be superior in sound and picture quality "to all other videodisk players utilizing other technologies that are currently being designed, planned or designed," a thinly veiled reference to RCA's SelectaVision player, a mechanical/capacitance system targeted for a 1981 introduction.

The player will be shipped to four initial markets in June: Syracuse, N.Y.; Dallas-Fort Worth; Minneapolis and Madison, Wis. Pioneer says it intends to expand into four more markets every 60 to 90 days. Pioneer expects national distribution to begin in 1981.

Asked to give a unit sales forecast for 1981, Kai said that sales will depend on consumers, but should be "a very high five-digit figure" and that they could hit "six figures." UPC has sufficient capacity to meet that demand, he indicated.

According to Kai, Pioneer was proceeding with its plans after a year-long series of consumer demonstrations of optical disk technology. UPC has already delivered 11,000 industrial model disk players to General Motors. It's been a tacit assumption of much of the industry that optical systems are technically superior to others, but it's also been argued whether consumers would be willing to pay a higher purchase price for optical players. RCA, for example, is promising to deliver its player for under $500.

According to Pioneer, its new player is compatible with the $775 Magnavox optical player that has had limited marketing for a little more than a year.

Some industry observers have suggested that the Magnavox sales total of only about 5,000 players in the year is "disappointing" and that this might have prompted MCA or DiscoVision to encourage another manufacturer to take a crack at the consumer market.

Proud parents. John J. Reilly (l), president of DiscoVision Associates, holds a disk and Ken Kai, executive vice president of Pioneer, a remote control unit; both items are for use with the videodisk player that rests between them.

New monickers. Starting today (March 31), the Maryland broadcast engineering firm of Stellman, Moffet & Kowalski will be known as Stellman & Silliman. Change is precipitated by two moves: John A. Moffet is withdrawing and Robert M. Silliman Jr. joining his father. Also effective today, the Virginia firm of Silliman, Moffet & Kowalski will become Moffet, Ritch & Larson. The elder Silliman has withdrawn from that firm. Carl L. Kowalski will continue as consultant to both firms.

For TV picnics. Sun-Flex Co., San Rafael, Calif., has developed black nylon screen for placing over television picture tube to cut down glare from ambient light, particularly when working outside. Sun-Flex said that although glare and reflections are cut down, picture resolution does not deteriorate.

Automatic changer. International Tapetrionics said it will display at National Association of Broadcasters convention in Las Vegas in April new 1K cartridge system that receives, stores, moves and plays up to 1,024 tape cartridges. And, it's computerized, allowing operator to pre-program.

Here's a twist. One of services cable operators have been selling is energy load management, which allows local electrical utility to shut off large appliances during periods of peak load when brown-out or black-out is threatened. Number of companies have offered such service as part of cable package, but now Scientific-Atlanta says it has system that does same thing by broadcasting. Model 1006 Message Generator unit sends shut-off signals with FM transmitter to special switches on air conditioners and hot-water heaters in homes of consumers.

Touting Telidon. Canadian Department of Communications officials were in New York in recent weeks demonstrating government-developed Telidon video information system they call "most advanced two-way television technology in the world" (Broadcasting, Sept. 10, 1979). Along with representatives of contractor SED Systems Ltd., Canadians have been pitching Telidon to potential American marketers of home information. Declining to list names of potential customers, they say they've gotten favorable response from companies with combined newspaper/cable TV interests.
ABC stakes out its turf in late-night news

Network formalizes its Iran reports into regularly scheduled 'Nightline'

ABC News last week broke new ground in network news with Nightline, a regularly scheduled late-night broadcast Monday through Thursday at 11:30-11:50.

While unprecedented on network television, the show's initial impact was muted for the same reason that facilitated the series launch: ABC News, in effect, already was offering regular late-night news through its ongoing Iran specials.

As Nightline anchor Ted Koppel explained in opening remarks last Monday (March 24), "This is a new broadcast in the sense that it is permanent and will continue after the Iran crisis is over. There will also be nights when Iran is not the major story: then we'll bring you up to date on Iran but will focus on some other story. That's not the case tonight. Again, today, Iran is the major story."

Indeed, the packaging for Nightline might have been different but the familiar Koppel presence remained, as did the Mideast subject matter.

Featured in the 20-minute broadcast was a report from Bill Blakemore on the reaction in Iran over the former shah's move to Egypt; a piece on the wife of a hostage from San Diego, and then, in what is believed to be a first, a live hook-up between a relative of a hostage and an Iranian official—in this case the San Diego wife, the Iranian charge d'affaires in Washington and Koppel.

The interactive hook-up ran longer than usual, forcing a piece on the New York primary off the broadcast. That prompted one ABC News staffer to comment later that the broadcast demonstrated from the start that, some nights, 20 minutes might "not be enough." He added, however, that in the future, 20 minutes might be too much on slow news nights.

On World News Tonight earlier that evening, co-anchor Frank Reynolds took "a moment to remind [the audience] of a new addition to the ABC schedule." But he also found time to reflect on the motivation for news at the late-night hour.

"The decision to add a late-night news broadcast to this network's schedule was made, really made, not by the people who run this place, but by you," Reynolds told his audience.

"In the first week of November, when the hostage crisis in Iran was just beginning, ABC News made the commitment to a nightly update on the crisis. And then came another powerful reminder that the

Psychiatrist says TV coverage of nuclear issues has led to phobia about disaster

A psychiatrist known for his expertise in phobias has pointed an accusing finger at TV. He says network television evening news coverage of nuclear issues has fostered inordinate fears in viewers.

The charge was made by Dr. Robert DuPont, president of the nonprofit Institute for Behavior and Health. It came in a discussion with The Media Institute of the latter's study of 11 years of network TV tapes that dealt with nuclear news (Broadcasting, Feb. 11).

The Media Institute is a Washington-based organization supported by business and devoted to improving the quality of press coverage of business and economics.

DuPont explained that phobia is "fear based on an exaggerated, unrealistic danger." He said that in his review of the institute tapes, "one of the striking characteristics I saw occur over and over

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APPRAISALS

11311 N. Central Exwy. - Dallas, Texas - Telephone (214) 691-2076

Broadcasting Mar 31 1980
was the reporters continually going down those what-if, worst-cases branches. That is exactly what happens with phobic people. The problem becomes what-if rather than the what-is."

DuPont said that TV offered people in various roles on camera who were afraid: critics of nuclear power and even commentators who are afraid. DuPont felt that media people generally did not have a clear grasp of the subject matter. "I've had a feeling that nuclear energy was alien to many newsmen and they ought to have known more about it. It is important that media people be better educated about nuclear energy or at least to have them have access to, and use, better educated advisers."

In a plea for perspective on the seriousness of nuclear risk. DuPont cited the high number of deaths from other causes and said everyone had become "boared" with those statistics. "Yet here we have no deaths from nuclear power and it is a number-one news item, while the 300,000 excess deaths annually from cigarette smoking are a non-item," he said.

Who was on first?

An outraged WRC-TV Washington is charging a rip-off and the "debasement of good journalism." ABC News claims 20/20 did its own digging and therefore there's no problem calling its piece "investigative."

At issue are WRC-TV's reports by its "Investigators" team led by Lea Thompson beginning Oct. 25, 1979, and a Geraldo Rivera 20/20 piece, "Formula for Disaster," aired March 13. Both concerned dangerously defective baby formulas.

WRC-TV, an NBC affiliate, alleges that nothing in the 20/20 piece broke new ground beyond the stations' reporting. Furthermore, according to David Nuelle, WRC-TV news director, the 20/20 piece could have used video footage of ABC, rather than Thompson, had prompted the Congressional interest in baby formulas that followed WRC-TV's reports. Worst of all, Nuelle believes, is that 20/20 ignored information, said to have been reported in WRC-TV follow-ups, of actions to prevent further problems with formula.

An ABC News spokesman claimed that the network's reporting was its own and by the time ABC News received a tape of a WRC-TV broadcast, research, shooting and narration already had been done. As for the view that it looked like ABC was getting credit for alerting Congress, ABC producer John Fagen has said, if so, it was "unintentional" and commended Thompson's work.

As compiled by Broadcasting March 10 through March 14 and based on filings, authorizations and other FCC actions.

Ownership Changes

Applications

- WJBF-TV (Augusta, Ga. (TV: ch. 6, 100 kw vis., 20 kw aux.))--Seeks assignment of license of from FTI, Inc. to Western Broadcasting Co. for $2.5 million. Seller: J.B. Fuqua is principle owner. He is chairman, director and 2.7% owner of Fuqua Industries, Atlanta-based group which has a 20% stake in ABC. It has declared intention of getting out of broadcasting altogether due to unsatisfactory returns on broadcast investments. (Broadcast Nov. 19, 1979). Other major Fuqua business interests include sporting goods, petroleum, trucking, movie theater chains and distribution services. It has sold subject to FCC approval WTVM (TV) Columbus, Ga., WTVT (TV) Evansville, Ind., and WTVI (TV) Chattanooga, Tenn. (see below). Buyer: Dake G. Moore (91.80%), Earl E. Morganstahl, Jr. (6.28%), Earl E. Morganstahl, Sr., and employee Stock Ownership Trust (1.87%). Moore is chairman and Morganstahl president of Western, which owns KGVO (AM) Missoula and KCAP (AM-FM) Helena, both Montana; KSEI (AM-KRBU (FM)) Pocatello, KMW (AM) Twin Falls, Idaho and WAPAT (FM) Salt Lake. Western has also contracted to buy, pending FCC approval WTVM (TV) Columbus, Ga. (see above). Ann. Mar. 21.


- WABF-FM Pensacola, Fla. (107.3 mhz, 100 kw)--Granted application of license from Barba Broadcasting Co. to Colonial Broadcasting Co. of Montgomery, Ala., for $4 million. Seller: William A. Barba, who is in real estate development in Pensacola and who has no other broadcast interests. Barba is president of buyer, which also owns WLMF (FM) Montgomery and is associated with Colonial Insurance Co. and Colonial Mortgage Companies, located throughout Midwest. Action Mar. 11.

- WBTV-FM Dunede, III. (103.9 mhz, 100 kw)--Granted application of license from R.F. Broadcasting Co. to CLW Communications Group for $315,000. Seller is owned by Ralph J. Faucher who has no other broadcast interests. Buyer is owned by AMG International, non-profit religious corporation. It also owns WSCW (AM) South Charleston, W.Va., WCRJ (AM) Jacksonville, Fl. and WHYD (AM) Columbus, Ohio. G. Spiros Zodiades is president of AMG. Action Mar. 7.

- WBTI (AM)-WTBG (FM) Brownsville, Tenn.

For the Record®


**Applications**

- **Summary:** Dale Benham requests amendment FM Table of Assignments to assign 102.3 MHz to Sumner (RM 3604). Ann. Mar. 20.
- **Skowhegan, Me.** - Roger Harris requests amendment FM Table of Assignments to assign 93.5 MHz or 94.3 MHz (RM 3608). Ann. Mar. 20.
- **Walker, Minn.** - Stage Broadcasting (KLAR(FM)) requests amendment FM Table of Assignments to assign 99.3 MHz to Walker, Minn. (RM 3607). Ann. Mar. 20.
- **Terrell, Tex.** - Terrell Radio (KTL(C-FM)) requests amendment FM Table of Assignments to assign Ch. 95.9 to Athens, Tex., instead of Malakoff, Tex. (RM 3605). Ann. Mar. 20.
- **Casper, Wyo.** - Daniel A. Robers requests amendment FM Table of Assignments to assign 103.7 MHz and 106.9 MHz to Casper, Wyo. (RM 3606). Ann. Mar. 20.

**Actions**

- **Livingston, Mont.** - In response to request by Yellowstone Broadcasting Services, Inc., licensee of KYBS(FM), proposed substituting 97.5 MHz for 97.7 MHz, on which KYBS(FM) operates (BC Docket No. 80-106, RM-3327). Action Mar. 11.
- **Cobleskill, N.Y.** - In response to a request by John B. Clancy, proposed assigning 103.5 MHz to Cobleskill, N.Y., as its third FM station (BC Doc. 80-105, RM-3319). Action Mar. 11.
- **Ponce and Las Piedras, both Puerto Rico—Jose David Soler denied request to amend FM Table of Assignments to assign 102.1 MHz for 101.9 MHz to Ponce. Puerto Rico; assign 101.7 MHz to Las Piedras. (RM 3328). Ann. Mar. 20.
- **Milbank, S.D.** - In response to request by Surgis Radio proposed assigning 104.3 MHz to Milbank, S.D. as its first FM assignee (BC Docket No. 80-107, RM-3309). Action Mar. 11.

**Appointments**

- **Summer:** Dale Benham requests amendment FM Table of Assignments to assign 102.3 MHz to Sumner (RM 3604). Ann. Mar. 20.
- **Skowhegan, Me.** - Roger Harris requests amendment FM Table of Assignments to assign 93.5 MHz or 94.3 MHz (RM 3608). Ann. Mar. 20.
- **Walker, Minn.** - Stage Broadcasting (KLAR(FM)) requests amendment FM Table of Assignments to assign 99.3 MHz to Walker, Minn. (RM 3607). Ann. Mar. 20.
- **Terrell, Tex.** - Terrell Radio (KTL(C-FM)) requests amendment FM Table of Assignments to assign Ch. 95.9 to Athens, Tex., instead of Malakoff, Tex. (RM 3605). Ann. Mar. 20.
- **Casper, Wyo.** - Daniel A. Robers requests amendment FM Table of Assignments to assign 103.7 MHz and 106.9 MHz to Casper, Wyo. (RM 3606). Ann. Mar. 20.

**Designated for hearing**

- **Meridian, Miss.** - FCC has designated for hearing applications of: 1. WBBW(KWGG-AM) Broadcasting Company, licensee of WOAP-AM-FM, WOOG, Miss., and publisher of WOOG (Mississippi) Broadcasting Corp., licensee of WHMA-AM-FM, Anniston, Ala., and publisher of the Anniston (Ala.) Star; for stay of the June 1, 1980, expiration date of the announced, unprocessed broadcast station clock; of divestiture deadline. It stayed effective date until six months from completion of judicial review of denial of WOOG's and Anniston's requests for waiver of multiple ownership rules. If they do not seek judicial review, then stay will be for six months from release of text of this decision. Action Mar. 7.

**FCC decision**

- **WHMA-AM** Anniston, Ala. - WOAP-AM-FM Owosso, Mich. - FCC has partially granted requests by Owosso Broadcasting Company, licensee of WOAP-AM-FM, Owosso, Mich., and publisher of Owosso (Mich.) Broadcasting Corp., licensee of WHMA-AM-FM, Anniston, Ala., and publisher of the Anniston (Ala.) Star, for stay of the June 1, 1980, expiration date of the announced, unprocessed broadcast station clock; of divestiture deadline. It stayed effective date until six months from completion of judicial review of denial of Owosso’s and Anniston’s requests for waiver of multiple ownership rules. If they do not seek judicial review, then stay will be for six months from release of text of this decision. Action Mar. 7.

**Designated for hearing**

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**Fines**

- **KCHV(AM) Indio, Calif.** - Coachella Valley Broadcasting Co. notified of apparent liability for forfeiture of $500 for repeated violation of Section 73.1380 (a) of the rules (failure to keep a maintenance log). Action Mar. 13.
- **KUBC(AM) Monrovia, Colo.** - Woodland Broadcasting Company notified of apparent liability for forfeiture of $500 for repeated violation of Section 73.52 (A) of the rules (operating trans. in excess of 105 percent of authorized power). Action Mar. 13.
- **WXLM(AM) Savannah, Ga.** - WXLM, Inc. ordered to forfeit $300 for repeated violation of Sections 73.297(b) and 17.474(A)(1) or 17.490 rules (failure to maintain pilot subcarrier frequency monthly with not more than 40 days expiring between successive measurements). Action Mar. 6.
- **KLOH-AM-FM Pipestone, Minn.** - Wallace Christiansen notified of apparent liability for forfeiture of $500 for violation of Sections 73.474(a) and 73.52(a) for KLOH(AM), or in alternative Section 73.1800 for KLOH (including failure to make equipment performance measurements for year 1978 as evidenced by lack of records). Action Mar. 13.
- **KSUB-FM Cedar City, Utah** - Southern Utah Broadcasting Co. notified of apparent liability for forfeiture of Section 73.297(b) of rules (failure to measure stereophonic pilot subcarrier frequency at least once per calendar month, as required). Action Mar. 13.
Summarized Broadcasting

**FCC tabulations as of Jan. 31, 1980**

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<th>Licensed</th>
<th>On air ETA*</th>
<th>CPs on air</th>
<th>Total On air</th>
<th>CPs not on air</th>
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*Special temporary authorization
**Includes off-air licenses

- Horizon Communications Corp. of Missouri—Hazelwood, Mo. (5m; AFC; KZ26).
- JAC Communications Associates—Phoenix, Ariz. (5m; Fi, Worth Tower; KJ33).
- Bagley Cable TV—Bagley, Minn. (5m; AFC; KZ34).
- Hi-Net Communications, Inc.—Van Nusy, Calif. (5m; S-A; KZ39).
- Hi-Net Communications, Inc.—Woodland Hills, Calif. (5m; S-A; KZ40).
- Hi-Net Communications, Inc.—Long Beach, Calif. (5m; S-A; KZ44).
- Hi-Net Communications, Inc.—Lubbock-Casa Grande, Tex. (5m; Micowave, KZ45).
- Hi-Net Communications, Inc.—Abilene, Tex. (5m; AFC; KZ46).
- Hi-Net Communications, Inc.—West Covina, Calif. (5m; S-A; KZ47).
- Hi-Net Communications, Inc.—Los Angeles, Calif. (5m; S-A; KZ48).
- Friona Cablevision Corp.—Friona, Tex. (4.3m; AFC; KZ49).
- Washington T.V. Cable.—Washington, Kan. (4.6m; S-A; KZ50).
- Black Hawk Broadcasting Co.—Waterloo, Iowa (7m; S-A; KZ51).
- Satellite Common Carrier Corp.—Westchester, Calif. (16m; KZ52).
- Bridge City Cablevision, Inc.—Bridge City, Tex. (5m; S-A; KZ88).
- Vidor Cablevision, Inc.—Vidor, Tex. (5m; S-A; KZ99).
- Southwest Missouri Cable TV, Inc.—Lamar, Mo. (4.6m; S-A; KZ90).
- City of Baxter Springs—Baxter Springs, Kan. (5m; S-A; KZ91).
- Amex Communications, Inc.—Potsdam, Pa. (5m; S-A; WZ23).
- Caribbean Communications Corp.—St. Thomas, V.I. (10m; WMWV).
- Warner Amex Cable Communications, Inc.—Norwood, Ohio (5m; S-A; WZ43).
- OVC Telecommunications, Inc.—Carrollton, Ky. (4.6m; S-A; WZ39).
- Abingdon Cablevision Company—Abingdon, Ill. (4.6m; S-A; WZ53).
- Vernon Crosier—Dennison, Ohio (4.6m; S-A; WZ54).
- Cross Country Cable, Ltd.—Warren, N.J. (5m; S-A; WZ56).
- Northeast Cablevision—East Machias, Me. (7m; Fi, Worth Tower; WZ57).
- Northeast Cablevision—East Port, Me. (7m; Fi, Worth Tower; WZ58).
- Hi-Net Communications, Inc.—Osceola, Fla. (5m; S-A; WZ58).
- Sammons Communications of Pennsylvania, Inc.—Susquehanna Township, Pa. (WZ70).
- Three Springs Community Cable System—Three Springs, Pa. (5m; AFC; WZ71).

**Earth station grants**

- The following earth station applications have been granted as of March 17:
  - Falcon Cable Corp.—Cuesta Peak, Calif. (KZ51).
  - Hi-Net Communications, Inc.—El Paso Gateway, Tex. (KZ27).
  - Tennessee State Board of Education—Cookeville, Tenn. (WZ42).
  - Hi-Net Communications, Inc.—Orlando-South, Fla. (WZ57).
  - Muskegon Cable TV Company—Fremont, Mich. (WZ52).
  - Hi-Net Communications, Inc.—Lacrosse, Wis. (WZ64).
  - Hi-Net Communications, Inc.—Charlottesville, Va. (WZ65).
  - Hi-Net Communications, Inc.—Orlando-Airport, Fla. (WZ66).
  - National Cable Company of the Adirondacks—Boonville, N.Y. (WZ67).
  - Liberty TV Cable, Inc.—Fitzgerald, Ga. (WZ59).
  - Hi-Net Communications, Inc.—Ricci Dr, Disney, Fla. (WZ69).
  - Horizon Communications Corp. of Missouri—Hazelwood, Mo. (KZ20).
  - Bagley Cable TV—Bagley, Minn. (KZ34).
  - Hi-Net Communications, Inc.—Van Nusy, Calif. (KZ39).
  - Hi-Net Communications, Inc.—Woodland Hills, Calif. (KZ40).
  - Hi-Net Communications, Inc.—Long Beach, Calif. (KZ44).
  - Hi-Net Communications, Inc.—Lubbock-Casa Grande, Tex. (KZ45).
  - Hi-Net Communications, Inc.—Abilene, Tex. (KZ46).
  - Hi-Net Communications, Inc.—West Covina, Calif. (KZ47).
  - Hi-Net Communications, Inc.—Woodland Hills, Calif. (KZ48).
  - Hi-Net Communications, Inc.—Long Beach, Calif. (KZ49).
  - Hi-Net Communications, Inc.—Lubbock-Casa Grande, Tex. (KZ45).
  - Hi-Net Communications, Inc.—Abilene, Tex. (KZ46).
  - Hi-Net Communications, Inc.—Los Angeles, Calif. (KZ48).
  - Friona Cablevision Corp.—Friona, Tex. (KZ49).
  - Black Hawk Broadcasting Co.—Waterloo, Iowa (KZ51).
  - Satellite Common Carrier Corp.—Westchester, Calif. (KZ52).
  - Bridge City Cablevision, Inc.—Bridge City, Tex. (KZ88).
  - Vidor Cablevision, Inc.—Vidor, Tex. (KZ99).
  - Southwest Missouri Cable TV, Inc.—Lamar, Mo. (KZ90).
  - City of Baxter Springs—Baxter Springs, Kan. (KZ91).
  - Amex Communications, Inc.—Potsdam, Pa. (KZ23).
  - Caribbean Communications Corp.—St. Thomas, V.I. (WMWV).
  - Warner Amex Cable Communications, Inc.—Norwood, Ohio (WZ43).
  - OVC Telecommunications, Inc.—Carrollton, Ky. (WZ38).
  - Abingdon Cablevision Co.—Abingdon, Ill. (WZ53).
  - Vernon Crosier—Dennison, Ohio (WZ54).
  - Cross Country Cable, Ltd.—Warren, N.J. (WZ56).
  - Northeast Cablevision—East Machias, Me. (WZ57).
  - Hi-Net Communications, Inc.—Osceola, Fla. (WZ58).
  - Sammons Communications of Pennsylvania, Inc.—Susquehanna Township, Pa. (WZ70).

**Call Letters**

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**Applications**

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**Grants**

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RADIO
HELP WANTED MANAGEMENT

Marvelous Opportunity, new 100,000 watt FM contemporary format in western market, looking for unique Sales Manager who truly understands goals of FM radio and its audience! Station will be leader in marketplace, and is seeking the right person to do minimum sales of $100,000 annually in collections with top account list. Very strong compensation package, best benefits for right person. Write Manager, KACH, Box 6167, Duluth, MN 55808.

Sales Manager in small market Minnesota AM station with strong market. Opportunity abounds! Account year. S.C.


General Sales Manager for full-time station in growing Central Oregon market where the living is great. Successful applicant must have ambition, drive, intelligence and successful radio sales background. Attractive compensation package for right person. Send resume to John Stenkamp, General Manager, KBND, PO Box 5037, Bend, OR 97701 or call 503—382-5263. E.O.E.

Growing broadcast group located in the Sunbelt seeking experienced station manager. Excellent benefits. E.O.E., contact: Marilyn S. Gairner, PO Box 529, Laurinburg, NC 28352, 919—276-2911.

Sonnex Group Broadcasting has an opening for a motivated sales manager. Continued expansion means opportunity with other stations in Rochester, N.Y., Charleston, S.C., and New England. There is plenty of room for future and advancement. We use the Jenngens-type approach with great success. Good pay great incentive. We are not looking for someone to push papers or sell numbers. Send resume to Scott McQueen, President, Sonnex Group Broadcasting, Parade Road, Laconia, NH 03246.

HELP WANTED SALES

If you can sell we may have the opportunity you’ve been looking for! Radio sales experience is desirable but not necessary. Presence, Calt and let’s talk market potential. Bob Oiler, WBNR, 914—831-8000.

WSCR radio in Scranton, PA needs a strong aggressive sales person. Can you help us? Let’s talk. E.O.E. Call Don Riedler, 717—342-1320.


Vacationland opportunity for experienced radio salesperson. Need an aggressive street fighter. No desk jockeys wanted. Excellent benefit package and top account list will be yours. Send resume immediately to E. Sporn, 2021 Superior Building, Cleveland, OH 44114.

Salesperson—Announcer needed immediately for S.C. 50KW FM/1KW AM-Day CBS Radio affiliates. Present sales manager leaving after 7 years to accept general manager position. $15-$20K possible first year. Established list. Cold calls, too. Requires Sat. or Sun. shift. Apply by mail only. Send resume, requirements, tape to G. C. Gallimore, WSNW/WBFM, PO Box 793, Seneca, SC 29678, E.O.E.

Account Executives, new 100,000 watt FM contemporary format in small market just 25 miles from part of country’s young adults! Top money for top salespeople. Strong, commission, bonuses, benefits. Must understand goals of FM radio and its audience. Company owns many stations. Opportunity abound abundance of! Data to Manager, KAOH, Box 6167, Duluth, MN 55806.

Radio Sales—Experience required, high pay medical ins., exclusive territory Radio KXEM, PO Box 326, McFarland, CA 93250.

Are you better than the station you’re selling? If really good you may work for a station with good sponsor image, the numbers and gets results, let’s talk. You get the back-up support you need here and get paid well for your efforts. Aribot says our two stations have over 91% of the 18-49 audience in the 7-stations Princeton/Trenton, NJ market. EOE. Send resume to Jeff Clark, WWHH-WSPT, 221 Witherspoon St, Princeton, NJ 08540. Box C-235.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO, Box C-235.

KDRK, Gresham, Oregon has opening for an experienced salesperson. Successful suburban station (Portland market) located in high growth area. Excellent commission structure and benefits. Highly professional sales staff. Station part of Pacific Northwest radio group. Contact Charles W. Barita, KDRK, PO Box 32, Gresham, OR 97030-5067—1320. EOE.

Experienced person needed M/F or AM/FM combo. KDVE, Box 236, West Des Moines, IA 50266. Attention: Dennis Lamme.

Radio Sales—Young, aggressive, creative sales person wanted for moderate-sized New England AOR Station. Good salary potential. Send resume: Box C-280.

Pennsylvania Station looking for adperson who knows radio and is ready to make money in sales. One station small market, college town. Send resume to Box C-280.

Sonnex Group Broadcasting is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company we want you. We use a Jenngens-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sonnex Group Broadcasting, Parade Road, Laconia, NH 03246.

Beautiful Oregon … Radio pro needed for young, growing Broadcast firm. Stations in two Oregon Cities. We’ve got the tools, the sound, the numbers, and established account lists. Join us and make $25,000 plus. Only shirt sleeve street fighters need apply. Salary against commission to start, car allowance, and lots of benefits. Equal employment opportunity. Send resume and track record to Box C-286.

HELP WANTED ANOUNCERS

Radio is still fun … in a small market. If you have a first-phone keep reading. If you can take reasonable direction, you can come in at 2 PM, 5 PM and 10 PM. Immediate time, 5 kw post country/adult MOR station with good equipment and working conditions. 5850.00 per month for a beginner … salary negotiable with experience. An equal opportunity employer. Call Butch Luther 1—307—682-4747 or write PO Box 1009, Gillette, WY 82716.

Alabama—Immediate opening for experienced announcer. Excellent facilities and equipment in AM-FM operation. This operation provides advancement opportunities. George Willburn, KXWJ, Box 577, Atlista, OK 73521. EOE.

Eastern North Carolina’s legendary contemporary station is searching for The Personality Wanted for air shift and production skills. Send tapes, resumes, and salary requirements to: Box C-68, Jackson, Big WOOW, PO Box 647, Greenville, NC 27834. No calls please! EOE.

Opening for a bright, young and enthusiastic DJ for Top 40 FM station on the move. Must have good reference letter, and should be able to work evenings and weekend shifts. Apply: Box C-60, KJAC, Box J, Jackson, Big WOOW, PO Box 647, Greenville, NC 27834. No calls please! EOE.

Minnesota religious FM station needs two announcers. One for 3AM-7AM, one for 3PM-7PM. First class license preferred. Contact Station Manager, KTIG Radio, Box 409, Pequot Lakes, MN 56472.

Wanted—Announcers, Newsvendor, in beautiful hunting, fishing position of Oregon. Wages negotiable. Send tapes, resumes, PO Box 1450, Klamath Falls, OR 97601.

New Hampshire radio station to begin broadcasting soon. Need salesmen and women, announcers and news personnel. EEO, Box C-235.

Beautiful music station invites tapes from experienced announcer. Respond to: PO Box 16055, Pittsburgh, PA 15242. EOE.

Experienced contemporary B.J.—female or male—wanted. Must also be good on production. Excellent opportunity & growth within our chain. Send tape & resume to G. James, WARE Radio, 90 South St, Ware, MA 01082.


Announcer-Producer for evening slot at 100Kw NPR station wall-new facilities. Must be knowledgeable in all forms of classical music including pronunciation. Must be familiar with production and assume responsibility for specific modal and other groupings. Salary $16,000. No calls please. Tape and resume by April 18 to GB, Greedy Western Iowa Tech Community College, Box 265, Sioux City IA 51102. EOE.

Announcer for religious station in the S.W. Applicant must have knowledge and understanding of problems and needs of Hispanic community and of Hispanic culture. Must be bilingual. Call or write Dick Lee 602—258-9717, KFLR, 2345 W. Buckley Rd., Phoenix, AZ 85009. An Equal Opportunity Affirmative Action Employer, M/F.

Announcers and News Persons needed for immediate and late summer openings for Contempory/MOR station with personality format; established chain. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and news; sample of news writing, salary requirements. WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880, E.O.E.

Immediate opening for top personality jock for our Stereo Rock format and creative adult contemporary announcer for our AM, No beginners, please. Send tapes and resumes to Jack Hansen, KCLD AM and FM, Box 1458, St. Cloud, MN 56301.

FM Announcer for 10 PM to 2 AM shift with minimum two years experience in Announcing/Production. Send resume to Personnel Director, Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Morning Drive, Community oriented adult contemporary station seeks strong personality who can communicate on a one-on-one basis in a very competitive market adjacent to Cincinnati. We’re looking for a stable and experienced professional interested in a long term association with a growing company and an Arbitron rated No. 1 station. Good salary for the right individual. Send tape and resume to: Joe London, Pro- gram Director WMOH, 220 High Street, Hamilton, OH 45011. EOE M/F.


WFMF is looking for a morning announcer, a new person and part time announcer, WFCM is eastern Carolina’s leading Country Music Station. Send tapes and resumes to Webster A. James, General Manager, Box 2006, Goldsboro, NC 27530. WFCM is an Equal Opportunity Employer.
HELP WANTED TECHNICAL

Chief Engineer — for operation-maintenance 1 kw AM simple directional; 35 kw automated FM,except at night. Rush tape and resume: WCCA, 112 West Washington, Plymouth, MI 49663.


Wanted: Talented personality-oriented announcer capable of good production, for Adult-oriented resort area. Tape and resume: WDOE, Dave Liang, Lark Park, Daytona Beach, FL 32015. Phone 904—253-1150. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief Engineer — for operation-maintenance 1 kw AM simple directional; 35 kw automated FM, except at night. Rush tape and resume: WCCA, 112 West Washington, Plymouth, MI 49663.


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SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager has done it all, would like to do it all for you. 17 years experience in management, all formats, all size markets both AM & FM. Heavy sales and promotions oriented. Success is measured only by results. Track record and results can be checked. Box C-279.

SITUATIONS WANTED SALES

Do you need experienced salesman to take over existing list? Medium or small market preferred? Now working in mid-west. Box C-241.

SITUATIONS WANTED ANNOUNCERS

Disco or R&B Jock ready now! 3rd phone. Talented, good pipes, dependable, energetic! Create! Send for resume and tape now! William Walter, 5631 S. Green St., Chicago, 60621 or call 312-597-8697.


3 years in Chicago Metro Market, 5 years in radio. Seeks AC or MOR. Talk format. Medium or Major Market. Excellent management experience. University Grad. Steve Dale 312-676-0785.


News/Sports director looking for sports position in larger market. Some experience. Play-by-play a must. Prefer position with major college football, basketball, baseball, hockey, also high school football, basketball. 419-675-5201. After 1:00.


Experienced in all phases of radio, dedicated, a shift, prefer country. 3rd, 314-624-5704 after 2 CST.


World's Oldest Male DJ. With owf fabulous collection of big band, traditional Jazz and famous blues singers of 20's, 30's, and 40's seeks spot with AM or FM station anywhere. Will travel from snow and ice. Write to Prot. Milo Hufnagel, POB 1051, K.C. 64111.

Adult contemporary personality, now at 50 KW AM, giant 8 years experience. Looking, Box C-261.

Young, entertaining communicator with 3rd phone and college degree seeking for East Coast or New England market with medium college football, basketball, baseball. Strong, copy, good production, all shifts any format. RJP 212-572-8346.

Announcer, 8 years experience AOR, sales, news, sports color Prefer AOR. Will situate any place. 608-788-7198 ask for Tom.

Beautiful music Personality/Announcer, now in major market station that's changing formats. Looking. Box C-263.

Talk show host of 7 years—no topic I can't handle! Also experienced in news, sports and management. Seeks move to stable talk or talk-MOR position. Box C-282.

DJ, 4 years, PD and MD experience. 3rd endorsed, heavy production, currently employed, ready to move up. Sample resume. Al Cachette, 921 Oak St., Clayton, NM 88415, 505-374-8174.

28 years experience in all areas of commercial radio and television broadcasting, including Big 10 play-by-play. Two college degrees and major college teaching experience. Currently radio-TV specialist in university news bureau. Seeking radio announcing-sales position in sunbelt state. My constant companion, a wheelchair, has always got me where I wanted to go. Please have no concern about my ability to perform. Box C-291.

A real pro looking for a major market position any shift ... almost any position. Norm 501-962-1400.


SITUATIONS WANTED TECHNICAL

Experienced Chief Engineers, directionals, proofs, automation, etc. Also CATV Can announce and run production. Desires responsible position in AM, FM, CATV, or any combination thereof. Box C-206.


SITUATIONS WANTED NEWS


Diligent sportscaster. Currently play-by-play and production staff on major college network. Award winner. Six years pro. Box C-19.

Professional newswoman presently working at one of the nation's top radio stations, seeks employment at news-oriented major market station. Box C-121.

Award winning local and syndicated radio sportscaster looking for a better opportunity. Radio or TV Top references ... including present employer. Box C-139.

Major Market News Director-Operations Manager. Highly experienced. Take charge professional. Prefer Southern market, will consider others. Box C-211.

First rate professional seeks general sports reporting or baseball, basketball, or hockey. PBP position. Previous experience. Please relocate. Have resume, references, tapes Box C-225.

Meteorologist desires permanent employment, 4 years broadcasting experience. Very accurate. B.S., also proprietor of Superior Weather Service, Neenah, Wisconsin, 966-407-9844.

Full-time professional seeking news, reporter, producer, or anchor post in major market AM or NPR station. Over three years experience including network packages. 1-414-476-5726.

College Grad, 7 months experience in news, sports. Bob 516-221-2498.

Sportscaster/PB. Young, experienced, educated, talented. Conversational, uplifting delivery. Strong writing. 3 years university football-basketball PBP, Tapes, references. Box C-369.

Sports Director, super PBP talent, two years major college experience, young pro 27, seven years experience can double with sales, college PBP. Let's talk. 513-723-2355.

Experienced, stable professional desires major career change. Morning news anchor, can do Public Affairs and fill Vacancy position. Box C-292.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHER


The Jack is Here: College educated ambitious young man, who dips a little in all facets of Broadcasting, who worked as a college DJ, wrote IR's, some editing, worked camera and porter-ask, would like to see the light in any aspect of Broadcasting. Call Jeff—212-268-8422.

Looking for a position in advertising and promotion. Six years with 50,000 watt radio station, New York market. Have a MS degree in radio & TV. My lore is getting things done, Free to travel and relocate. Box C-255.

Program Director—Detailed critiques, music, promotion, news. Adult formats only. Box C-265.

Are you willing to give me a chance? B.A.-Communications. 4 years college radio, management and community experience. Contact Brian O'Sippe, 10647 Spaoling, Chicago 60655, 312-233-2502.

Announcer with program and production director experience strong production skills and board work, available immediately, relocate anywhere, tape on request. Michael Freefort 224 Morningstar Road, Stalen, NY 10033 call 212-720-1421.

TELEVISION

HELP WANTED MANAGED

Assistant Business Manager—Progressive and growth-oriented broadcast group is seeking bright and aggressive applicants for their Business Office at the NBC affiliate in New Orleans. Hard work and ambition will be rewarded with promotion and advancement opportunities. Excellent salary benefits and location. Send resume and salary requirements to: Ter- ry Schroeder, Cosmos Broadcasting Corporation (WDSU-TV), 520 Royal Street, New Orleans, LA 70130. An Equal Opportunity Employer.

Our need could be your opportunity Opportunity for a management position with the top 50 television market. Must be willing to re-locate in the Northwest area. Reply to Box C-222.

Community Relations Director. Responsible for all station fundraising including membership and underwriting. Public relations, community activities and publishing the station program guide. Requires a B.A. or equivalent and at least one year of fund raising or PR experience. Good writing skills, a basic knowledge of printing and graphics, and management skills for supervising a staff of three. Deadline for applications is April 11. Salary: $16,000-$19,000. Send resumes to: Arthur E. Albrecht, General Manager, WSWP-TV, Box AH, Berkeley, WV 25901. EOE.

We are seeking a General Manager for a small market station. Western area location. Good chance for growth in position. Equal Opportunity Employer. Please send your resume to Box C-178.

HELP WANTED SALES

Retail Account Executive: Great opportunity for experienced Account Executive. Must have background in new business development and ability to work with direct retail and local agency clients. Must have previous television sales experience. Currently does Norfolk Sun-Belt-College market area. Send resume to John Simons, WCTV, PO Box 3048, Tallahassee, FL 32303. Equal Opportunity Employer.

Midwest ABC affiliate looking for experienced sales manager. Some commercial production accounts. This is not an entry level position, EOE. Send resume and salary requirements to: Box C-220.

Midwestern Top 100 market. A self-motivating, numbers knowledgeable person needed for vacancy on top sales staff. Will consider individual currently buying time in media research or selling time in another market. List is worth $19,000 to $22,000 first year but average account executive on staff did $42,000 in 1979. Please send resume to Box C-233.

Account Executive. Dominant Northeast VHf affili- ate seeking in Top 50 market. Seeks experienced salesperson to take over existing list. An Equal Opportu- nity Employer. Send resume to Box C-271.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, P.O. Box 550 Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Assistant to Vice President—Engineering. Must have leadership experience in television, radio and ca- ble. Excellent career opportunity for right applicant. Send resume and references. Equal opportu- nity employer, Box C-162.
**HELP WANTED TECHNICAL CONTINUED**

Chief Engineer Remote Operation for major mid Atlantic Production House. Top salary for hands on with chief on experience on RCA 1” tape and cameras. QVS switching and terminal gate. Resume to Box C-213.

Transmitter technician and studio maintenance engineer needed for well-equipped small market TV station in Idaho. Get away from the crowds and to the good life. Technical education, an equal opportunity employer. Resume to Box C-242.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements, KRTV, 1331 S. Ewing, KRTV, Box 1331, Great Falls, MT 59403, EOE.

Operating Engineer to operate VR-1200’s, TK-760’s. Ampex switchers, film island, VO-2800’s, editing, commercial production, loading breaks, some light switching, and operating a remote controlled TV transmitter. Call or send resume to Roger Hightower, KJCT-TV, Box 3786, Grand Junction, CO 81502. 303-245-8880, An equal opportunity employer.

Transmitter Engineer Supervisor for UHF television station. Salary open. Contact Mike Nielsen, KJCT-TV, Box 416, Corpus Christi, TX 78403 or call 512-855-2213.

Chief Engineer. Immediate opening for a good UHF hands-on person. Beautiful Northern Michigan U with satellite. Contact: Foster Winter, 816-946-2900, 201 E. Front St. Traverse City MI 49684.

Maintenance Engineer for major mid Atlantic Production House. Excellent pay, fringe benefits, an equal opportunity employer. Resume to Box C-217.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technician must have high school class license and experience necessary. Please send resume to Personnel Department, WNAC-TV, Boston, a CBS affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/M/Vets.

Chief Engineer wanted for a growing network affili- ate in the deep south. Send resume along with details of technical experience. Box C-13.

KMPH TV has an opening for a master control opera- tor. You’re looking for 3 to 5 years of solid studio experience with RCA 1” and 2” tape and cameras, GVG terminal gate. Resume to Box C-217.

Tulsa new UHF needs studio and transmission supervisors. Send resume to 507 S. Main, Suite 612, Tulsa, OK 74103, or call Bob Hurdle 918-583-3344, M-F-5:30 CST. No collect calls please, EOE.

Assistant Chief: Major market television station production company seeks first rate individual for large operation. Applicant should be well versed in maintenance, production and operations. Salary in mid 20’s and fringe benefits for knowledgeable self-starter. EOE. M/F. Resumes to Box C-257.

KMPH TV has an opening for a part time master control operator for evening work. Job involves operation of audio and video tape equipment during news cast. For further information and interview contact Al Ruch, Chief Engineer, KMPH TV, 2600 South Moore Blvd., Visalia, CA 93277, 209-733-2600. An EOE-M/F employer.

**HELP WANTED TECHNICAL CONTINUED**


Chief Engineer for a UHF TV Station in Eastern Penn- sylvania. Supervisory and maintenance experience re- quired. Network affiliate. Excellent career opportunity with a group owned station. An Equal Opportunity Employer. EOE. M/F.

We are an Equal Opportunity TV Station seeking an individual for the position of Engineering Supervi- sor. Must have BS in Electrical Engineering or equivalent. First Class FCC License, Television equipment & transmitter maintenance background. Thorough knowledge of FCC rules, regulations, paper- work & proof experience. Must do technical training, direct day to day technical operating & maintenance personnel. Send resume to Box C-259.

Licensed Engineer: First Class Radiotelephone FCC License required. Must be over 18 years of age. Experience in television studio operation necessary. Equal Opportunity Employer. EOE. M/F.

Assistant Chief Engineer wanted for modern TV station. Major east coast market. Salary mid 20’s. Resume to Box C-263.

**HELP WANTED NEWS**

WJTV, Jackson, MS, is accepting applications for News Director. Qualifications include college degree and a minimum of 5 years broadcast news experience. Significant work experience will be substituted for 2 years of college training. Must be knowledgeable in managing personnel and producing superior on-air product. Send resume and qualifications to: General Manager, WJTV, Box 8887. Jackson, MS 39204. Equal Opportunity Employer.

News Anchor—Early and Late M-F Qualifications: Previous anchor experience, college, good journalistic skills, desire to set down roots in small, but attract- ive, S.E. Sunbelt market. Salary in twenties depending on qualifications. EOE. M/F. Reply to Box C-159.

News Anchor. Innovative news department in medium market, southeast, is looking for that person who can really communicate and who has a strong background in high competitive market so we’re looking for the best. Network affiliate, Salary negotiable. Let’s see your tape. Women and minorities urged to apply. Send resumes to Box C-160.

Assignments Editor, Immediate opening in a top news operation. Send “ sieht sicht” in subject line and individual with background in all phases of reporting and news gathering. Network affiliate. Excellent working and liv- ing conditions. Contact: Allen Hoffman. News Director, WAWA-TV, 100 Monte Sano Blvd., Huntsville, AL 35805 - 205-739-1883. EEO.

Sports Director, Immediate opening in sports oriented Midwest market ... 6 & 10 PM shows, packages, some radio play-by-play possible. EOE/M/F. Send resume and writing samples to Box C-210.

News Anchor. We are looking for that individual who has the genuine ability to communicate through plea- sant delivery and personal involvement. Strong writing skills and with camera presence a must. Dynamic, aggressive news department with complete live capability. We like to try new ideas and we’re committed to news that is relevant to women — for women and minority groups. Also women in mid 20’s and minorities urged to apply: Contact Allen Hoffman. News Director, WAWA-TV, 100 Monte Sano Blvd., Huntsville, AL 35801.

Experienced News Person for top rated TV station in medium market. Must be a good reporter and writer with ability to produce television experience. Send resume, samples and two years prior related experience. EOE. M/F.

Immediate opening for television photographer with good editing and writing ability. Send resumes to Gary Long, PO Box 748. Little Rock, AR 72203. An Equal Opportunity Employer.

Late News Producer for large Midwest market. Must have 3 years’ news production experience. Looking for someone who can pull together a well paced, visually interesting news show with content. Send resume to Box C-265.

Broadcast Editor sought by Purdue University Of- fice of Public Information. Must be able to write, narrate, shoot, and edit stories for TV. Modern ENG equip- ment. Must have 2 years’ news production experience. Need bachelor’s degree and 2-3 years experience. Send resume, cassette, and writing samples to: Employment Representative, Purdue University, West Lafayette, IN 47907. An equal opportunity/affirmative action employer.

Anchor needed for weeknights. Top performer with solid journalistic credentials. Send tape and resume to Tom Thomas, News Director, WKOQ, 100 Walnut, Des Moines, IA 50308. Phone 515-288-6511.

Sports Director—6 and 11 PM news—for medium market group owned CBS affiliate in Southeast. EEO. Send resume to Box C-272.

News Director—Looking for person with strong ex- perience in managing a large major-market news staff. This person will work with excellent professional staff of reporters, photographers, etc. at a station equipped with the very latest state of the arts, from radar to ENG. Should have extensive background in news production and writing techniques, and be able to direct overall operations to achieve the most competi- tive newscast possible. Send resume to Robert F. C. Fersan, Vice President and General Manager, WTCN- TV, 441 Boone Avenue N., Minneapolis, MN 55427.

Weatherperson/reporter: NE Wisconsin TV station, located in the scenic northwoods takes college graduated. Send resume and tape to General Man- ager, WAEQ-TV, PO Box 858, Rhinelander, WI 54501. 715-359-4700. An Equal Opportunity Employer.

We are committed to news. Seek/reporter/anchor equally committed. Radio and/or TV news background preferred—no beginners. Salary negotiable. EOE. Send resume to Box C-283.

**HELP WANTED PROGRAMMING, PRODUCTION & OTHERS**

RM Magazine Co-hosts—No. 1 Station, top 50 market. EOE. If your experience with features stands out and you care about quality, reply Box C-100.

Director—Immediate opening for candidate who can switch and direct. Minimum two years experience in guiding news and continuing reports. Must be creative. Progressive top 100 market located in the upper Southeast. An Equal Opportunity Employer. Send resume and salary requirements to Box C-168.

Co-Host for local two hour morning show. On-air and programming experience required. College degree required, Field and studio features to be produced. Resume and tape to Lee Kinard, WFMF-TV, PO Box 2, Greensboro, NC 27420. EEO Employee.

WMFY TV, Greensboro, N.C., an equal opportunity employer, seeking Promotion Manager. Must have minimum two years promotion and two years produc- tion experience. All phases of promotion to be handled. Send resume to Personnel Manager, PO Box TV 2, Greensboro, NC 27420.

WTXV-TV, a growing CBS affiliate in sunny Florida, is currently accepting resumes for an experienced Pro- duction Manager. Send your application to Jim Holmes, WTVX-TV, PO Box 3434, Fort Pierce, FL 34980, EOE/M/F.

Associate Farm Director needed to perform on-air talent. Job involves gathering farm and market news reports. Must have at least one year’s experience. Requires Associate of Agricultural Science Degree plus two years previous related experience. Send resume and tape to Jerry Bandy, WTVX, PO Box 1419, Oklahoma City OK 73113, EOE/M/F.

Larger market in Southeast looking for Director Must have experience directing commercial presentations programs. An equal opportunity employer. M/F. Send resume to Box C-276.

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HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

PM Magazine needs photographer/editor who can also produce stories. Send tape and resume to Debby Messnick, KDFM-TV, PO Box 7128, Beaumont, TX 77706.

Immediate opening for mature, experienced Operations Manager at midwest network affiliate. Must be knowledgeable in directing, film, ENG, studio and overall commercial production techniques. Salary is open. Good company benefits. If you are a takecharge person send your resume and salary requirements to Joe Norris. Station Manager WICO-TV 250 Country Fair Dr., Champaign, IL 61820, EOE M/F.

Are you a No. 2 promotion person ready to move up? Exciting Sunbelt Independent requires skilled, creative and energetic promotion director to plan and execute comprehensive ongoing promotion activity. Experience with independent preferred, but not mandatory. An Equal Opportunity Employer. Send resume and salary requirements to Box C-265.

SITUATIONS WANTED MANAGER

Available in tandem or separately, Sales Manager and Program Director. Both experienced, respected professionals. Need challenge in medium size market that equals current compensation and allows growth commensurate with return to your property. Together we have done it all including ascertainment and license renewal. Box C-262.

General Manager with outstanding credentials! Television-26 years; Radio-10 years; Broadcasting-36 years experience. Excellent people management skills. In market small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality leader in industry. Customear service to full responsibility. Produces high-quality and high-rental products. Contact at ABC, AP, or Metromedia, Box C-290.

SITUATION WANTED SALES

Aggressive experienced TV Sales looking to relocate. Excellent credentials and references. Management potential. I can do it for you! Write Box C-239.

Atorney, 28, seeks entry level position as associate executive. B.S. in Journalism; minor in Radio/TV Film. Three years' announcing experience. 305—742-4834.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design and construction; Full-time or part-time. Immediate opening. Box C-253.

SITUATIONS WANTED NEWS

Award winning local and syndicated radio sportscaster looking for a better opportunity Radio or TV. Top references... including present employer. Box C-139.

Now working as anchor with NYC UHF Ready to move to medium market. AA in writing, ENG reporting, strong on-air delivery. Box C-155.

Black female reporter. Enthusiastic personality shows on the screen. More than two years TV experience. Presently in top 25 market. Looking for a medium or major move. Box C-238.

Seasoned news director wants small market position with a future. Wayne Sorge 316—225-2358.

Gothic politics of the Deep South make a good background in this election year. I've got the savvy and the style to make it happen. Gill Fryer, 1620 11th Place, South, No. 104, Birmingham, AL 35205. AC 205—324-3152 before 9 or after 8 EST.


Anchor/Reporter. Top 15 market desires evening anchor, 35, 13 years experience. Box C-254.

College graduate with three years experience seeks entry-level news or sports position. Experience includes internships in No. 3 and No. 18 markets, can shoot and edit ENG, wide variety of production skills. Stable bloodline: 811—872-9134. 2727 Bel Air Circle, Tampa, FL 33614.

Will work hard for first break in news. Television production and radio stronger experience. BA in Broadcast Journalism, Will relocate. For video tape and resume contact. Philip Green, 1404 Hillwood Court, Charlotte, NC 28210 704—552-2473.

News Photographer. Experienced with ENG. Qualifications: shoot, edit, and report. Fresh in the field, ready to nuzzle. Box C-283.

22 yrs anchor, reporter. ND current top 30 mkt. Send TVNDFortune Anchor mkt or top 15 radio anchor. Box C-160.

Experienced female TV/Radio grad desires position in major or immediate on camera news position. Background includes, ABC, AP, Metro Media. Box C-290.

Professional Broadcast Journalist now hosting popular magazine program in number 2 market. Refined research and aggressive reportorial skills. Strong delivery voice, creative writer, inclusive interviewer, indefatigable worker. Background includes M.A.; university teaching; gubernatorial and presidential campaigns; 4 years major market TV news ratings. I come from a major market. I am the pompa of my spouse. Supportive of my total commitment to quality news and public affairs. 714—673-0786.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Attn. Small Market Program Directors... Articulate male seeks job as magazine or public affairs host/producer, both announce, of feature report. Experienced. 313—355-2580.

Creative Producer with 6 years experience and M.A. University of Michigan wants position producing, directing, writing or reporting for PBS or commercial station. Gerald Holt, 4605 Coolidge, No. 3, Royal Oak, MI 48073 313—549-0633 or 517—353-1803.

Producer/Director. Experience with live, ENG, EFP production. 34 inch cmx, OCM editing, experience with minicams including lve 79, TK 76. Seek position with station interested in local production. Glenn DeTurk, Box G, Woodstock, VT 05091.

More than 15 years of top rated TV Program Director/Assistant. Covering all aspects of the job. People, Film Buying, Promotion, FCC and related activity. Box C-256.


CABLE HELP WANTED MANAGEMENT

New York State commission on cable television announces N.Y.S. civil service exams will be given May 17, 1980 for position of assistant and senior cable television municipal official. Entry salaries $16,420 and $21,345 respectively Deadline for filing is April 21, 1980. For information and application contact: N.Y. Commission on Cable Television, Tower Building, Empire State Plaza, Albany, NY 12223, 518—474-4993.

HELP WANTED TECHNICAL

Twenty years experience in commercial radio engineering. Have studies C.A.TV design engineering with C.R.E.I. Desires opportunity with new and current in TV. C.A.T. Box C-214.

ALLIED FIELDS HELP WANTED SALES


HELP WANTED TECHNICAL

RF Engineer—Cotel: Broadcast Group seeks a senior engineer to work in development of advanced-design, high-power AM/FM transmitters, exciters, audio processors, and RF components. BSEE or equivalent experience required. This is a real opportunity for professional growth in our new and well-equipped headquarters in the Southern California area. Salary competitive, and includes benefits.

HELP WANTED INSTRUCTION

FM Station Manager and Instructor. Seeking tenure-track instructor/Assistant Professor to manage station and teach courses in broadcasting, 12 month position, salary range $15,000 or more depending on qualification, M.A. required, with appropriate professional experience. Send letter of application, resume and references to Dr. John F. Bakke, Department of Theatre and Communication Arts, Memphis State University, Memphis, TN 38152. An Equal Opportunity Employer.

Director, School of Journalism: Administrative/management for overall growth of school, with particular emphasis on experience in multiple areas of mass media preferred. Ability to blend academic and professional interests a major plus. Specific requirements: Ph.D. or Ed.D., School of Journalism, University of Southern California, University Park, Los Angeles, CA 90007.

Assistant/Associate Professor of Broadcasting. Must have five years managerial experience in station or major department of media. Good writing ability required. Salary plus significant professional association membership and industry contacts. M.A. required. Teaching, consulting and involvement in professional activities are not required. Salary negotiable. Apply by April 21 to Dorothy R. Johnson, Marshall University, Huntington, WV 25701. Affirmative Action EOE.

CABLE HELP WANTED MANAGEMENT

Teaching position in electronic media: requires master's or doctorate and substantial professional experience, rank and salary dependent on qualifications; send resume, letters of reference, supporting materials to Dean, O'Brien, Search and Screen, CC 331, University of Wisconsin, Madison, WI 53706. Application deadline May 31, 1980; application due April 21, 1980. UBAG is an equal opportunity employer.

WANTED TO BUY EQUIPMENT


Wanted appropriate transmitter. Antenna, tower, cameras, VTR chain, etc. for new UHF Channel 21 Television.


Need 2 to 3 KW FM transmitter, 92.7 Mhz, good condition. Also, used tower, 150’, 602—942-2127.

FOR SALE EQUIPMENT


FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 250 W.

AM Transmitters (Used) 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W Communication Systems, Inc.


RCA TT-50AH VHF Transmitter—Excellent. Many spares, ch. 1, $12,000.

RCA TT-52A5B UHF Transmitter—55 KW, good condition ea. $150,000.

RCA TK-247A Color Camera—good condition, $100,000.


Stereo Generator, Collins 788M-1. Used very little in standby transmitters. Make offer. Chapman, Box 3297, Birmingham, Ala. 35205.

Ikegami HLT7A. Excellent condition, best offer. Ms. Lyon or Ms. Moss 301—986-0512.

2 guyed AM towers, 300 feet, standing Andrew HJ7-50A, over 300 feet, used Ron Krob, Box 2204, Fort Collins, CO 80522.

Jennings Vacuum Variable Capacitors, values from 10 to 1500uf and 5 to 45kV. Priced to sell. Capacitors, 1000 White Pine Drive, Chesapeake, Va. 23323 or 804—487-1601.


Eastman CT-500 16mm Color Broadcast Projector. $5,000. 205—959-2227.

2 spotmeter stereo cards—1 3300 recorder, playcr and 1 2000 projector. 100 new Fidelipac Master Cards-system in dazzle hall—never in radio station—brand new condition-All manuals—will ship in original factory cartons. Package deal only $200, 804—442-0073 after 4 p.m.

RCA BTA-1R 1 KW transmitter, good cond., asking $2000. Contact Bob Radit, WHNC, New Haven, CT 203—776-1340.


Gates FM 10-5 10 KW FM Transmitter with Gates solid state excit. Well maintained. No Consignments—All trans. in stock. Besco Internacional 5846 Club Oaks Dr., Dallas, Tex. 75248 214—630—3600, either AM and FM units in stock.


NTS TV-210 Color Transmitter—lens, cables, CCU’s ea. $10,000.

NTS 500 Color Camera—lens, cables, encoder, $4,000.


RCA TK-27A Color Camera—good condition, $1000.

RCA 1800 Film Projectors—New, factory cartons. TV shuttel ea. $10,000.

Eastman CT-500 Projector—optical and mag sound $9000.

Eastman 285 Projectors—Reverse, good condition ea. $6000.

RCA TVM-1 Microwave—7GHZ. audio channel $10,000.

RCA TR-22 VTR—RCA hi-band, DVC, one with editor, $18,000.

RCA TR-4 VTR—RCA hi-band, welcom, editor $15,000.

Amplex 1200 ATR’s—Amtec, colorloc each $24,000.

Norelco PC-70 Color Camera—8/8 120M lens 2, emulsion, $18,000.

Norelco PCP-70 Color Camera—Portable or studio use $8000.

Norelco PC-80 Color Camera—Updated to PC-70, new tubes $8000.

30 Brands of New Equipment—Special Prices. We will buy your used television equipment. To buy or sell, call Toll Free 800—241-7878. Bill Kitchin or Charles McHan, Quality Media Corporation. In Ga call 404—324-1271.

COMEDY

Free sample of radio’s most popular humor show! OULIERS, 1448-C West San Bruno, Calif. 94071.

Guaranteed Funliner! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twinning, Dallas, TX 75227.


Quality service, written by professional comedians. Free sample. Comedy Connection, 79 Milk St., Suite 400, Boston, MA 02109.

Phantastic Phonies—400 introductory topical one-liners…$2.00! 1343-8 Stratford Drive, Kent, OH 44240.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (in letterhead) for sample: Galaxy Box 20992-B, Long Beach, Calif. 90801. 213—438-0506.

Prize Prizes! Prize Prizes! National brands for promotions, contests, programming. No barrier or trade … better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E Superior St., Chicago, Ill. 60611, call collect 312—944-3700.


INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 80% of their students pass their exams. Classes begin May 6 and June 17. Student rooms at the school. 811 N. Pineapple Ave, Sarasota, FL 33557, 913—955-6922, 2402 Tidewater Trail, Fredericksburg, Va 22401 703—373-1441.


RADIO

Help Wanted Management

OPERATIONS

MANAGER

WSYR AM/FM

Expansion position. Solid opportunity for qualified broadcaster with hands-on experience and strong admin. skills. AM is full service market leader; FM superstars AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Manager, WSYR, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

Help Wanted Technical

ARE YOU A GROUP CHIEF ENGINEER or ready to be a group chief? if so please contact us with a valid photo id. we've got a twin aircraft and one sweet deal. Send complete information, resume, copies of licenses and ratings and salary requirements to: M. Dennis Barnes, Benam Broadcast- ing Company, 6762 East Tanque Verde, Suite B. Tus- son, Arizona 85715.
Help Wanted Technical
Continued

DIRECTOR OF ENGINEERING
MAJOR GROUP BROADCASTER
Seven-station radio group in Minnesota needs a Director of Engineering to oversee technical activities.
- AM/FM combination in Minneapolis/Saint Paul.
- Five FM’s throughout state.
- New $4,000,000 square foot studio and office facilities under construction.
- Satellite uplink and downlink, with downlinks at all stations.
- SCA Program Service
- Further expansion imminent

A prime position for an experienced management engineer at a dynamic, private corporation with an excellent working environment and benefits.
Submit resume, letter of interest including salary requirements, and references to Mr. Tom Kiggin, Box B, Minnesota Public Radio Inc., 400 Sibley Street, Saint Paul, MN 55101.
An equal opportunity, affirmative action employer.

Transmitter Engineers
WPGC is looking for several persons, experienced in AM and FM transmitter maintenance to fill possible future openings on our transmitter staff. Minimum salary $13,000. Send resume and references to: Chief Engineer, WPGC, PO Box 8850, Washington, D.C. 20037. WPGC is an equal opportunity employer.

Take charge Chief
for one of America’s major stations, top notch audio credentials and high power experience a must. Rush full particulars to: Box C-267.

Help Wanted Sales

A one million dollar plus
billing radio station needs dynamic, creative sales manager capable of building on a solid base to generate continued dramatic increases. Must have extensive retail knowledge, understand the consultancy set and aspire to career advancement within fast growing group. Send track record and salary goals to Box C-203.

Help Wanted Technical

TELEVISION
Help Wanted News

We’re looking for top market show producers. Help fashion a new and creative newscast for San Francisco. Solid experience is required, and with it a strong desire to win. Write don’t call News Director, KPIX-TV, 885 Battery Street San Francisco, CA 94111, E.O.E.

Situations Wanted Management

GENERAL MANAGER
RADIO
People-oriented broadcaster with strong background in sales management and ability to form and promote quality programming, available immediately. Excellent management track record in all size markets. Seeking quality position where talent, honesty and hard work pay off. Location secondary to opportunity. Please contact Mr. John B. in confidence. Write Box C-287 or call 510-821-9239 evenings.

Situations Wanted News

MAJOR MARKET TALENT
News/talk format veteran with top 12 market experience seeking good news and/or sports opportunity with a top notch station. I am an energetic young woman who has done both news and sports reporting and anchoring; and has talk show experience. Background includes work at two 50,000 watt stations, and major network experience. Box C-281

 MANAGEMENT FOR PROFITABILITY
Current position billings from 300M to 2,100M in 5 years. Greatest profits in 28 station, top 25 market. Ratings from no-show to No. 1 and No. 3. Hands-on experience in all areas of operation. Box C-206.

Young but mature professional
with successful major market experience, first phone, and a law school education seeks new challenge. Consider all opportunities in confidence; prefer radio station management or corporate position. Reply Box C-296.

TELEVISION
TECHNICIAN
Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to: Chief Engineer WMAR-TV 6400 York Rd., Baltimore, Maryland 21212 E.O.E. M/F

Help Wanted Programing, Production, Others

TELEVISION STUDIO TECHNICIAN
Public television station WIPB is expanding its staff. A Television Studio Technician is needed to help install, maintain and operate telecasting equipment at the studio, studio technical, maintenance site or remote locations. You will also help operate and maintain the television transmitter. FCC First Class License is required. Familiarity with NTSC color, transmission, video recording, and video tape recorders and editors needed. Application deadline 4/10/80. Send resume to Personnel Services Office, Ball State University, Muncie, Indiana 47306.
An Equal Opportunity/Affirmative Action Employer.
Help Wanted Programing, Production, Others Continued

Co-Host
daily number one rated prime-time access magazine. Top ten, northeast, major network affiliate.
Candidate must have excellent producing skills. Minimum two years similar position on PM-type program.
An equal opportunity employer. Box C-284.

DIRECTOR OF ADVERTISING & PROMOTION
Minimum of 4 years experience as Advertising & Promotion Director in TV or related industry required. Experience must include sales, promotion, public relations, and production in a major market. Please send resume and salary history to:

KHJ-TV
5515 Melrose Ave.
Hollywood, CA 90038
Attn: Personnel
Equal Opportunity Employer
MFRHC/VEH

Television Production Company
seeks qualified candidates for positions in the areas of programing, production, talent coordination, research and promotion.
Please send resumes to Box C-294
We are an Equal Opportunity Employer.

CABLE
Help Wanted Programing, Production, Others

PM magazine
Talent, Producing and Technical positions now available for Fall premiere of PM Magazine. Prefer previous on-air and production experience. Send resume, tape (if available) and salary requirements to:
Program Manager
WTOL-TV
P.O. Box 715
Toledo, Ohio 43695
An Equal Opportunity Employer.

PROMOTION MANAGER
Looking for challenge in new market. Experienced in all promotion dept. operations including on air and radio production. Solid management ability plus development of national program promotion. 5 years television experience. Resume, tape and references upon request. Box C-229.

ALLIED FIELDS
Help Wanted Instruction

TELECOMMUNICATIONS INSTRUCTOR
MCCC needs instructor for fall 1980 to teach radio production, programming, broadcast journalism, mass media, writing & broadcast management in 2-yr Telecommunications curriculum. State of the art radio TV facilities. 3 KW FM station under construction. Requires 4 yrs experience with commercial radio station & BA (MA preferred). Rank & salary dependent upon credentials & experience. Apply with resume to: Mercer County Community College, Personnel Services, Dept. GS, PO Box B, Trenton, NJ 08690.
Equal Opportunity
Affirmative Action Employer

Help Wanted Programing, Production, Others

TALENT SEARCH MANAGER
Have you put in your time as TV News Director and want something new and exciting? Do you have many contacts among journalists and station managers? Would you like to take charge of a growing broadcast employment operation and make money as it grows? If so, contact Box C-288.
Help Wanted Technical

ENGINEER FOR RANK CINTEL SERVICE
East Coast & Midwest

Electronic Engineer for installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Liento at 201-791-7000.

Help Wanted Sales

REGIONAL SALES MANAGER (NORTHEAST)

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for an aggressive, self-motivated individual who can produce results for us in the Northeast with high sales volume potential. Experience in broadcast sales or knowledge of the industry is essential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to Marketing Manager:

American Data
A North American Philips Company
Research Park, 401 Wynns Drive
Huntsville, Alabama 35805
205-537-5180
An Affirmative Action/EQual Opportunity Employer

SALES PROMOTION MANAGER

Chicago office of national rep offers unique opportunity for enthusiastic self-starter with television adv/promo experience. Sales oriented with good communication skills. Must be capable of developing comprehensive sales promotion plans for TV clients. Excellent compensation package. Send resume with salary requirements to Box C-277.

Employment Service

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812-899-2907
R2, Box 25-A, Lexington, Indiana 47138

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIEY * ROMANCE * COMEDY * MYSTERIES * SCIENCE FICTION
...included in each series
Program Directors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

PRODUCTION MUSIC * SOUND EFFECTS
for your radio and TV productions and programming. Send for catalogs from the ONLY gold-record awarded Music & Effects library available today.
THOMAS J. VALENTINO, INC.
151 W. 49th St., New York City 10036
(212) 246-4675

Business Opportunity

BUSINESS OPPORTUNITY
Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 548-8901 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

Miscellaneous

CHEAP RADIO SPOTS!
Er... Spots produced economically 25 years in broadcasting. Comedy or specialty for sample, send info you'd like in a spot for your client to: Gutenberg & Co., 843 Glen Meadow Drive, Sparks, Nevada 89431.

For Sale Equipment

Ampex 1200A VTR
- Monitor
- Electronic Editor
- Color Tec
- AFC Module
- Ins. Book
- Asking $30,000 for immediate sale
Contact: Maurice Gannaway
WHP-TV
3300 North 6th St.
Harrisburg, Pa.
17110
Tel. (717) 238-2100

WANTED To Buy Stations

WANTED To TRADE
$30,000 + Ma-Pa management team for your radio station. Help keep your station an owner-operated community business. Let 2 energetic, experienced young people take care of business while you enjoy retirement! Box C-266.


Box C-237

For Sale Stations

AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN and BROWN ASSOC.
MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355

CORNELL SHERMAN
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131
Deland, Fla. 32720

Help Wanted Service Continued

Audition Almost 100 Stations With One Tape
If you send your tape to Frank N. Magid Associates, we can probably help you find a better job. Through our placement service, we've helped thousands of news professionals find better jobs. We'd like to help you too. As the world leader in television news consulting, we're in direct contact with almost every television market in the country. Our clients are searching for top-notch people—news management personnel, anchors, reporters, sportscasters, weathercasters, producers, assignment editors, photographers, writers, and promotion managers. If you're ready to move on, please send us a ¼-inch cassette and resume. There is no charge to you and we'll return the tape quickly.

Placement Service, Frank N. Magid Associates, One Research Center
Marion, Iowa 52302
For Sale Stations Continued

5000 Watt
day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 AM - 321-1763.

For Sale Stations Continued

LARSON/WALKER & COMPANY
RADIO PROPERTIES

AM-FM, Southeast $1,100,000
Daytimer, Mid-Atlantic 250,000
AM, Rocky Mountain 1,675,000
AM-FM, Pacific Coast 3,125,000
Daytimer, Northeast 550,000
AM-FM Northeast 350,000
FM, Southeast 5,000,000
AM, Midwest 1,500,000

For details, contact:
Ben Larson Bill Walker
Suite 214 Suite 417
11681 San 1730 Rhode
Vicente Blvd. Island Ave., N.W.
Los Angeles, Calif. Washington, D.C.
90049
213/284-0395 20036
203/223-1553

CLASS C FM FOR SALE
to ethnic minority under FCC distress sale policy. KLSN, Brownwood, Texas should appraise for 375K, will sell for less than 300K. Contact Steve Pasquin, 2406 Coggins Ave., Brownwood, TX 76801.

TOP 50 MARKET FM
Profitable, Full Power FM available at $4,000,000. CASH to qualified buyer. Price is 10x Cash Flow. Please include financial references with your first letter. Box C-188.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

SELECT MEDIA BROKERS

BROKERS-CONSULTANTS

(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

912 - 883-4917
PO Box 5, Albany GA 31702

For Sale Stations Continued

Midwest AM Fulltimer
Atractive opportunity in medium Midwest market. Conventional Seller financing available to qualified owner. Price $450,000 and less than $500,000 down payment would be required. Owner is interested. Contact: Box C-193.

Bill-David Associates
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations Continued

Midwest AM Fulltimer
Atractive opportunity in medium Midwest market. Conventional Seller financing available to qualified owner. Price $450,000 and less than $500,000 down payment would be required. Owner is interested. Contact: Box C-193.

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Daytimer, Mid-Atlantic 250,000
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Daytimer, Northeast 550,000
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Bill-David Associates
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909
**For Sale Stations Continued**

### R.D. HANNA COMPANY
Brokers • Appraisers • Consultants
5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75235 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7875

### 100 kw FM
Sunbelt
Priced at $11 X Cash Flow
Attractive Terms Available
Box C-67

### CHAPMAN ASSOCIATES
Media Brokerage Service

<table>
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<tr>
<th>STATIONS</th>
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<td>S Small AM</td>
<td>J. T. Malone</td>
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<td>S160K</td>
<td>(404) 458-9226</td>
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<td>S46K</td>
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<td>MW Small AM</td>
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<td>S160K Terms</td>
<td>(214) 387-2303</td>
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<td>NW Small AM</td>
<td>Larry St. John</td>
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<td>S215K 29%</td>
<td>(206) 881-1917</td>
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<td>E Metro AM/FM</td>
<td>Art Simmers</td>
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<td>S750K Cash</td>
<td>(617) 848-4893</td>
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To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

### BROADCASTING’S CLASSIFIED RATES

**Payable in advance. Check or money order only.** (Billing charge to stations and firms: $2.00).

When placing an ad, indicate the exact category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

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, D.C. 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CQD, P.O., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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### GEORGIA STATIONS FOR SALE

AM/FM combo in small Southeast Georgia market. Asking price of $475,000 with 29% down and excellent owner financing. Real property included. Profitable.

AM daytimer with limited PSA in single station Northeast Georgia market. Priced less than 2½ times gross at $245,000, $55,000 down and superior financing on balance.

AM daytimer in rapidly growing Southeast Georgia county. Priced at $300,000 with only $60,000 down and good terms on the balance. Single station market.

For information on these properties please write:

The MACMILLAN Company
PO. Box 76024 Atlanta, Georgia 30328

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### SEE YOU AT THE NAB

Reggie Martin & Assoc.
Marge Martin
Specializing in Florida and Southeast
Hilton Suite 1650

---

### THE HOLT CORPORATION

APPRaisALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS
Westgate Mall, Suite 205
212/288-3432
215/865-3775

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### H.B. LA RUE, Media Broker

Radio, TV, CATV, Appraisals
West Coast:
44 Montgomery Street, 5th Floor San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Hospitality Suite at the NAB
MGM Grand
Marvin Chauvin, station manager, wotr(FM) Durham, N.C., joins Seaway Communications, Chicago, as executive VP and chief operating officer, responsible for operation and expansion of broadcast division, which is licensee of waho-FM Rhinelander, Wis.

Hal Smith, VP-general manager of Metromedia's kwenn(FM) San Francisco, named to same position with co-owned wwmr(FM) Philadelphia.

Bartley D. Walsh, former general manager, wwww(FM) Detroit, named general manager, NBC-owned wksx(FM) Washington.

Russell Wittberger, president of Charter Broadcasting, radio group owner based in New York, has resigned, but will remain with Charter as consultant. He had been president since 1978. Successor has not yet been named.

Douglas McKay, station manager, wtyt-AM-FM Richmond, Va., named general manager.


Nancy Royce, associate director, program budgeting and administration, ABC Owned Television Stations, New York, named director.

Elizabeth Palme, manager, planning and analysis for broadcast operations and engineering, ABC Owned Television Stations, named director, financial planning.

Ronald Bornstein, director and general manager of noncommercial whaa-AM-FM Madison, Wis., named VP for telecommunications, Corporation for Public Broadcasting, Washington, effective June 1.


Caroline Zaan, from Peck, Sims, Mueller Advertising, Honolulu, joins kkon-tv there as assistant operations manager.

Dan Dorsett, program director, wlaf-AM-FM Lexington, Ky., named director of operations.

Jack Redus, VP, kuad-AM-FM Windsor, Colo., named station manager and general sales manager.


Nancy Woodson, staff accountant, American Television and Communications, and Todd Murphy, administrative assistant in operations department of United Cable Television Corp., Englewood, Colo., named Eastern and Western regional business managers, respectively, for United Cable.

Janice Mahood, president and creative director, Nautilus Communications, Elmhurst, Ill., joins Storer/Northern Illinois Cablevision, Des Plaines, as director of franchising development.

Crystal Gurin Burgos, director of annual giving, Philadelphia College of Art, joins noncommercial wwhh-AM Philadelphia as director of development.

Kathleen Egerton Harkey, management and program consultant, joins noncommercial wdcn-TV Nashville as director of development.

Dorothy Hicks, assistant to president-general manager of ksra(AM)-ksbc(FM) Phoenix, named director of minority affairs, and producer-host of Third World View program.


Fred Silverman, president of NBC, New York, awarded Syracuse (N.Y.) University Chancellor's Medal for Outstanding Achievement.
named VP's.

Robert Katz, general manager of Fort Lauderdale, Fla., branch of Diener/Hauser/Baires Co., named VP. Also named VP's: Vincent Aniano, senior art director in Los Angeles division; Paul Ciffo, designer-illustrator-art director in New York office, and Ed Hardisfield, associate executive art director in New York office.

Joe Kilgore, VP-creative director, Ogivy & Mather, Houston, named executive creative director.

Gene Schino, group creative director, Grey Advertising, New York, joins Cunningham & Walsh there as co-group creative director.

Ken Konecni, with Tatham-Laird & Kudner, Chicago, named creative director, Stephen Kelly, from Leo Burnett, Chicago, joins TLK as producer in creative department.

Jean Morton and Grant MacDonald, research analysts, Foote, Cone & Belding, New York, named project directors. Mark Perline, project director, Decisions Center Inc., named research analyst for FC&B.

Marjory Mosher, research account executive, Needham, Harper & Steers, New York, named associate director of research.

Beth Alsbaugh, promotion director for Mann Media's WXIX(AM)-WYDUP Raleigh, N.C., named executive VP of co-owned Carolina Marketing Group, High Point, N.C., advertising agency.

Mary Nielsen, account executive, Lee King & Partners, Chicago, joins Burkle & Evergreen as account executive based in Chicago.

 Hollis Burkhardt, assistant account executive, Northrup & Teel, Rochester, N.Y., named account executive.

Bobbie Brockmeyer, media buyer, Eisner & Associates, Baltimore, named media supervisor, Denise Dennis, with Eisner, named media estimator.

Debbie Goodwin and Jan Cohen, with Ruben, Montgomery & Associates, Indianapolis, named media coordinators.

Russell Breier, manager, budgets and analysis, Columbia Records International, New York, joins CBS Radio Spot Sales there as director of operations.

Erica Farber, former VP-general manager of RKO's WXLO(FM) New York, and before that, general manager of RKO's WXLO(FM) Boston, joins McGavren Guild Radio, New York, as director of special promotions.

Fran Tivaid, account executive on New York tigers sales team, TelRep, assumes additional duties as assistant sales manager of New York sales staff.

Bill Walters, account executive, independent team, Adam Young, New York, named team sales manager.

Barry Somerfield, formerly with Metromedia Radio Sales, New York, joins HR Television as account executive in New York red division.


Robert Cambridge, director of marketing for ABC Radio, New York, assumes additional duties in radio division as manager of newly created new product development unit. Michelle Berman, from Dancer, Fitzgerald, Sample, Ron Hartenbaum, from Needham, Harper & Steers, and Saraelie Hymen, from Radio Advertising Bureau, all in New York, join ABC Radio there as national account managers in national market development group.

William Katsafanas, director of sales development, Hearst Television Stations, joins KSBW-TV Salinas, Calif., as general sales manager.

Donald Bowen, VP-manager of San Francisco office of TelRep, joins KXBS-TV San Francisco as sales manager.

Toula Stamm, account executive, KKEK-TV Grand Junction, Colo., named local sales manager.

Ray Fowler, account executive, WXR(FM) Norfolk, Va., named sales manager.

Lawrence Chiles, sales representative, WLAR-AM-FM Lexington, Ky., named sales manager.

Dennis Lamme, with KUAD-AM-FM Windsor, Colo., named sales manager for Larimer (Colo.) county.

Tom MacArthur, formerly with Pryly Television in New York, St. Louis and Chicago; Susan Ronan, from noncommercial WMBU(FM) Oxford, Ohio; Bob Walter, from business and personal investment business in Birmingham, Ala., and Judy Hibbler, from WACK(AM) Austin, Ga., join retail and local sales staff of WANC-TV Atlanta as account executives.

Anthony Palminteri, account executive, WGAN-AM Portland, Me., joins WVCR-TV Boston in same capacity.

Keith Jansen, account executive, Times Publications, joins WTNTV Dayton, Ohio, as account executive.

Hal Engler, from KSTV-TV San Diego, and Linda Thacker, from WEEK-TV Peoria, Ill., join sales staff of KNVT(AM) San Jose, Calif.

Juanita Edwards, assistant manager for community affairs, WTTG(TV) Washington, joins WABC(AM) there as account executive.


Denise Cahoon, account executive, KZZZ-FM Cortez, Colo., joins KXXZ(FM) Albuquerque, N.M., in same capacity.

Diane Mills, formerly with WMXK-AM-FM Mount Vernon, Ill., joins WMCL(AM) there as account executive.

Programing

Larry Carlson, regional director of Time Inc.'s Home Box Office, based in San Francisco, named to dual posts of VP, Time-Life Films, and named manager of Time-Life Satellite Network, which begins operation May 15. He will be based in New York.

Stuart Sheslow, director, comedy development, NBC Entertainment, Los Angeles, named VP-current comedy programs.


Tony Masucci, former executive in charge of production for television division of Robert Stigwood Organization, Los Angeles, named director, ministries, CBS Entertainment, Los Angeles.

Dan Greenblett, VP and general sales manager, WTTG(TV) Washington, named Northeast division manager of Paramount Television Domestic Syndication, based in New York.

Steve Goldman, sales manager of TelRep, Chicago, appointed central division manager, Chicago, for Paramount.

William Kunkel, contract administrator and administrative assistant to Joseph Tinnite, VP-syndication, MGM Television, New York, named Southern division sales manager.


Irma Morales, planning analyst, corporate planning department, ABC Owned Television Stations, New York, named manager, program budgeting and administration.

Tony Lamonica, program operations director and sports director, KDEN(AM) Denver, named host of ABC Entertainment Network's Sportsworld weekend program.

Robert Greenway, unit manager and manager of program planning, ABC-TV, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as director, program administration. Steven Bornstein, executive producer-producer-producer manager, noncommercial WOSI-TV Columbus, Ohio, joins ESPN as manager, program coordination. Robert Knott, senior program administration, NBC, New York, joins ESPN as senior studio producer.

Barry Nolan, co-host of prime access pilot on WNBC-TV New York, joins WBB(TV) Boston as co-host of Evening Magazine.

Steve Cassidy, news assignment editor, WINS-TV Milwaukee, named executive producer of PM Magazine.

Craig Sherwood, sales manager for Christian Broadcasting Network's WXXI-FM(AM) Norfolk, Va., named manager of program and promotional
James Gaver, production-operations manager, noncommercial wovctv Grand Rapids, Mich., joins noncommercial wumtv Flint, Mich., as program manager. Station is scheduled to go on air June 1.

Paul Warner, air personality, WIOHAM St. Louis, joins WTHIAM there as program director and air personality.

Tom Page, air personality, KFIZ-FM Fort Worth, named program director.

Billy Parker, music director, KXOOAM Tulsa, Okla., named director of operations and program director.

Paul Payton, formerly with WDFC-FM and WCRNFM, both Hartford, Conn., joins WCCAM-FM there as program director and air personality.

Jack Pattie, music director and air personality, WYKW-AM-FM Lexington, Ky., joins WLAIPAM there as program director and air personality.

Bill Reed, assistant program director, noncommercial KSHU-FM Huntsville, Tex., named program director. David Goddard, formerly with KFMK-FM Houston, joins KXSH as music director.

Leslie Hupp, from education field, joins KFWM-FM Sitka, Alaska, as program director.

Caren Liedtke, technical director, news, KDHTV Flagstaff, Ariz., named production manager.

Randy White, staff director, WKYT-TV Lexington, Ky., joins WTVL-TV Toledo, Ohio, as production director.

Chris Harris, play-by-play announcer, WHIO-AM-FM Dayton, Ohio, assumes additional duties as sports director.

Dick Vertlieb, instructor, University of Washington, Seattle, joins KXWAM there as sports anchor.

Fred Buggs, announcer, WNJKAM Newark, N.J., assumes additional duties as music director.

Tom Kent, air personality, WCCL-FM Cleveland, joins WLSIAM Chicago as weekend air personality.

Jim Althoff, air personality, KGOIAM San Francisco, joins KXLIAM Portland, Ore., in same capacity.

Peter O'Brien, air personality, WSAMIAM Saginaw, Mich., joins WKMFMKalamazoo, Mich., in same capacity.

Ken Shelton, music director and air personality, WEEJ-AM Boston, joins WCRNFM there as air personality.

**News and Public Affairs**

**Susan Silver**, executive news producer, KTEV-FM Tulsa, Okla., named news director.

Art Angelo, VP-news director, KPLC-TV Lake Charles, La., joins KHNO-TV Monroe, La., in same capacity. Jim Leggett, news director, KATC-TV Lafayette, La., joins KHNO-TV as managing editor. Beba Zimmerman, general assignment reporter, KPLC-TV, joins KHNO-TV in same capacity.

Les Kerr, news director, WROA-AM-FM Gulfport, Miss., joins WMOIAM Mobile, Ala., in same capacity.

Charles Hartig, reporter, host and producer, WTAH-TV Norfolk, Va., named news director of co-owned WTHAH there.

Jerry Cassbit, morning anchor and reporter, WIQTAM-WXQIAM Horseheads, N.Y., named news director.

Janis Pryor, assistant field coordinator of Edward Kennedy for President campaign in Boston, joins WZBTV there as editorial director.

Len Price, news director, WHATIAM Philadelphia, joins WPH-AM there as assignment editor.

Dave Robinson, news producer, WSN-AM Philadelphia, named assignment editor.

Diane Lawson, reporter and weekend anchor, WZWM-TV Grand Rapids, Mich., joins WLS-TV Chicago as reporter.

Steve Post, general manager, WBAM-FM New York, joins WBLIFM New York as weekday evening news editor.

Dave Winters, anchor, WDBI-TV Roanoke, Va., joins WTVQ-TV Lexington, Ky., in same capacity.


Sharon Geiger, managing editor, Chicago Reporter, joins WBBMAM Chicago as managing editor.


Barbara Beck, editor, KFWIAM Los Angeles, named assignment editor. Michael St. Peter, news director, WBRIAM Buffalo, N.Y., joins KFWB as editor.

Bob Wagner, reporter, WCBMTV Gainesville, Fla., joins WPTVTV West Palm Beach, Fla., as Boca Raton, Fla., bureau chief.

**Dale Wooley**, on news staff of KRNK-FM Des Moines, Iowa, named assistant news director.


**John Dell**, videographer, WCPOTV, joins WKRC-FM in same capacity. Laura Schoettlinger, from Miami University, joins WKRC-FM as desk assistant.

**Tom Burnett**, news producer, WAVE-TV Louisville, Ky., joins WHAS-TV there in same capacity.

**Lynn Easton**, from KOMO-TV Seattle, joins WZTVTV Omaha as weekend news producer.

**Ed Crane**, anchor, WFRV-TV Foxport, Ill., joins WBBM-FM Chicago as news announcer.

**Jan Nunnely**, newscaster, KFIZ-FM Fort Worth, named public affairs director.

Elizabeth Satchell, special assistant to general manager of WNJKAM Newark, N.J., named director of public relations, editorials and news. She will also host public affairs program.

**Carl Pettman**, freelance cinematographer, joins noncommercial WPBTCTV Miami as cinematographer.

**Promotion and PR**

Cheryl Daly, manager, press services, CBS Radio division, New York, named associate director, internal communications, corporate information, CBS Inc.

**Lauren Matthews**, director of promotions, New York Mets baseball club, joins Entertainment and Sports Programming Network, Bristol, Conn., as director of broadcast promotions.

Christina Sywyj, on-air promotion writer, WKXAM-FM Cleveland, named administrator of advertising and promotion.

Lori Anne Gruber, engineering technician, KHON-TV Honolulu, named creative services director.

**Bert Gould**, assistant promotion director, WPLJ-FM New York, joins WDOIAM-WAIAFM

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**BIG COUNTRY**

In 1979, Live Sound, Incorporated became aware that one of our customers and licensees, Jim and Tom Hassenberg Broadcasting Company of Sioux City, Iowa, had, without our permission or knowledge, applied for and received from the United States Patent office registration for the service mark "BIG COUNTRY". This mark has been used, both orally and in print, to identify our product and service, the Big Country radio format since about 1971. Because the mark "BIG COUNTRY" is an extremely valuable asset of Live Sound, Inc., it became imperative that we initiate legal proceedings to cancel the service mark registration obtained by the Hassenberg Broadcasting Company even though it resulted in the loss of a valued customer.

**LIVE SOUND, INCORPORATED**

1741 N. Ivar, Suite 101 • Hollywood, CA 90028 • (213) 462-3351

Broadcasting Mar 31 1980

101
Rudy Roscher, Carmen regional Electronics, J. point president Winford, Systems. broadcast Ltd., Cambridge-Philips's Steve Robinson, Charles Ellis, Amidei Lawrence New York, as July Hollywood Reporter, Clark Equipment Marion, as Television Association, Washington, John Rasmussen Enterprises, respectively, late Bill Merritt, succeeds zine CASTING joined BROAD-ning, joins National Telecommunications and Information Administration there as policy development coordinator for NTIA's minority telecommunications development program.


Gordon Kinney, VP, campaign administration and development. The Advertising Council, New York, named senior VP. Aido Podeon, VP, financial development, named senior VP.

Collingwood Harris, associate director of Ad Council's Washington office. named VP, following retirement from that post of Lewis Shollenberger. Richard Dwan, director of Ad Council's Western region, based in Los Angeles, named VP.

Fred Ettling, field sales representative, Cooper Laboratories, denival division, joins Advertising Research Foundation, New York, in newly created position of marketing associate-developement.

Francis Minler, member of law firm of Up-dike, Kelly and Spellacy. Hartford, Conn., joins Rasmussen Enterprises, Farmington, Conn., as corporate secretary and legal counsel. Rasmussen is newly formed company that provides consulting services in satellite communications.

Thomas M. Wing, formerly with educational television networks in Kentucky and Maryland, and most recently director of professional development program of College of Business, University of Cincinnati, named director of marketing for Association for Graduate Education and Research, Richardson, Tex. Association, representing colleges in north Texas, broadcast credit and noncredit courses to Dallas-Fort Worth area businesses and industries.

Marylou Leveque and Tobie Williams, sales service executives in Northbrook, Ill., and New York, respectively, of A.C. Nielsen, Clearing House Group, named account executives.

Farley Warner, attorney in private practice in Washington, joins Surveys and Market Studies, based in Augusta, Ga., as VP. He will be based in Washington.

John Appleton, former research analyst, Science Management Corp., joins National Cable Television Association, Washington, as assistant director of operations.

Meredith Manni, sales service representative, Arbitron, named account executive. Arbitron Eastern Television Advertiser/Agency Sales, New York.

Michael-ion Ailes and Associates, New York, media consultant firm, as business communications researcher.

Deaths


John C. Macheca, 65, retired executive of D'ArCY-MacManus & Masius, Chicago, died after brief illness March 17 at his home in Wickenberg, Ariz. Macheca had of heart ailment but had recently been hospitalized with virus. He joined old D'ArCY Advertising Co. in late 1930's and retired in 1975 as managing director of DM&M in Chicago. From 1970 to 1972, he was managing director of DM&M in St. Louis. Survivors include his wife, Betty, one son and two daughters.

Charles Eberhardt, 57, former chief of news division of Voice of America, Washington, died March 21 in El Paso, Tex., where he had been hospitalized after stroke. He joined VOA in 1954 and retired in 1974. During his career with VOA, he worked in Beirut, Saigon, Bangkok and Rome. From 1969 to 1972, he was chief of news division in Washington. Survivors include his wife, Mary Marty, son and two daughters.

Gilda M. Heminger, 86, retired board chairman of The Findlay Publishing Co., licensee of WFINAM-WHMQ(FM) Findlay, Ohio, and WCSI-AM-FM Columbus, Ind., died March 10 at nursing home in Findlay. She retired in 1979. Survivors include sons Harold and Edward, who are president and VP, respectively, of company.

Robert Greenberg, 66, retired VP and sales executive of MCA TV, died of heart attack March 11 in Tarzana, Calif. He joined MCA in 1949 and retired in 1977. Survivors include his wife, Pauline, daughter and three sons.

Dorothy M. Lintner, 61, retired business manager for WASHFM<Washington, died of lung ailment March 19 at Sibley Memorial hospital in Washington. She worked at WASH from 1966 until retiring in 1975. Before that, she was traffic manager at WOAM-AM-FM Washington. Survivors include three sisters and two brothers.

Sharon Elizabeth Dove, 26, secretary with Washington communications law firm of Dow, Lohnes & Alberson, was killed March 21 when struck by car. She had been with firm five years. Survivors include her parents and brother of Bethesda, Md.
<table>
<thead>
<tr>
<th>Stock Index</th>
<th>Exchange and Company</th>
<th>Closing Wed. March 26</th>
<th>Closing Wed. March 19</th>
<th>Net Percent Change in Week</th>
<th>Market Capitalization (000,000)</th>
</tr>
</thead>
</table>

### Broadcasting

- **N ABC**: 29 5/8
- **Capital Cities**: 42.4 3/4
- **CBS**: 45 3/4
- **Com**: 81 6 1/2
- **Gro Telecasting**: 23 1/2
- **LIN**: 39
- **MCI Corporations**: 18 1/2
- **Mooney**: 8 3/4
- **Scissors-Hand**: 55 1/2
- **Storer**: 22 1/2
- **Tcf**: 28 1/2

**Note:** This table includes broadcasting with other major interests.

### Programming

- **A Adams-Russell**: 17 1/8
- **A Affiliated Pubs.**: 15
- **A Malaysian Amer**: 8 5/8
- **A John Blair**: 15
- **A Charter Corp.**: 20 1/2
- **A Chris-Craft**: 18
- **A Coca-Cola New York**: 4 1/8
- **A Cowles**: 18 3/4
- **A Dun & Bradstreet**: 30 1/4
- **A Fairchild Ind**: 6 3/4
- **A Fugus**: 14 1/8
- **A Gannett Co.**: 40 1/2
- **A General Tire**: 13 1/2
- **A Grey Aluminum**: 35
- **A Harte-Hanks**: 20 7/8
- **A Heritage Commun**: 9 3/8
- **A Inscolo Corp.**: 10 7/8
- **A Intermedia**: 20 1/2
- **A Marvin Josephson**: 10
- **A Kansas State**: 26 3/4
- **A Knight-Ridder**: 19 5/8
- **A Leaf Enterprises**: 18 3/8
- **A Liberty**: 13 1/2
- **A McGraw-Hill**: 25
- **A Media General**: 22
- **A Meredith**: 33 5/8
- **A Multimedia**: 15 3/4
- **A New York Times Co.**: 19 3/8
- **A Outco.**: 14 1/4
- **A Rollins**: 19 5/8
- **A San Juan Reeling**: 13 1/4
- **A Schering-Plough**: 31 3/4
- **A Sandberg**: 30 3/8
- **A Stuffer Commun**: 36
- **A Tech Operations**: 10 1/16
- **A Time Mirror Corp.**: 29 1/2
- **A Turner Broadcasting**: 11 1/2
- **A Washington Post**: 18 1/4
- **A Wometco**: 16

### Electronic/Manufacturing

- **O ABDIO Inc.**: 30 1/4
- **O Acom*D**: 13 1/2
- **O Arrin Industries**: 10 7/8
- **O CAT**: 33 1/4
- **O Concor**: 16 1/8
- **O Cutt Renew**: 21 3/4
- **O Emcor**: 20 3/4
- **O Estranemiod**: 6 1/2
- **O General Electric**: 45 1/2
- **O Harris Corp.**: 29 7/8
- **O Intel**: 7 7/8
- **O Microdyne**: 19 2/3
- **O M/A Com Inc.**: 33
- **O NNS**: 47 7/8
- **O Motorola**: 50
- **O Nippon Electric**: 39 7/8
- **O N. Amer. Phillips**: 25
- **O OAK Industries**: 29 3/8
- **O Orbit Corporations**: 3 3/4
- **O RCA**: 19 3/4
- **O Rockwell Int**: 48 1/8
- **O RSC Industries**: 8 1/2
- **O Scientific-Atlanta**: 35 3/4
- **O Sony Corp.**: 6 7/8
- **O Tektronix**: 45 7/8
- **O Telecommunications**: 17 3/4
- **O Telescope**: 17 1/8
- **O Varian Associates**: 24 1/2
- **O Westinghouse**: 19 3/4
- **O Zenith**: 8 5/8

### Standard & Poor's 400 Industrial Average

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

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** *Stock did not trade on given day; price shown is last traded price. **No P/E ratio computed, company registered net loss. **Stock split, *Stock traded by price less than 125 cents.*
Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Apr 7  Pre-NAB. Including a special report on over-the-air pay TV, decidedly a part of TV's new frontier.
- Apr 14  NAB. Including a special "At Large" with Charles D. Ferris, the chairman of the Federal Communications Commission.
- Apr 14  Advance report on MIP-TV, annual international television program marketplace in Cannes.
- Apr 21  Post-NAB. Gavel-to-gavel report on the National Association of Broadcasters' 58th annual convention in Las Vegas — the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.
- Apr 28  The post-post-NAB issue, wherein BROADCASTING summarizes the equipment state of the art as demonstrated on the exhibit floors in the Las Vegas convention center.
- May 5  Not in alphabetical but in chronological order:
- May 12  The three affiliate meetings of CBS, ABC and NBC, respectively, in Los Angeles's Century-Plaza hotel — each greeted by a BROADCASTING "At Large" interview tracking the present fortunes and future prospects of the companies that continue to lead the way, and set the pace, of the over-the-air broadcast media.
- May 19  NCTA. Advance report on what's being billed as the hottest convention in the history of the National Cable Television Association. Including a "Fifth Estate" report on Ted Turner, television and cable's most exciting — and perhaps most controversial — media entrepreneur.
- Jun 2  A special reading on the futurists: that special breed thinking long thoughts about what it may be like far into the telecommunications future.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Bob Kizer: big business below the top 100

Robert J. Kizer has been president of Avery-Knodel since 1973, and under his aegis, the television representative firm has tripled its billings by thinking small—or, perhaps, small to medium.

He points out that while many national representatives vie for the big-city station, Avery-Knodel has carved a niche—and a most comfortable one—as a specialist in medium and small markets. "More than 80% of our 68 TV stations are in markets below the top 100," Kizer points out. "It just means we have to try a lot harder."

Kizer is no stranger to hard work. He toiled at various odd jobs while he was growing up in Duryea, Pa., a coal mining region. But he was certain then of one thing: "I knew I didn't want to be a coal miner. My father was a miner for more than 40 years, and I knew that an education was the way out of the mines."

Kizer, a friendly, low-keyed person, attended St. Charles College in Maryland for two years and served in the U.S. Air Force from 1944 to 1946. Following his discharge from the service, he enrolled at Fordham University in New York, attracted by the institution's communications courses and its well-regarded radio station, WFUN (FM). Following graduation in 1949, he landed a job as a salesman in New York with Pan American Broadcasting, an international representative firm that sought to secure U.S. advertising for radio stations in Latin America.

"That job actually prepared me for my later work with Avery-Knodel," Kizer says today. "It was really the school of hard knocks. It was a tough sale to close. I called on all the top advertisers, including Procter & Gamble, Colgate, General Foods—companies that had Latin American distribution. In many ways, it was like trying to sell a small-market U.S. TV station."

He remained with Pan American for six years but decided to leave in 1955. "What started to happen was the decentralization trend by agencies," he says. "It foreshadowed what began to take place in the U.S. a number of years later. Agencies opened local offices in the various Latin American countries, and the buying shifted away from New York. I saw the handwriting on the wall."

Kizer was offered and accepted a job as a territory salesman for Procter & Gamble, covering the Hazleton, Pa., area. But after a year he became restless.

"I missed broadcasting," he said. "P&G is a great company and I admire it for its marketing know-how. But after a year, I realized I wanted a broadcasting career."

He found a berth at Avery-Knodel in 1956. He began as a TV salesman in New York, covering the Philadelphia-Baltimore-Washington territory. Slowly but surely he rose through the ranks to become president and chief operating officer in 1973, reporting only to Chairman J. W. Knodel, who co-founded the firm in 1945 with the late Lew Avery.

Knodel says today he has only one regret about tapping Kizer for the presidency: "I should have done it sooner."

He points out that Avery-Knodel has grown considerably under Kizer's stewardship and credits him, in large part, with the company's expansion. He said he recognized early Kizer's gift for administration and his dedication to learning all aspects of the broadcast business.

"I recall one time when a new company took over a TV station which we had been representing and asked other reps to solicit the station," Knodel recounts. "After we were reappointed, the firm's executives said they learned more about the TV business from Bob Kizer than from all the others combined."

"You give and you take in outside associations," he explains, "and I enjoy doing both."

As president of Avery-Knodel, Kizer estimates he spends 50% of his time administering his staff and the remaining 50% visiting the 68 TV stations represented by A-K. He confesses that a goodly portion of his time is spent on making presentations.

"In this business there is constant pitching for stations," he remarks. "At one time, the larger reps paid little attention to the small- and medium-sized markets, but obviously they are aware of the growth there."

A-K, he says, represents stations in such markets as El Paso (102); Wichita Falls, Tex. (110); Savannah, Ga. (120); Fort Myers, Fla. (129), Billings, Mont. (176), and Flagstaff, Ariz. (206). Despite representation of these small-market stations, Kizer says billings have tripled to $44 million in the past seven years. He attributes this growth to a number of factors: National and regional advertisers are beefing up expenditures in markets below the top 75, A-K has a strong research and marketing staff that has been successful in seeking out new TV advertisers, and smaller markets have been growing at a proportionately higher rate in population and business than larger markets over the past decade.

In the past 11 years, he says, A-K has expanded the number of its offices from eight to 13 and has doubled the payroll. It now maintains a staff of 105.

He reports that A-K sales in 1979 rose by 13.2% over 1978 and for the first quarter of 1980, business is 12.3% ahead of last year.

Kizer is sanguine about the prospects for spot television over the next 10 years, but he concedes it's going to be "a period of great change." He agrees that the new media will contribute to the fractionalization of the audience and this development will dictate that reps must work harder.

"There will still be a need for the rep," he maintains. "Stations still will need reps as the link to advertising agencies. Reps are going to have to pay more attention to programming and to diaries to make certain stations are keeping up with the audience trends. Our business is going to become even more personalized than it is today."

"We keep hearing that the computer is going to eliminate steps in the buying and selling process. We at Avery-Knodel rely on the computer, of course, and it's going to make our performance more efficient. But more than ever before the buying-selling relationship is going to become more personalized and we are ready for it. We have been doing it for a long time in servicing the small- and medium-sized markets."
Editorials

Off the reservations?

FCC Chairman Charles D. Ferris has invited noncommercial broadcasters, in both television and radio, to turn commercial. He has not advocated a transition extreme enough to accommodate advertising on the air, but he has suggested such revenue-producing innovations as the sale of earth-station time, the introduction of pay TV and radio, the marketing of noncommercial programs in cassettes and the use of subcarriers to deliver home information services (Broadcasting, March 24).

Ferris may be premature in committing the FCC to indiscriminate approval of financial venturing. The agency must remember that the noncommercial system occupies channels that were explicitly excluded from commercial use. It cannot free the system now to compete with the commercial system that was denied the reserved facilities.

Still the chairman has a point in encouraging explorations of new revenue sources. Nobody had even thought about subsidiary income from satellite earth stations when the noncommercial reservations were made. The FCC's approval of Western Union's application to buy time on the dishes that are being installed at television stations in the Public Broadcasting Service (Broadcasting, March 17) has passed without noticeable alarm. Maybe the world is even ready for, what to call it: noncommercial subscription broadcasting, educational pay TV?

Surely the noncommercial broadcasters are entitled to a hearing if they come up with novel ways to develop revenues. In the best of all possible worlds, they would find enough other support to discontinue the "underwriting" and the auctions that put them perilously close to forbidden advertising competition with the commercial system.

Excess baggage

As illustrated elsewhere in this magazine, the FCC has received an abnormal quantity of comments on its proposal to modify its regulation of radio. Judged by volume alone, the outpouring would indicate a broader public response than has been raised by any issue since a false rumor of an FCC intention to ban religious broadcasting produced 10 million pieces of mail.

Perhaps not entirely by coincidence, much of the correspondence that the FCC has received on what is loosely called radio deregulation was also inspired by churchly fears—and churchly misinformation. In this case, the Catholic bishops, as represented by the National Catholic Conference, fomented a national letter-writing campaign. The faithful responded in fear of radio turned loose to do the devil's work.

In this campaign, the National Catholic Conference grossly distorted the nature and purpose of the modest deregulation that the FCC proposed. It asserted, without qualification, that upon deregulation "much religious broadcasting will be discontinued," that "the public will lose its control over radio" and that advertisers would become the dictators of radio content. At their next confession, the clergy in charge of that mailing had something worthwhile to discuss.

In its consideration of deregulation, the FCC may safely disregard the mail generated by misrepresentations of the work at hand and focus on the many comments from sources that understand what is really going on and can draw responsible conclusions about probable consequences.

There was no time between the FCC's deadline and this magazine's last week for comprehensive analysis of the principal arguments contained in the mass of serious material in the FCC's possession. The first impression is, however, that the weight of opinion and facts favors the most deregulation that the FCC is empowered to adopt.

There is, of course, a dispute over the adoption of quotas for nonentertainment programing as a public-interest standard. Wisely, the National Association of Broadcasters has argued that quotas for radio nonentertainment can only lead to quotas for other radio fare and for who knows what types of television programing. The NAB argues that the public interest may be met by less simplistic means.

The National Radio Broadcasters Association takes an opposite view, which is shared by the National Telecommunications and Information Administration.

Whatever eventually comes out of the FCC, the NAB will have established a position from which it can resist future intrusions into program control. Its pleading of last week is one it can be proud of.

As had been noted here before, existing law limits the FCC in deregulation, no matter what the aspirations of its members. The maximum relief promised by the process under way is far short of that to which a lively radio service full of competition is entitled. Action on a major scale can come only from Congress. Meanwhile, however, broadcasters are entitled to hope that the FCC will go as far as it can, despite the false alarms that would interrupt its action.

Breathing room

Advertising agencies are talking seriously to clients about the advertising opportunities to be offered by new and emerging electronic media—cable, videocassettes, videodisks. There is even talk of future advertising openings in pay cable programing. The only certain forecast that can be made from all of this is that media departments will get busier and busier as technological evolution goes on.

If there is agreement among agency seers right now, it seems to be that the mass audience delivered by network television will continue to be reachable only by that means for years to come. With that assumption as the starting point, it may be deduced that broadcasters will have time to adjust as conditions of competition change.

Drawn for Broadcasting by Jack Schmidli

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