Westinghouse seeks to buy Teleprompter in fifth estate's biggest deal

Gaylord means quality — from first-rate entertainment to outstanding news broadcasting. Coast to coast, each of our stations brings excellent programming to its audiences and a quality environment for its advertisers.

At Gaylord Broadcasting Company, our commitment to quality is a tall order — and we fill it everyday.
One More Great Thing About Cleveland:

WQAL-FM 104

The #1 FM station in the top 20 markets with a larger share of adult listeners than any station in New York, Los Angeles, Chicago, San Francisco, and 15 other cities in the beautiful USA.

WQAL-FM 104. Absolutely magnetic. A radio station people listen to because they want to; not because there aren't any other choices. Advertisers get the same embrace: interest, listening, respect, and loyalty. It's quite an attraction.

Thank you Cleveland. We're proud to be a part of your growing tradition.

Nationally Represented by

McGavren Guild Radio

Source: Arbitron, April/May 1980 (Total Adults 18+ Metro Share).
**The Week in Brief**

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You just paid $20 to hear Beethoven.

These days, lots of people are more than happy to trade on someone else's good name. That's why brand names and trademarks are more important than ever.

Because when everyone uses trademarks incorrectly, they may stop being trademarks. And then anybody can use them. Which means you can't be sure of getting the quality you expect. That's true, whether you want a certain cola to drink, a certain tissue to sneeze in—or a certain copier to copy on.

That's why we'd like to remind you that Xerox is a registered trademark of Xerox Corporation, and is properly used as an adjective, followed by a noun describing our product. As long as you use our good name correctly when you want a Xerox product, you'll get a Xerox product. Not some copy that won't perform as expected.

XEROX
Buttonhole poll
If there is consensus among broadcasters on presidential election, it is that vote for Carter-Mondale is chance taken on continued tenure of FCC Chairman Charles D. Ferris. At recent meetings of broadcasters, including convention of National Radio Broadcasters Association fornight ago at Los Angeles, politically astute Washingtonians who queried delegates privately said preponderant response was: "We've got to get Ferris out of there."

Substantially same kind of sampling at broadcasters' meetings in Indiana and Wisconsin sessions of state associations produced similar comments. It was at Indiana meeting (Broadcasting, Oct. 6) that Democratic Senator Birch Bayh predicted there probably would be change in FCC chairmanship after election, no matter who wins Presidency, and added: "I would frankly welcome change."

Seasonal surmises
If Carter wins and if Ferris leaves FCC chairmanship (probably for law practice where he could capitalize on connections with Congress, it's guessed), who are logical successors? In line for top job would be Tyrone Brown, with black support, or Joseph Fogarty, who votes with Ferris's vest-pocket majority on most matters except common carrier, or newcomer to replace James Quello whose term expired last June 30 but who serves until successor is qualified.

If Ronald Reagan wins, Robert E. Lee, dean of all regulatory commissioners, would ordinarily be considered in line for chairmanship, at least on interim basis, but Lee has hinted he won't seek reappointment when term ends next June 30. It's presumed that Dean Burch, one-time FCC chairman now with Washington law firm of Pierson, Ball & Dowd, will have some say in Reagan choice. Burch high in Reagan-Bush councils.

Rerun
FCC network inquiry staff's final report, to be presented to commission today (Monday), contains no surprises in conclusions, according to officials who read it last week. It is said to flow naturally from preliminary reports submitted over past year and half. It continues to urge structural change as way to promote diversity, rather than use of commission's regulatory power, and indicates special staff was not persuaded by comments it received on earlier reports to change position - with possible exception of question concerning commission authority over networks. Staff seems to have backed off position that commission has "broad" if not "boundless" jurisdiction over networks; report is said to speak instead of narrow jurisdictions.

Report contains no explicit recommendations. It is said to refer that function to FCC bureaus, which will have network inquiry staff's work on which to draw. But, as in preliminary reports, it is sharply critical of many earlier commission actions, from report and order adopted in 1952 creating present television allocation plan (which led inevitably to three-network system, report says) to prime-time access rule.

Sincerest form? Will NBC-TV's success with Shogun open local-station doors to Japanese programming? One major Japanese network that hopes so is Fuji Telecasting which will be taking English-dubbed series, mini-series, specials and soap operas to annual meeting of National Association of Television Program Executives conference next March in New York.

Search for sex
Rev. Jerry Falwell's Moral Majority is off to fast start on organizing boycott of sponsors of "sexual and immoral programs on television" (Broadcasting, Oct. 6). Falwell is said to have retained Gallup organization to poll viewers on programs they feel are most offensive. Moral Majority members will then visit advertisers with commercials in "most worst" programs and say all of their products - not only those advertised on programs in question - will be subject of organized boycott unless sponsorship of offending program is withdrawn.

Making room
One reason for Ted Turner's petition for repeal of FCC's must-carry cable rules (see page 28) comes from his desire to open channels on cable systems for his Cable News Network. Survey of 900 systems conducted by CNN in summer found 30% of subscribers on systems that could remove existing service and pick up CNN if rules requiring carriage of local stations were dropped. Survey also found that 60% of homes are on saturated systems that could add CNN if they dropped distant signal. Ten percent are on systems with open channels. As one CNN marketer pointed out: Price is also major discouragement. CNN charges systems 20 cents per subscriber per month (15 cents if Turner's WSBTV Atlanta is also carried).

Better luck this time
Days are numbered for NBC-TV's "N" logo. Fred Silverman, NBC president, has commissioned New York design firm of Chermayeff & Geismar to come up with new symbol combining peacock with NBC letters. "N" logo cost NBC $1 million in design fees to Lippincott & Margulies plus estimated $600,000 worth of equipment and legal costs to settle suit filed by Nebraska Educational Television Commission for infringement of its logo (Broadcasting, March 8, 1976).

Reject
Media Statistics has sold survey of cable television viewing habits to three major television networks, advertising agencies and several cable operators, but not to Cable News Network, which was primary subject of study. CNN felt diary used was inadequate to reflect CNN viewing and results were not properly validated with telephone coincidentals. Furthermore, cost of study ($17,250 after publication) was seen as too high for size of sample, 400 homes during five-week study in August and September.

CNN, however, has promised its advertisers some numbers by first of year. To that end, it has engaged Nielsen to conduct survey this fall, using diary CNN helped design.

Insiders' good news
Increase of about 25% in value of shares of closely-held Tribune Co. (Chicago Tribune, New York Daily News, four other newspapers, plus WGN Continental) was reported last week to company's 300 stockholders. Stanley J. Gradowski Jr., corporate secretary, advised these holders of 8,000 shares that each share was worth $82,750 last Sept. 30 as against $66,250 last Dec. 31. Year-end evaluation in 1979 was $330 million against $662 million on Sept. 30.

Included in WGN Continental are four major-market TV stations and five radio stations. Per-share evaluation is required for profit sharing trust establishing price at which company would purchase shares of its common stock from stockholders.

Jumping ship
Public word of transition from broadcasting to cable of yet another well-known programming executive is expected shortly, with Dick Woollen, Metromedia Television's vice president, programming, West Coast, to join Times Mirror cable operation.


Action Industries □ Lead crystal stemware/giftware. Begins in November for varying flight dates in 18 markets. Agency: Kingsbridge Media & Marketing,
LITTLE HOUSE: POWER HOUSE OVER HALF HOURS

THE BIG CHOICE OVER HALF HOUR SIT-COMS

During February 1980, LITTLE HOUSE—in its sixth season—scored the highest household rating of any series on network television, and did it in direct competition with four different half hour sit-coms.

LITTLE HOUSE TAKES ON HALF HOURS, HEAD ON.

LITTLE HOUSE has taken on the best half hour shows in the business— and walked away the big winner.

PROVEN WINNER AGAINST HALF HOURS

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LITTLE HOUSE ON THE PRAIRIE
STARRING MICHAEL LANDON
AMERICA'S MOST BELOVED TELEVISION SERIES

* AVAILABLE FOR LOCAL TELECASTING SEPTEMBER 1981 *

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
Van Nuys, Calif. Target: total adults.


Van Nuys, Calif. Total adult.


Ad Vantage

Videodisk spots. Magnavox will be first on air with major consumer-awareness campaign for videodisk system, beating RCA and Pioneer which are still planning their broadcast advertising strategies. Radio and TV spots start this month in about 40 major markets, directed at college-educated and upper income consumers, for company’s Magnavision unit. And, according to Rita Huthner, vice-president, advertising and public relations, commercials will explain how disk system works since “It’s not as well known as the VCRs.” At RCA, media blitz is being planned for introduction of its SelectaVision videodisk due on market next month. Over 65 markets are being considered for campaign that will probably include network and spot TV, plus radio. Pioneer broke national print campaign earlier this month for its Laserdisk (which is compatible with Magnavox’s system), but company believes TV spots “are too premature right now.”

Agency merger. Worldwide NCK Organization has acquired majority of stock in Altschiller, Reitzfeld, Jackson & Solin Inc., New York, and has merged Norman, Craig & Kummel, its domestic agency, into Altschiller. Newly merged agency will be known as A.R.J.&S.-NCK, with combined billings of about $77 million, half in broadcast. Norman, Craig & Kummel had been faltering in past few years, with billings dropping from peak of about $80 million to present $45 million. Three-year-old A.R.J.&S. has grown to about $32 million. Officers of A.R.J.&S.-NCK are David Altschiller, chairman; Darrol Solin, president; Dick Jackson, chief executive officer, and Robert Reitzfeld, executive vice-president and creative director.

Worldwide exposure. McCann-Erickson Worldwide has been chosen to handle $20-million account of Texas Instruments Inc, Dallas, replacing more than 20 different agencies. More than $4 million is in broadcast in U.S. for company’s electronic watches and calculators. McCann will open Dallas office to service account.

Instant commercials. Blaisart Inc., New York, which has been experimenting with satellite distribution of TV commercials for 19 months (Broadcasting, March 26, 1979), formally launched its operation on Oct. 8 with instant distribution of spot TV commercials in top 50 markets. Blaisart, subsidiary of John Blair & Co., handled satellite transmission for four major advertisers, including Bristol-Myers and Hershey Foods (two others asked to be unidentified). Blaisart’s actual customers were TFI, major distributor of TV commercials, and Winkler Video Services, distributor for Bristol-Myers. Commercials will be transmitted on Monday, Wednesday and Friday at outset.

In the big time. In its first use of prime-time special TV programs, West Bend Co., West Bend, Wis., is investing estimated $2 million for one-half sponsorship in each of four Barbara Walters Specials on ABC-TV during 1980-81. Agency for appliance manufacturer is Young & Rubicam, Chicago.

“THERE’s always a good movie on HTN”

The smart cable operators are target tiering with HTN — going after the 40% who don’t take pay TV because it’s too expensive or because they object to R-rated material in their homes.

(331... 502...) RADIO ONLY

Lucca Packing Various food products.

“THERE’s always a good movie on HTN”

The smart cable operators are target tiering with HTN — going after the 40% who don’t take pay TV because it’s too expensive or because they object to R-rated material in their homes.

Call HTN. 207/774-0300.
NOW SETTING SAIL...

THE LOVE BOAT
Don't be left at the dock!


November

Nov. 2-4—Washington State Association of Broadcasters annual meeting. Thunderbird Motor Inn,Lake Tahoe, Nev.


On the first newswire designed especially for television.

In fact, over 18 times faster than on an ordinary broadcast wire. That's the incredible speed of the AP TV Wire, the first newswire developed especially for television.

The AP TV Wire provides for the first time an in-depth background source for all the state, national, and world news you need, uniquely designed and totally suited for television. It's the most comprehensive TV news package anywhere; plus, sports, features, specials, and much more—all available at 1200 wpm via our state-of-the-art, high-speed system.

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AP Broadcast Services
INNOVATION for better news programming
November 1980

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1 kw thru 50 kw AM & FM transmitters and related equipment.

**24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS**

Jay Finkelstein is new station manager at KTVU Oakland, Calif. (San Francisco), not Jay Inkelman, as reported in “Fates & Fortunes.” Sept. 15, page 107.

October 13 story on new president of CBS Radio (page 74) included picture of Tony C. Malara but failed to mention his title. He has been named vice president, affiliate relations. CBS Television Network. He had been vice president, station services.

Nov. 12-14 - American Association of Advertising Agencies central regional annual meeting. Ritz-Carlton, Chicago.


Nov. 12-14 - Oregon Association of Broadcasters 40th annual convention. Marriott hotel, Portland.

Nov. 15-17 - USA-USA annual general assembly of national Catholic association of broadcasters and allied communicators. Capital Hilton, Washington, Information: Jacy Correri, 153 Ash Street, Manchester, NH 03105; (603) 669-3100.

Nov. 15 - Fifteenth annual Gabriel Awards banquet, sponsored by USA-USA, Capital Hilton hotel, Washington.


Nov. 13-16 - National Association of Farm Broadcasters annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 14 - FCC deadline for comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 23817). FCC, Washington.


Nov. 16-17 - Tennessee Cable Television Association annual fall convention. The Maxwell House, Nashville.

Nov. 17-18 - Society of Cable Television Engineers technical meeting and workshop. Ramada Inn, Philadelphia.


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

Nov. 20-21 - Arizona Broadcasters Association fall convention and annual meeting Doubletree Inn, Scottsdale.

Nov. 29-Dec. 3 - National League of Cities annual meeting. Cable fasting is on agenda. Georgia World Congress Center, Atlanta.

December

Dec. 2 and 6 - Radio-Television News Directors Association board meeting. The Diplomat hotel, Hollywood, Fla.

Dec. 3-4 - Advertising Research Foundation’s second Western conference and research fair. Los Angeles Biltmore.


Dec. 8-9 - “Telecommunications for the 80’s: Developmental Strategies for Marketplace Delivery” sponsored by Annenberg School of Communications of University of Southern California and Communications Technology Management. Information: (703) 734-3351.

Dec. 9 - Deadline for comments on FCC’s further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

Dec. 9 - Cable Television Administration and Marketing Society Western regional marketing seminar. Disneyland hotel, Anaheim, Calif.

Dec. 10-13 - Western Cable Show. Disneyland hotel, Anaheim, Calif.


Dec. 15 - FCC deadline for reply comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.

January 1981

Jan. 6 - Deadline for reply comments on FCC’s further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.


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


Jan. 28-29 - National Association of Broadcasters joint board meeting, Scottsdale, Ariz.


February 1981

Feb. 4-8 - Texas Cable TV Association annual convention and trade show. San Antonio Convention Center.
Announcing the 1980 Media Awards for Economic Understanding. 
Prizes for Excellence in Economic Reporting.

**Purpose:**
For the fourth year, the Media Awards for Economic Understanding will recognize outstanding reporting to general audiences. The goal of the program is to stimulate economic reporting which is imaginative and easily understandable to the average reader, viewer or listener. Awards will be made to media professionals who do an outstanding job of improving the public level of economic understanding.

**Awards:**
A total of $105,000 in cash prizes is available for awards in 14 media categories, competitively grouped according to circulation or scope of market. In each category a First Prize of $5,000 and a Second Prize of $2,500 are offered. A distinguished panel of independent judges, appointed by The Amos Tuck School of Business Administration, selects all winners. These winners will be announced and honored at a May 19, 1981, luncheon in New York City.

**Eligibility:**
Entries must be original works published, broadcast or telecast between January 1, 1980, and December 31, 1980.

**Administration:**
The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the program.

**Judges:**
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  Dean
  Medill School of Journalism
  Northwestern University

- **Edward R. Cony**
  Vice President/News
  The Wall Street Journal

- **William E. Gibson**
  Senior Vice President
  Economics and Financial Policy
  McGraw-Hill, Inc.

- **Victor Gotbaum**
  Executive Director
  District Council 37
  American Federation of State, County & Municipal Employees

- **Norman E. Isaacs**
  Chairman
  National News Council

- **Paul W. MacAvoy**
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  Yale School of Organization and Management

- **Paul Miller**
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  Wometco Enterprises

- **S. William Scott**
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**Frank Stanton**
Former President, CBS

**Leon H. Sullivan**
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Philadelphia

**William F. Thomas**
Executive Vice President & Editor
Los Angeles Times

**For Additional Information or Entry Blanks, Write:**
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Media Awards for Economic Understanding
The Amos Tuck School of Business Administration
Dartmouth College
Hanover, New Hampshire 03755
Phone: (603) 643-5596
(603) 646-2084

Media Awards for Economic Understanding is funded by a grant from Champion International Corporation, Stamford, Connecticut.

**Deadline for entries:**
Democratic dastardly

EDITOR: By letter dated Sept. 24, sent to broadcasters, the Democratic Senatorial Campaign Committee (DSCC) set forth a calculated misrepresentation of the law of political advertising. According to DSCC, when an independent committee purchases broadcast time to support a candidate or to attack his opponent, the broadcaster selling such time will be obligated to provide free time in equal quantities to opponents of the candidates supported. This is false. No such obligation exists. In a letter of July 18, sent to all television stations, Carter/Mondale furnished the same incorrect advice to broadcasters, i.e., that free response time was required.

In response to a petition of the Carter/Mondale Committee, the FCC issued a decision on Oct. 3 ruling that in such circumstances, the broadcaster need only afford opponents or independent groups supporting them equal opportunity to purchase comparable time. (Carter/Mondale appealed the decision to the U.S. Court of Appeals. In an extraordinary step, however, Carter/Mondale announced on Oct. 15 that it was dropping its appeal. The commission decision, therefore, stands.)

Both the DSCC and Carter/Mondale letters were wrong at the time they were prepared. Particularly in view of the commission's authoritative ruling of Oct. 3, DSCC and Carter/Mondale should have retracted and corrected these transparent misrepresentations of law. They did not. We can only conclude from their silence that DSCC and Carter/Mondale hope to "chill" the free speech rights of independent groups through the use of misleading devices designed to discourage the sales of broadcast time to independent groups.—Loren A. Smith and Mark S. Fowler, counsel, Reagan/Bush Committee, Washington.

Commercial clarification

EDITOR: Your Oct. 6 article on "How Much Is Enough?—Katz Seminar Explores Issue of Frequency" contains a basic misunderstanding of what was said by both myself and later on by Mike Napoleon. The entire topic was on "effective frequency" (minimum number of commercial exposures to cause a viewer to react), and we all agreed that a person must be exposed to a commercial at least three times for it to begin to be effective. That does not mean three spots. This has nothing to do with the number of spots that are necessary to generate three more commercial exposures. Actually, most of our examples contain almost 30 spots per schedule, and many of these were insufficient to generate effective frequency levels of three or more exposures. Another key misstatement is that "effective frequency" levels can be achieved over a four-week time span. Actually, we never mentioned a hard-fast time span, but rather said that it was related to the purchase cycle. In reality, the entire seminar implied a need for greater numbers of spots and more intensive television campaigns to generate "effective frequency" levels.—William Schrank, vice president-director of radio-TV research, The Katz Agency Inc., New York.

March 1981


April 1981

April 8—International Radio and Television Society General Convention, Waldorf-Astoria hotel, New York.

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

April 23-24—Oklahoma /AP Broadcasters convention, Holdiome, Oklahoma City.

April 24-30—17th annual MIP'81 international TV program market, Palais Des Festivals, Cannes, France.

May 1981

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

May 3-7—National Public Radio annual conference, Phoenix.

Open-Mike

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Lawrence B. Taliaftoff, president.

Edwin H. James, vice president.

Irving C. Miller, secretary-treasurer.

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John Andre, sales manager—equipment and engineering (Washington).

Gene Edwards, Southern sales manager (Washington).

David Berlyn, Eastern sales manager (New York).

Tim Tometz, Western sales manager (Hollywood).

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Linda Petersen, classified advertising.

Doris Kelly, secretary.

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Sandra Jenkins, Christopher McGriff, Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.

Don Gate, production assistant.

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Radio is our only business. That’s why we’re better at radio sports than anyone else.

Mutual is “the sports network. No one else even comes close.” That is the praise from one of our major radio network rivals as reported in The Washington Post. Winning the championship for radio sports is something Mutual has been doing for years.

We do play-by-play of 16 NFL Sunday afternoon games, 6 major Bowl games and 20 Notre Dame and other major college games; dunk-by-dunk of 17 NBA playoff and championship contests; follow the eagles of the PGA, U.S. Open and 9 more major golf matches; and provide ace reports direct from Wimbledon and the U.S. Open Tennis Championships. Plus 37 "Wide Weekend of Sports" live coverage broadcasts from practically every major sporting event taking place every Saturday and Sunday.

But it’s not the quantity of our coverage that attracts our avid national audience. It’s the quality. Our sports commentators report to our listeners as though they were on the sidelines together.

Nobody plays sports as well as Mutual. And that’s why we’re better at it than anyone else.
The best way to sell a product: Get the viewer involved

Advertising, like politics, Zen Buddhism and baseball, has its own collection of parables—those stories intended to entertain and enlighten, mainly enlighten. One of them goes like this:

It's a client-agency meeting. The advertising manager is unhappy. He is unhappy because the agency has just presented a long-copy ad to him, and "nobody reads long-copy ads!" The agency person disagrees, and proposes a bet. He'll create an ad with thousands of words of body copy, an ad so irresistible the client will read every word. He won't even write the copy, just the headline.

Then he takes out a pencil, writes, "This Ad Is All About . . ."—and here he puts the advertising manager's name. The client smiles, the agency person collects the bet (a dubious thing for an agency person to do; he should have settled for the smile).

The story lacks the moral dimension of, say, "the Grasshopper and the Ant," but it sometimes crops up in advertising texts, where it's used to prove the validity of long-copy ads. I bring it up for a different reason. I'd like to tamper with the moral a little. What made that ad irresistible had nothing to do with length. It had to do with reach, or, more precisely, with touch. It had a magic that lifted the reader out of his customary role as spectator and turned him instead into participant. It wasn't long-copy advertising or short-copy advertising; it was high-profile advertising.

Basically, the term "high-profile advertising" refers to advertising that touches people at a level of consciousness normally off-limits to advertising. It refers to advertising that passes by whatever psychic guards we post at the edge of consciousness to keep salesmen out—advertising that is—and as a result is more visible and memorable than most. It works because it makes the viewer or reader an active participant in the process of communication.

The principle of participation is not new, nor does it apply only to advertising. Radio at its best made the listener create, in his or her own mind, a picture of the scene that was being conveyed by sound alone.

The images that Arch Obler's tweaking door from Inner Sanctum produced in our minds were scarier than any picture we could have been shown. Jack Benny produced almost four minutes of laughter on radio without saying a word. When a hold-up man demanded "your money or your life," Benny didn't answer. And the longer he kept silent, the more the audience laughed. He finally said, "I'm thinking it over"—more laughter. Benny used his skinflint comedic image to make the audience active participants in the joke.

Alfred Hitchcock knew the difference participation makes in creating suspense. Imagine, he suggested, a scene of four card players in a room. They get a call telling them a bomb, hidden in the room, will go off in three minutes. The audience now sits back to watch what will happen. Will they escape or find the bomb before it goes off, or will they get blown up?

"Now imagine the same scene," he said, "only in this one the audience knows the bomb is there but the four card players don't." He went on to explain how the audience would urge the players to finish their game and get out of the room before it was too late. What Hitchcock was illustrating by this simple change, was how to make the audience participate rather than just observe.

This would be the perfect time to pass along the "Seven Sure-Fire Steps to Creating High-Profile Advertising." Except there aren't any. This kind of advertising relies more on inspiration than formula. But a look at the work itself suggests a few guidelines.

Two examples that come readily to mind are Ronald McDonald and the Xerox mark. Here the advertising emblazoned and even personified the product. But there's more at work than a charming spokesman. Hamburgers and office copiers are objects; through advertising they've become subjects, something or someone virtually human. As a result, the viewer enters into a relationship with the advertising and the product. In other words, you participate in it, instead of just enduring it.

The classic example of high-profile advertising is the extraordinary "Mean Joe Green" commercial for Coca-Cola. In 30 seconds we see the development of a very human and warm relationship between a big, burly pro football player and a little boy, and though the vignette itself is poignant and rewarding, the product is not overshadowed by the emotions evoked in the commercial.

Advertising like this works because it disarms. There's nothing to be wary of; it's telling the truth. Which is itself a high-profile activity.

If there's a single thing that all high-profile advertising has in common, it's the ability to arrange a 30-second truce between the conflicting interests of advertiser and consumer. Most advertising, since it's salesmanship, invites resistance. High-profile advertising invites participation, both in the advertising and the salesmanship. It presents the facts in ways that are arresting, disarming and entirely aboveboard, enabling the consumer to make up his or her own mind. In other words, it gets a consumer to act as salesmen to himself. And the salesman you've thus created is far more credible than any you could hire.

That brings us to what high-profile advertising isn't. It isn't a process of ornamentation, of dreaming up visual and verbal window-dressing. It relies not just on the force of execution, but on the force of an idea.

The fact that high-profile advertising works is enough to differentiate it from much of the advertising being done today. But I'd like to suggest one final distinction.

Most advertising addresses itself to some abstraction called The Consumer. There's no such person. Instead, there are human beings out there, each of whom is about as reluctant to sit through a piece of advertising, regardless of length, as the unhappiest client we began them with.

High-profile advertising is advertising that talks to them, to thousands and even millions of people at a time, each one different from every other—and somehow manages to call every single one of them by name.
The unconventional uplink.

For four days, our Compact 42 mobile earth station delivered history without a hitch. One of the major television networks depended solely on our unconventional uplink to provide its live feed of the national convention.

They chose the Compact 42 because it is designed and engineered to be the latest and most sophisticated in satellite communications. It features state-of-the-art technology throughout, including such Compact Video innovations as a five meter dish that folds down electronically, even in winds up to 60 mph; and space age stabilizing legs that secure the antenna.

The Compact 42 is designed and built exclusively by Compact Video to meet the need for a highly transportable, highly profitable and efficient uplink satellite terminal.

For more information about why you should choose the Unconventional Uplink, call your Compact Video Sales Representative today.
Two of the Best Shows IN NEW ENGLAND JUST BECAME Two of the Best Shows IN THE COUNTRY.

Park St. Under, a weekly sitcom, and Denise, a moving documentary on child abuse, were two very different shows that won prestigious Gabriel Awards.

We’re proud of the honor, but these aren’t our first Gabriels. In fact, they’re our sixth and seventh. Because here at Channel 5 we’re committed to the finest in local programming. We know we have to tune into you, before you tune into us.
The biggest deal yet

Westinghouse to buy Teleprompter for $646 million, making it a cable giant with 1.25 million subscribers; no problems are seen from government agencies

Dust off the superlatives packed away when the Cox-GE deal was shelved. The merger proposal announced last Wednesday by Westinghouse Electric Corp. and Teleprompter Corp. will tip the scales as the largest in the history of the electronic media—$646 million. And in one, not necessarily fell, swoop, the move will catapult Westinghouse into a prominent, if not pre-eminent, position in the cable industry.

Not only has Teleprompter generally been considered the largest cable system operator, with a subscriber total in the neighborhood of 1.25 million, but in its joint venture with Viacom it holds 50% of the pay programing firm, Showtime, and owns the production company, Filmmation Associates, and the recorded music supplier, Muzak.

Westinghouse Electric, through its Westinghouse Broadcasting Co., holds licenses to seven AM, four FM and six television stations, owns Group W Productions, has a small cable operation, Clearview Cable TV, Dublin, Ga., and participates in some other cable franchises. Westinghouse has also been talking to Home Theater Network about a buy-out or joint venture with that cable program supplier.

The merger is described as a "combination of the operations" of Westinghouse Broadcasting and Teleprompter, with Teleprompter operated separately by its current management.

It’s still only an agreement in principle, of course, under which the giant manufacturing/broadcasting firm will pay $38 a share for the roughly 17 million shares of outstanding Teleprompter common. And as Cox-GE proved, something can always come along and scotch a deal before the last "t" is crossed. A few people are even betting another suitor will come out of the woodwork with a better offer (although that theory is discounted by most who have tried to analyze the deal).

The rumor mills shifted into high gear last Monday (Oct. 13), when trading in Teleprompter, then at $28 and change, was suspended pending "an announcement." Westinghouse was one of the names being handed about—there are only a limited number of companies viewed as having the resources to swallow as big a bite of the cable industry as Teleprompter represents. GE was another suggestion—a company on the rebound after being left at the altar by Cox—while Getty was the favorite in still other quarters. A Wednesday suspension in Westinghouse trading, anticipating its own announcement, narrowed the focus and confirmation came later that day.

According to the joint statement by Robert E. Kirby of Westinghouse and Teleprompter’s Jack Kent Cooke, each of whom is chairman and chief executive officer of his respective firm, Westinghouse has already executed an agreement to purchase the holdings of Cooke, Warner Corp., and "three other large Teleprompter shareholders." The sum of those shares equals 27% of the outstanding stock of Teleprompter. (Cooke is to continue as chairman of Teleprompter, according to the announcement.) Meanwhile, Westinghouse has announced that it intends to make some market purchases of Teleprompter pending approval of the merger. Teleprompter stock closed at $34.50 on the New York Exchange on Thursday, up $5.875. (As a sidelight, Warner Corp.'s shares rose almost 50% that day—from $25.25 to $36.125.)

The approvals needed for the merger start with that of Teleprompter’s shareholders, who are expected to meet in December or January to consider the proposal. FCC approval is also required—microwave and CARS licenses held by Teleprompter would have to be transferred. As the companies themselves noted, FCC crossownership regulations would require Westinghouse to divest itself of Teleprompter cable systems in areas where Westinghouse holds television station licenses.

Westinghouse’s Washington attorney, John Lane of Hedrick & Lane, identified the systems to be divested as: Ocean City, New Jersey, and Vineland, all New Jersey, all within the coverage area of KXW-TV Philadelphia; Johnstown, Pa., and Morganstown, W.Va., falling in range of Pittsburgh’s KDKA-TV; Worcester, Mass., near WBZ-TV Boston; and, in the largest block of affected systems, those in the vicinity of KPIX-TV San Francisco: the California franchises for Los Gatos, Milpitas, Newark, Oakland (with 18,000 subscribers), Santa Clara and Santa Cruz. The total number of subscribers in those systems represents 12% of Teleprompter’s roughly 1.25 million subscribers. No systems conflict with the WJZ-TV Baltimore or the WRET-TV Charlotte, N.C., licenses, according to Westinghouse.

Westinghouse currently has about 63,000 subscribers in systems in Florida, Georgia and New York (the two New York franchises, including the Riverdale section of New York City, are only 49% owned). And even though Teleprompter said on Thursday that it was buying out the half interest Hughes Aircraft holds in its systems in New York and Los Angeles, with 158,000 total subscribers (a deal which it seems a safe bet Westinghouse knew in advance), it doesn’t seem Westinghouse will emerge from the deal as the largest cable MSO. Teleprompter used to count those New York and Los Angeles subscribers fully when claiming over 1.3 million subscribers. Knocking off the 12% divestiture and adding the 63,000 Westinghouse subscribers gives a figure of 1.16 million. Time Inc.’s American Television & Communications Inc. said last week it too had passed the 1.2-million mark, and north of the border Canadian Cable systems counts its subscribers at just under 1.3 million.

Regarding any possible FCC scrutiny, most observers last week were saying their "curbstone" opinion was that the commission would be hard pressed to find any problems with the merger. That would leave the question of Justice Department or Federal Trade Commission objections on antitrust grounds, such as that the resulting vertical integration might unfairly advantage Westinghouse, or that the company would gain an unfair competitive edge in future franchising battles. But the opinions coming from curbside again were that those arguments wouldn’t hold much
water. The companies themselves are putting the date they expect FCC approval “in 1981”.

Their boards have approved the agreement in principle.

The initial response of other players in the cable field suggests objections to the merger aren’t forthcoming from that quarter. ATC’s President Monroe Riffkin said: “Historically the cable industry has never found that an acquisition by a large company leads to abuse or problems.” (His company was acquired by Time Inc. in 1978.) He also said that the merger is no surprise, Teleprompter being “one of the few cable companies not already acquired.” Dr. John Malone, president of Community Tele-Communications, Inc., called the merger “inevitable,” adding that the infusion of resources that Westinghouse brings to the field “has to be beneficial to the industry.”

One significant figure in the marriage of the two concerns is Westinghouse Broadcasting President Daniel L. Ritchie, the Harvard MBA who replaced Don McGannon as the unit’s chief executive in April 1979. Ritchie has been pictured as an aggressive executive with an acquisition-oriented frame of mind—he paid top dollar for the Texas FM stations and WRET-TV Charlotte that are Westinghouse’s most recent station buys.

In announcing the merger, Ritchie did not mention Teleprompter’s chief operating officer, Russell Karp, but he praised the management capabilities of Teleprompter’s Cooke, saying “he has been primarily responsible for Teleprompter’s transition from the troubled company it was when he was named chairman to the respected industry leader it has now become.”

That rosy view of the Teleprompter management isn’t unanimous among those in the financial community who follow the company. Those who don’t see a third party coming along to outbid Westinghouse generally find some fault with the current management.

The analysis of the deal that Wall Street makes bears similarities to that employed in looking over the recent Capital Cities purchase of Cabecom General from RKO. The roughly $600 per subscriber that this Teleprompter sale is generally calculated as being worth, if $160 million in Teleprompter debt is factored into the purchase price, is not high by today’s standards. But, it’s pointed out, many of Teleprompter’s systems fall into the mature-12-channel mold that can be assumed to require several hundred dollars per subscriber worth of upgrading in the coming years. And the New York and Los Angeles systems are not considered to be very profitable. Still, that’s not to suggest Westinghouse is getting robbed; there are even a few analysts who consider $38 for Teleprompter dirt cheap.

What the future holds for a new cable division at Westinghouse certainly isn’t graven in stone. Ritchie speaks of an expectation that “Wes-thinghouse Broadcasti-ng’s achievements in innovative and award-winning programing and its commitment to the highest level of public service would benefit its new cable viewers.”

Other Westinghouse insiders speak of the chance to build “something fully competitive with HBO,” a clear reference to the Teleprompter participation in Showtime, and one that suggests to some an attempt to buy out Viacom. Then there are always the new urban franchises that will be available for bid soon, with franchising an area where Teleprompter is viewed as having been not unaggressive of late.

It’s all going to take money. Westinghouse says it already has $1.1 billion in cash on hand. And Thursday it told analysts on the West Coast that a new $300-million credit line was available to help with this purchase.

It’s Carter vs. Reagan on Oct. 28

Both candidates conclude it’s in their interest to debate; Anderson slippage in polls removes him as impediment; Lear starts counterattack on ‘new right’ religionists in other campaign developments

President Carter and his Republican challenger, Ronald Reagan, will meet in a one-on-one debate sponsored by the League of Women Voters in Cleveland on Oct. 28, one week before the election. The three commercial TV networks and the Public Broadcasting Service are expected to carry it live.

The major obstacle to the debate was removed when independent John Anderson slipped in the polls below the 15% standard the league had set for determining whether he is a “viable” candidate.

Reagan’s eagerness to participate was indicated by the fact he declared his acceptance before the league officially announced its invitations. He disclosed his readiness in a session with reporters at New York’s LaGuardia airport last Friday. Robert Strauss, chairman of the Carter-Mondale Re-Election Committee, accepted for Carter while at the White House in the afternoon.

Although details remain to be worked out, it was learned that Howard K. Smith

Active week for big station trades: Kaye-Smith Enterprises (actor Danny Kaye and Lester Smith) have sold KCKN-AM-FM Kansas City, Kan., to Allbritton Communications for $2.7 million, Allbritton (Joe Allbritton, owner) is Houston-based newspaper and group owner of three TV's. Broker: R.C. Crisler & Co. KRLA(AM) Little Rock, Ark., sold to Philip R. Jonsson, principal owner of KELJAM Tulsa, Okla., by Tobias Coe and family for $3.2 million. Co-brokered by Milton Q. Ford and Blackburn & Co. KUZ(AM)-KX2-FM Kileen, Tex., sold by Accent Broadcasters (Lon Williams and Lucetta Harbison, principals) to Independent Communications Inc. (Neal Spelce, president) for $3.2 million. Broker: Riley Representatives.

Premiere, fledgling pay cable supplier, announced it plans to serve West Coast affiliates via Satcom I, transponder 21. Announcement ends speculation that Premiere would not exercise option and pay additional $4 million to buy transponder from Southern Satellite Systems. (It bought option with $1 million down payment and had until Oct. 31 to exercise it.) Premiere will take over transponder 34 on Com-star II from Entertainment and Sports Programming Network, which is owned by Getty Oil, one of partners in Premiere, to serve East Coast affiliates. Unless legal entanglements prevent it, Premiere will begin service in January 1981.

General Tire & Rubber Co. has vetoed tentative agreement under which its subsidiary, RKO General, would have sold unlicensed assets of WNAC-TV Boston to New England Television Co. for $54 million. Agreement, contained in memorandum of terms for sale of WNAC-TV assets, was filed with FCC on Aug. 20, and was to be prelude to NETV seeking construction permit for ch. 7, on which WNAC-TV operates. NETV, which was formed from merger of two applicants that had been competing with RKO for its license, expressed “shock at the unilateral veto of the sale,” and made clear it had not given up struggle. On Friday, it filed motion with commission to grant it construction permit for Boston ch. 7, and David G. Mugar, president of NETV, said it would “again vigorously utilize its resources to gain control of WNAC-TV.” General Tire representative on Friday said decision of company’s board of directors to kill sale was based on view financial terms were not satisfactory. Mugar, however, noted that RKO’s breakup of negotiations followed commission decision to protect 13 other RKO television and radio stations from competitive filings during course of appeal of decision denying RKO renewal of licenses for WNAC-TV, WOR-TV New York, and KHJ-TV Los Angeles (Broadcasting, Oct. 6).

WTW-FVTV Nashville switches to Telerep from Katz effective Oct. 27.

Merger of Ampex into Signal Companies is on again, but carries substantially higher price tag than before. Agreement in principle announced last week calls for Signal to pay $575 million for common shares for each of 11 million outstanding Ampex shares, plus 2 million that are reserved for debenture conversion and stock options. With Signal stock around $43.3, deal is worth over $550 million. Previous merger
was the league's choice to serve as moderator.

There were a number of other events involving broadcasting bearing on the presidential campaign last week:

- The Carter/Mondale Re-Election Committee, in a surprise move, withdrew its appeal of the FCC's decision holding that Carter is not entitled to free time to respond to paid commercials, promoting Reagan, that are presented by independent political action committees (Broadcasting, Oct. 6).

- Jay Ricks, counsel for the committee, felt it would be impossible to persuade the U.S. Court of Appeals in Washington to overturn the decision. He said the FCC had reversed precedent of 28 years but that there was nothing in the legislative history on which either side could base its argument. In that situation, he said, the court probably would hold that the commission had acted within its authority.

- Besides the Carter/Mondale Committee, said there were other demands on the time of its legal counsel in the last two weeks of the campaign. One communication law problem involves a commercial being distributed by Americans for Reagan, an independent group headed by Senator Jesse Helms (R-N.C.). The C/M committee calls the commercial a "dirty trick" and has filed complaints about it with the FCC and the Federal Election Commission. It has also urged stations to refuse to accept the spot.

- The commercial features alternating flashing pictures of Senator Edward M. Kennedy (D-Mass.) and John Anderson as a voice criticizes the positions of both on various issues and concludes, "We defeated one, now we must defeat the other." The committee says the ad seems deliberately designed to mislead the viewer into believing the Carter campaign

- sponsored it, particularly since the authorization line flashed on the screen at the ad's conclusion is inelligible, and is not spoken. Robert Strauss, chairman of the re-election committee, said it has received calls "angrily demanding" that it "stop attacking Senator Kennedy."

- People for the America Way, a group organized by Norman Lear to combat the "New Christian right," which Lear believes mixes politics and religion in support of right-wing candidates, has begun running television commercials in major markets. The 60-second spots—which feature a single actor or actress in the speech and dress of a "typical American," as one who has seen them put it—are aimed at encouraging voters to reach political conclusions without worrying about whether they match those of their ministers (Broadcasting, Oct. 13).

- The spots began running yesterday in the top 10 markets and are expected to be aired in the top 20 markets next week. Some stations are known to have rejected the spots on the ground they do not accept issue advertising. Lear also was said to be attempting to buy network time, but it was not clear whether he would succeed, in view of the demand for time for political spots.

- Cost of the project is expected to be between $1.5 million and $3 million. Some of that was raised through solicitations begun earlier in the month, and the solicitation campaign is continuing, at least in part through messages contained in the spots.

- Advising Lear on the project is a committee comprising more than 20 members, most of them representatives of various religions. Members of the committee met with Lear in New York last week and, after reviewing six commercials he had prepared, settled on a maximum of four that they preferred to run. Among those on the committee not previously mentioned are John Kluge, chairman and president of Metromedia; Andrew Heiskell, retired chairman of Time Inc.; former FCC Chairman Newton M. Minow, and former Representative Barbara Jordan (D-Tex.).

- As for the Rev. Jerry Falwell, one of the political ministers troubling Lear, he said he was having his own money problems. He told supporters in a mailing last week that he needed $5 million in donations to keep his Old Time Gospel Hour on the air. The program, shown on more than 370 stations, is in "great jeopardy," Falwell said. He attributed his financial problems to attacks because of his involvement with Moral Majority, a conservatively oriented political action group.

**Taking sides on children's TV standards plan**

FCC hearings on whether the commission should establish mandatory regulations find networks against, citizen groups and some producers for; others suggest government should increase PBS funding for more programming

Should mandatory children's programing standards be imposed on broadcasting? That question was the overriding theme addressed by panelists before the FCC in hearings last Wednesday and Thursday (Oct. 15 and 16).

Broadcasters are currently obligated by an FCC children's programing "policy statement" issued in 1974 to undertake a proposal, which fell through in April, would have cost $415 million. Closing isn't expected until January.

Reacting to pressure from Common Carrier Bureau of FCC, Comsat last week announced 11.8% reduction in its charges for intersat services. Reduction, Comsat says, will mean $19 million in savings in 1981 for "international record carriers; principal users of intersat.

Thoughts of TV network news heads at annual meeting in Boston: Roone Arledge, president, ABC News and Sports—There should be system taking news programs out of ratings. "If our industry doesn't get off the ratings kick, we will destroy ourselves."

Bill Small, president, NBC News—Criticized government for "seeking to think the First Amendment doesn't apply to us" in inhibiting networks to arrange presidential debates. Bud Benjamin, VP and director of news. CBS—Would like hour-long evening newscasts for deeper analysis, especially of political campaigns. "Our job is to give substance to what has become a veryapid campaign."

AFTRA ratified three-year prime-time television contract with TV networks and producers. Screen Actors Guild, which negotiated jointly with AFTRA, will give results of mail referendum on Thursday (Oct. 23). Performers went on strike on July 22 and after reaching tentative agreement on Sept. 25 returned to work on Oct. 3 pending ratifications.

FCC has extended comment date on proposed rulemaking to revise annual financial report (form 324) to Nov. 1. Action was taken to enable 400 licensees—chosen by FCC to participate in "pretest" of commission's proposed revised form—to evaluate their experiences with the revised form. Commission has asked 400 to submit completed pretest forms by Oct. 31. Approximately 40 have been returned so far.

ABC TV affiliates association contends that "commission does not have statutory authority to require routine submission of broadcast financial information and no legitimate public objective is or ever has been served by requirement that such information by routinely filed on an industrywide basis."

Metromedia Producers Corp. last week announced formation of new division to serve basic-cable systems, with James Lowell Phillips, executive producer/sales manager, M.A. Kempner, named to head operation. James A. Weathers, vice president and sales manager, Western division, named VP general manager.

meaningful effort to provide children's programing that is both "educational and informational" and aired during the entire week, not just on weekends.

However, a staff report—presented to the commission last November—concluded that broadcasters were not complying with the policy statement, and two months later the commission initiated a rulemaking proposing options and seeking comments on ways to compel broadcasters to respond more positively to the needs of children in its programing efforts.

In that rulemaking the staff recommended to the commission that it impose mandatory educational programing for children.

Gene Mater, vice president and assistant to the president, CBS/Broadcast Group, contended that there was no need for mandatory children's standards because "the fact is there is no absence of children's programing—including informational programs—on American television today. The opportunities for wise selection and viewing are there.

He also cited the First Amendment implications of imposing mandatory standards which he said would "do no less than accept the principle that the government may determine how much of what kinds of programs are to be seen by the public and when." John Claster of Romper Room Enterprises, disagreed, saying that since "voluntary compliance has not worked," some form of regulation is needed. He suggested "processing guidelines" that would encourage broadcasters to air quality children's programing but at the same time "allow for licensee discretion."

Daniel Wilson, an independent producer specializing in children's programing, agreed that "some kind of pressure has to be maintained" to insure that broadcasters make an effort to air quality programing.

Aimee Dorr, associate professor of communications, Annenberg School of Communications, University of Southern California, expounded on the theory of what she called "developmentally constructive" programing. This concept would replace the traditional dichotomy of educational programing on the one hand and entertainment programing on the other. Developmentally constructive programing would consider the best of both worlds in developing an over-all children's programing format.

She also endorsed the concept of "age appropriate" programing—programing that appeals to very narrow and focused age groups—because intellectual changes and growth are most rapid in children.

"Social norms and skills, imagination, fantasy and so on" must all be considered in developing quality children's programing, Dorr said.

Squire Rushnell, ABC vice president for children's programing, told the commission that to impose mandatory requirements would mean sacrificing programing quality for quantity. He cited the high costs involved in the production of quality children's programing.

"The weekly budget of Good Morning America," he told the commission, "is equivalent to the cost of producing one one-hour ABC After School Special. Such specials are usually "a year in the making," he said.

Sandy Kavanaugh, director of children's programing, Warner Amex's Nickelodeon, said she would like to see a change in the attitude of parents who aren't willing to pay for quality children's programing: "They want quality programing for their children but don't want to pay for TV."

Kenneth Mason, a board member and former president of Quaker Oats Co.—a major children's programing advertiser—told the commission to focus on the Public Broadcasting Service in its effort to provide better programing. By taking this approach, Mason said better programing could be obtained "without interfering with the free enterprise system."

He suggested that the commission rescind its 1974 policy statement affecting commercial broadcasting and seek to "provide higher levels of funding for PBS."

Michael Botein, an attorney for the New York Council on Children's Television, recommended the imposition of mandatory standards because "the reality is, we won't have the diversity we want from the new technologies."

Townes Osborn, president of the Washington Association for Television and Children said mandatory controls were necessary because the only way broadcasters can justify allocating additional resources to children's programing is "if they have to... . The bottom line is bucks."

Barry Thurston, vice president of programing, Field Communications Corp., said that there "has been an enormous change in children's programing over the last five years." He said that broadcasters will continue to expand these efforts without "regulatory pressure." Regulation will "dilute" those efforts, he said.

Nate Long, executive director of Televis-

Kid commenters. As expected, public interest groups strongly urged the FCC to implement mandatory children's programing requirements for broadcasting, citing a lack of self motivation on the industry's part. Broadcasters, as expected, opposed the idea, citing First Amendment concerns, and predicting that the existing quality in children's programing would take a nosedive for the sake of mandatory quotas. A sociologist cited flaws in the currently accepted dichotomy between educational vs. entertainment type programing, suggesting that the emphasis be placed on "developmentally constructive" programing.
The John Davidson Show, in its very first month, leads the field in the four most commercially significant demographic categories. And that's just for starters. See what a difference John Davidson can make for you.

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<td>JOHN'S Advantage</td>
<td>+34%</td>
<td>+14%</td>
<td>+7%</td>
<td>+1%</td>
</tr>
</tbody>
</table>

Source: Cassandra NSI July 1980
Audience figures are estimates subject to the limitations of the techniques and procedures of the service noted.
Teletext wrapup. The final tally in the first round of comments on the CBS proposal asking for a rulemaking and adoption of its Anti-
twerp-based standards for teletext shows a majority (6-7) in favor of
the concept of teletext, but feel that a rulemaking at this time—
because the work of the EIA teletext subcommittee and other research
is complete—is premature. For instance, the NCTA, which fears
that introduction of teletext signals in already crowded coaxial cable
would interfere with regular video programing, said the public would
be better served by giving the EIA subcommittee “reasonable time to
complete its ongoing endeavors to submit its recommendations ... before rulemaking proceedings are initiated.”

The NAB represented the opposing view. It urged the FCC “to com-
ence a rulemaking proceeding at the earliest possible time so that
a regular teletext transmission to local broadcasters could begin in
the near future.” NAB was one of the few to take a stand on the type
of standards the FCC should adopt. It endorsed the variable-format inherent in the Antiope and Telidon systems and, by extension, the
CBS standards. “We feel that the transmission system to be speci-
mified must have the flexibility to accommodate ... enhance-
ments, and feel that the variable format concept can best ac-

sion for All Children, submitted that
“there is an abundance of quality children’s programing, educational and
entertaining, that is already available.” He said this programing is the type “the com-

Herman Land, president of the Associ-
ation of Independent Television Stations, said that a better children’s pro-
graming lies in expanding the number of
broadcast outlets—as the commission has
proposed to do in a number of rulemak-
ings—and “encourage the removal of
commercial restrictions on federally
funded educational programing.”

As for imposed standards, Land said,
“You can legislate volume but not qual-

William Reed, senior vice president and
managing director of PTV-3—a PBS crea-
tion established to focus on children’s pro-
graming—told the commission that,
“while it is clear that public television has
the commitment to more and better children’s programing, it is also clear that
it lacks the money to fully meet that com-
mittance. PBS stations have suffered
from ‘spiritual inflation, no increase in
federal support,’ and the loss of Ford
Foundation support. Although it is ob-
vious that PBS is in need of massive finan-
cial support for children’s programing, Reed said, “it remains to be seen how we
can develop this support.”

Peggy Charren, president of Action for
Children’s Televisiion, said that
“marketplace forces don’t always work because profit motivation is in opposition to
children’s needs.” She also said that
“broadcasters react to compression pres-
sure,” noting a “renewed industry interest in children’s TV” in the past year since
the threat of a commission rulemaking.

Christina Metcalf, director of the children’s program unit for KRON-TV San
Francisco, cited “a basic conflict between
business and children,” and that in this
case, “children should come first.” She
referred to them as a “national resource”
that must be protected.

Karin English, executive director, Mul-
ticultural Television Council, said that
minority children are being deprived of
“identifying factors” due to the nonexist-
tence of quality programing directed

The executive word on those subjects
was offered last week at the 22d biennial
CBS Radio network affiliates convention—
a Sunday-to-Wednesday event drawing
some 425 delegates to the Arizona
Biltmore hotel in Phoenix.

In his farewell address to affiliates as
president of the CBS Radio Division, Sam
Cook Digges, who will retire at the end of
the year, told affiliates to “take strong
pride in what we do ... accept the
challenge ... and speak out individually
when you see bad laws being proposed.”

After running down a laundry list of
FCC proposals he opposes, including
reduced AM channel spacing, Digges
claimed: “We need to have the shackles of
the unnecessary paperwork, the shackles of
meaningless ascertainment require-
ments, the shackles of unfair and non-

MALRITÉ BROADCASTING COMPANY
IS PLEASED TO ANNOUNCE
THE APPOINTMENT OF
INDEPENDENT TV SALES
AS SALES AND MARKETING REPRESENTATIVE
FOR WAWS-TV
THE NEW INDEPENDENT TV STATION
SERVING JACKSONVILLE, FLORIDA
Community affairs in Washington

Regulators are in the spotlight at annual gathering of broadcast community affairs directors

The subject was deregulation last week as 150 community affairs directors from radio and TV stations around the country met at the Washington Sheraton hotel, Oct. 15-19. The occasion was the sixth annual conference of the National Broadcast Association for Community Affairs.

"You'll find we divide into two camps," said one participant of last week's events. "There are those of us who fear that deregulation will mean an immediate end to our careers. And there are those of us who believe we can make public affairs a bigger part of our station's programing."

Mike Davis, New York Communications, took the latter point even further at a session on TV programing: "Cable TV is about to tear apart the fabric of broadcasting as we have known it for years. Cable will soon be providing all entertainment programing, and over-the-air TV will survive only by expanding news and information programing."

This year's conference was larger than last year's which gathered 135 broadcasters in Los Angeles. Last year's NBACA conference was the scene of a speech by producer Norman Lear in which he urged public affairs directors to put more controversy into their programs to make them more interesting to the public.

"Last year we had the entertainers," said association president, Howard Strum, KNBC-TV Los Angeles. "This year we have the regulators."

The opening day's luncheon speaker was Richard Loftus, Prime Cable Company, Austin, Tex., and a director of the National Cable Television Association, who outlined the development of cable TV and urged conventioners to seek out local cable system operators "to see if you can work together" on public affairs efforts. Cable operators want to provide public affairs programing, said Loftus, but many can't afford to buy it.

"The ultimate purpose for community affairs programing is to inform the public," said Loftus, and "cable's great capacity for channels should make it a desirable conduit for public affairs programs."

On Friday morning, it was FCC Chairman Charles Ferris who was in the hot seat before a general assembly of the conference. Ferris opened the floor immediately to questions, most of which concerned commission proposals to deregulate radio.

Asked to predict the future in light of increased competition from other media, Ferris replied that he did not know which of the new technologies would prevail. "The participants will hopefully determine who will win," he said. "Actions we've taken will hopefully get the FCC out of the business of determining winners."

Ferris then said he believed the FCC has removed its historical bias toward protecting over-the-air broadcasters and that, "although some currently believe there is a tilt in favor of cable, we don't believe that is true.

Asked how the commission is leaning now that the deadline for comments on radio deregulation is impending, Ferris replied that there is a general consensus at the FCC that current requirements for log keeping, commercial practices and ascertainment procedures could be eliminated.

There is no consensus, however, on whether to eliminate the requirement for nonentertainment programing, he said.

Another questioner asked Ferris why broadcasters were facing the possibility of having to provide more children's programing, when cable systems have no such requirement. To this, Ferris replied: "We've gotten out of the business of regulating cable. Local communities are supposed to regulate cable."

Ferris then said that if a broadcaster argues before the FCC that he is in the red and can't afford to air children's programs, the commission might waive the requirement. "However," he said, "there aren't many broadcasters who could make that argument."

White House hospitality. NBACA conventioners were welcomed by Rosalynn Carter at a reception Thursday afternoon. L to r: NBACA President Howard Strum of KNBC-TV Los Angeles, Mrs. Carter and convention director Mal Johnson of Cox Broadcasting. The President's wife complimented the delegates on their work and predicted: "In the next four years, I'll be working even more closely with you."
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Not if you own a Harris TC-80A! This is the camera that's designed to keep pace with developments in video technology, to keep you ahead of the competition. Our TC-80 customers can be as current now as they were when they bought their cameras—for as new technology has been introduced, it has been made available for every TC-80. For instance:

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Supreme Court allows networks to air Abscam tapes

High Court refuses to overturn Circuit Court ruling that gave broadcasters permission to show FBI-made material introduced as evidence in trial

The Supreme Court voted unanimously last Tuesday (Oct. 14) to permit the television networks to copy and telecast videotapes used as evidence in the first Abscam trial.

The court issued a one-sentence order refusing to grant a stay of a U.S. Circuit Court of Appeals decision allowing the three television networks to copy and transmit the tapes. Within hours of the high court’s order, the networks showed excerpts on their evening news programs.

NBC, which had been designated the “pool” network, fed the tapes to the networks that had requested them, including the Public Broadcasting Service, the Cable News Network and several independent networks.

CBS-TV carried a 25-minute special program Tuesday utilizing the videotapes, starting at 11:35 p.m. The network has no immediate plans for further use of the tapes unless future events make them timely, a spokesman said.

Burton Benjamin, vice president and director of news, CBS News, applauded the Supreme Court’s decision permitting the release of the tapes. He said the availability of the tapes enables CBS News to “fulfill the function of informing the American public” and satisfies the needs of the viewers.

ABC-TV carried the tapes on its Nightline program (11:30-11:50 p.m.) and on Good Morning America the next day. Dick Wald, senior vice president of ABC News, said the company is evaluating what use it may make of the tapes that have been released.

“I think the significance of what has happened is that if something becomes part of the court record and is done in the new technology, it is the same as if it is done in the old technology,” Wald commented. “It means if you enter a videotape into the court record, it can be played on any TV station in the land.”

NBC-TV used the videotapes on Tuesday on regularly scheduled news programs and on the Today program on Wednesday.

Appealing to the Supreme Court to enjoin the use of the tapes were Representatives Michael Myers (R-Pa.) and three other defendants who were convicted of bribery and related charges last Aug. 30. Myers has since been expelled from the House of Representatives but is seeking re-election.

In seeking the stay, the four claimed that the broadcast of the videotapes would prejudice potential jurors and preclude fair trials in appeals and pending cases. Supporting their request for a stay was Representative Frank Thompson Jr. (R-N.J.), another Abscam defendant, who is scheduled to stand trial next month. In a separate brief, he told the court that “the outpouring of publicity” in any broadcast of the tapes would “gravely threaten” his right to a trial by an impartial jury. (The tapes had been made surreptitiously by FBI agents during the investigation.)

The U.S. District Court which heard the trial of the Abscam defendants granted the TV networks’ request for the right to carry the tapes but stayed the decision to permit the defendants to appeal. In turn, the U.S. Circuit Court of Appeals in New York affirmed the District Court’s verdict (Broadcasting, Oct. 6 et seq.) but also granted a temporary stay to allow the defendants to appeal to the Supreme Court.

The Circuit Court ruled in favor of releasing the tapes because “there is a presumption in favor of public inspection and copying of any item entered into evidence at a public session of a trial.” Judge John O. Newman, who wrote the decision, pointed out that transcripts of the videotapes already had provided the public with the written word, but said “there remains a legitimate and important interest in affording members of the public their own opportunity to see and hear evidence that records activities of members of Congress as well as agents of the Federal Bureau of Investigation.”

The networks had filed a brief opposing the stay request. They told the Supreme Court that potential jurors in future Abscam trials could be screened to make certain that none of them were prejudiced against the defendants.

“Insofar as broadcast of the content of the tapes would further cast the defendants in a disreputable light,” the brief said, “that is the inevitable result of conduct they conceded engaged in and provides no justification for preventing the public from seeing and hearing recordings of the action of high government officials.”

The television networks also sought permission to carry the videotapes used as evidence against Representative John W. Jenrette Jr. (D-S.C.), who was convicted in the U.S. Southern District Court of New York two weeks ago of bribery and conspiracy. The trial judge denied the networks’ request, but Floyd Abrams, attorney for the networks, filed another request with the court last Wednesday (Oct. 15) in view of the Supreme Court’s action.

Ted Turner vs. the FCC’s last cable rules

He petitions agency to drop the ‘must carry’ regulations; NCTA not sure how to react

As he promised late last month, Ted Turner, the owner of the Cable News Network and superstation WNNW-TV Atlanta, petitioned the FCC last Tuesday to drop the last vestige of its cable carriage rules—the “must-carry” rules—that require cable systems to retransmit the signals of local broadcasters.

The petition, prepared by the Washington law firm of Smith & Pepper, picked apart the rationale behind the FCC’s imposition of the must-carry rules in 1965 and argued that it is no longer applicable. It also suggested that maintaining the rules would be an affront to the First Amendment rights of cable operators and the public.

The National Cable Television Association doesn’t know yet how it will react to the petition. Tom Wheeler, president of NCTA, said it will “cause a real split in the industry.” There are many who are concerned about the timing. Wheeler said, coming as it does with the fate of the distant signal and syndicated exclusivity rules and copyright legislation still very much up in the air.

On the other hand, Wheeler said,
Little did we know how big the fire would get.

Last year, we pointed out that radio was “catching fire.”
Now the fire is a blaze.
In the first half of 1980, national radio was up a sizzling 32 percent.

Agencies fuel the fire.
A lot of agencies are turning up their radio volume. And they’re discovering how quickly their clients warm up to the idea.
For example, Ogilvy & Mather dramatically increased radio billings in the first half of this year.

Hot national campaigns.
Radio’s being used as a primary medium to heat up sales for lots of products. Fotomat moved from zero in 1969 to more than $200 million in sales. Mailgram went from $3 million to $78 million in volume.
Anheuser-Busch is successfully using radio as a primary medium to target the heavy beer drinker.
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Whatever audience you’re targeting, we can provide you with all the information. Call us at (212) 599-6666. Or write, Radio Advertising Bureau, Inc., 485 Lexington Avenue, New York, NY 10017.

It’s red hot.
Kenneth Copeland is programmed for success...

Each week, secretaries, homemakers, engineers, salesmen, people from all walks of life, watch Kenneth Copeland. He is a man with a message of faith that is dynamic and candid, but refreshingly entertaining. Starting on television one year ago, this one hour program has expanded to over 60 markets and is still growing. We at Michael R. Ellison are so enthused about this program, you won't have to call us, we will call you.
“there are others who feel the FCC should eliminate any and all rules.”

Wheeler said he would have preferred Turner to wait as “there is no need to act precipitously.” He said he talked to Turner at the West Virginia Cable Television Convention two weeks ago about the “philosophy” behind the petition, its timing and its impact on the industry and urged Turner to hold it back at least for a while, but Turner “chose to go ahead.”

The petition contends that review of the rules is mandated by recent FCC rulings affecting cable. Refering to the FCC’s decisions to drop the syndicated exclusivity and distant-signal rules, the petition said the decisions raised serious doubt as to the validity of the remaining rules. “If the rationale and public interest considerations underlying the mandatory cable carriage rules no longer subsist, or are in serious doubt, then it is clear the [FCC] must review the rules.”

Quoting extensively from the FCC’s inquiry on the economic relationship between cable and broadcast, released last year, the petition used FCC’s language to argue against the continued existence of the rules.

Based on its reading of the economic inquiry, the petition said the FCC no longer adheres to the view that cable should exist as a supplement to local broadcast. It suggested that like direct broadcasting satellites and MDS, cable should be treated as “an independent vehicle” for alternative services. The primary underpinning of the commission’s mandatory carriage rules—the view that cable is only an auxiliary service—has fallen and admittedly now lacks continuing validity.

Another essential element of the rules rationale—that they are necessary to maintain the broadcaster’s economic vitality—“also must fail in light of the evidence of the economic report.” The FCC concluded, the petition said, that the economic analysis underlying the economic impact of the carriage rules has been “insignificant.” The FCC’s contention, the petition said, is based in part on the belief that cable penetration in most markets will not exceed 50%. Moreover, the commission found that even in those markets that have extraordinarily high cable penetration today, the effect of audience diversion on revenues “is not sufficient to offset the general growth in demand for TV advertising.”

As for the public interest support of the rules, the petition once again quotes the economic inquiry: “the commission has now stated, with uncommon confidence, that the ‘evidence suggests that the risks to the public from cable are negligible.’”

The petition also looks back to find support for its First Amendment argument. “We are finding that the carriage of an unlimited number of distant signals on a cable system presents no significant risk of loss of local broadcast service ... it becomes clear that no important or substantial government interest is served by retaining [the rules] in derogation of the First Amendment rights of the cablecaster and the public at large.”

If a cable operator and its subscribers prefer a given signal, but are unable to do so because of lack of channel capacity, the petition claims, the FCC has no right to abridge their freedom to receive that signal—the effect of the must-carry rules. The rules also discriminate against “numerous” producers by depriving cable systems of the opportunity to carry their programs, regardless of how much better or worse they may be than the programs of the local broadcasters. The petition said: “The many alternative video information and entertainment services produced in the United States and Cable News Network have legitimate First Amendment rights that are no less deserving of protection than those of broadcasters or newspaper publishers.”

The petition followed up its dissection of the rules with assurance to the broadcasters that the dropping of the rules would have no profound effect on them. “Without those systems will, in almost all instances, carry all local signals because the public will demand it.” And, it added, the cable operators will have an economic incentive to carry them. Under the Copyright Act, cable systems are required to pay royalties on all distant signals.

Should telephone companies be allowed unrestricted entry into cable television? That is the question being asked in two proceedings at the FCC.

Current rules prohibit a telephone company from owning a cable system within its service area. Now the FCC wants to know whether the cable industry has advanced far enough to warrant direct and unrestricted competition between cable companies and telephone companies in the bidding for cable franchises and the purchase of existing systems.

The commission asked its staff to draw up two instruments: (1) a rulemaking looking into telephone company ownership of cable systems in sparsely populated rural areas; (2) an inquiry into the possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas.

The new inquiries came out of a meeting during which the FCC sought to clarify its ruling of last December that provided for a “presumption in favor of waiver” of the telephone company-cable television crossownership rules where the area to be served contains fewer than 30 homes per route mile.

Concerns were raised, however, that a loophole in that ruling would allow “gerrymandering” by the phone companies—seeking a waiver to serve an urban center surrounded by very sparsely populated areas that, when considered together, would contain fewer than 30 homes per route mile.

To prevent such maneuvering by the phone companies, Abe Leib, an FCC Common Carrier Bureau staff member, suggested that all waivers be considered on a “franchise basis”—meaning that the bureau “would look at the city and the sparsely populated area separately” as if the two areas were considered two different franchises.

Commissioner Joseph Fogarty said that approach “was good as far as it goes.” But then he suggested the staff be instructed to draft a rulemaking looking toward a reassessment of the commission’s “whole attitude” toward restricting phone companies from entry into the cable television business.

Fogarty said that phone companies should be at “parity” with cable companies in competing for franchises “at least in rural areas.” He also said the commission might also consider letting phone companies own systems in larger metropolitan areas—certainly if there is no cable company interest in doing so—and possibly letting them compete outright.

FCC Chairman Charles Ferris commented that telephone company ownership of cable systems in rural areas and cable ownership of telephone companies in metropolitan areas involved “totally different sets of issues” and that “wrapping the two together doesn’t do justice to the rural area issue.” He was he who suggested a rulemaking approach for the rural area issue and a fact-finding approach for the metropolitan area issue.

Common Carrier Bureau Chief Philip Verveer told the commission that draft proposals for both issues could be drawn up and presented some time in December. He said the cable industry has progressed to an extent that justifies looking at the present changes.

Verveer also said that the commission of late is “pretty suspicious of any kind of restrictions on entry” in any communications industry. He qualified that statement, however, by saying “all sorts of problems are posed” by an open entry policy for rate-based regulated industries. “But,” Verveer said, “there’s no harm in asking. The consumer will be better off with open entry.”

The National Cable Television Association is strongly opposed to any FCC action to loosen restrictions on the entry of telephone companies into the cable industry.

In a prepared statement, Tom Wheeler, president of NCTA, said, “the commission action is inconsistent with policies encouraging competition and diversity of telecommunications services. Elimination of the cross-ownership restrictions will eliminate the possibility of competition in the local distribution of broadband communications. This action is also inconsistent with FCC efforts to increase ownership opportunities for minorities in telecommunications.”
Reagan hits Carter over deregulation

Republican criticizes President's record; Carter staff replies with examples of progress; Chamber of Commerce also feels incumbent hasn't achieved much

It is not likely to replace the economy as the number one issue in the presidential campaign, but regulatory reform is getting a bit of attention.

Republican presidential hopeful Ronald Reagan's campaign discussion of the subject with a speech in Youngstown, Ohio, two weeks ago that, except for the statement that "air pollution has been substantially controlled," largely escaped public attention.

Reagan criticized President Carter's record on deregulation, calling the President "the biggest regulator in history.

The "highly publicized examples of 'showcase deregulation'" the administration cites, Reagan said, were forced on Carter by Congress.

Then Reagan proceeded to list elements in a "regulatory reform" program of his own, one noteworthy for the inclusion of a proposal that both Congress and the President be given "greater authority to veto regulations approved by executive agencies."

All of which managed to stir 7 resentment in the White House. Rick Neustadt, a Domestic Policy Staff member active in deregulation matters, noted that if Reagan is elected and backs the legislative veto proposal he would be unique among American Presidents. He would be the first with the power to "give away important presidential power conferred by the Constitution," Neustadt said.

As for the "showcase deregulation," Neustadt said Reagan was referring to what Neustadt said were successful Carter initiatives in the areas of natural gas, airlines, trucking, banking and railroads. Those initiatives, Neustadt said, "represent the broadest deregulatory program passed in American history."

And, he noted, the administration is continuing to press for additional deregulatory legislation—in telecommunications, general regulatory reform, sunset (which would automatically end a regulation unless an agency extended it), and paperwok reform. Of the four, only the paperwork bill has a chance of passage when Congress returns from the election recess. Neustadt noted the measure would bring the FCC and the Federal Trade Commission, among other agencies, under an existing paperwok management process that has cut paperwork of the affected agencies by 15%. The measure has passed the House but was held up in the Senate by Republicans said to be unwilling to grant Carter a legislative victory on the issue before the election.

As for elements in the Reagan program beyond the legislative and executive veto, Neustadt: "The actions, Neustadt said, were not critical. Indeed, he said most of the proposals—for replacing specific rules mandating procedures with "flexible performance standards," requiring "detailed cost-benefit analyses of all sets of proposed regulations," establishing a regulatory budget, and implementing "sunset regulations"—are either being supported by the administration or are under consideration by it. One other proposal calls for a review of regulations "where scientific or technical knowledge has expanded since the regulations were implemented."

Reagan was not the only critic of the administration's regulatory reform program. The U.S. Chamber of Commerce, through an article prepared for the newsletter published by the Chamber's Regulatory Action Center, also sounded off on it.

But the target of the article's author, Hank Cox, editor of the newsletter, was the Carter administration's satisfied conclusion that federal agencies had made progress in adopting more flexible methods of regulation and thus had eased "the costly adversarial" relationship between government agencies and those they regulate.

The conclusion was that of the Regulatory Council, made up of 36 agency representatives, in a report issued on the same day, as it happens, that Reagan delivered his Youngstown speech.

Cox found the conclusion difficult to accept in view of what he said were "the pleas of suits brought by private businesses and trade associations against regulatory agencies, Supreme Court agreements to hear 'several critical regulatory cases,' the hundreds of congressional representatives who have secured legislation 'to protect small businesses from regulatory excess,' and 'the horde of lawyers devoting all or most of their professional time to the seemingly endless battles between business and the regulatory agencies.'"

Cox was not entirely negative in his assessment, however, "There can be no question that the Carter administration has begun to make some headway in imposing restraints on the regulatory agencies," he said. But, he added, "this election season report by the council can be charitably dismissed as an excellent piece of creative writing."

No equal time exemption for Phil Donahue

Anne Jones casts deciding vote as FCC says Multimedia show not a news interview program

Donahue—Multimedia Inc.'s syndicated television talk show—does not qualify as a "bona fide" news interview program and therefore is not exempt from equal opportunity obligations imposed on broadcasters by Section 315 of the Communications Act. That's the FCC's verdict in response to a Metromedia petition for review of an earlier Broadcast Bureau ruling that also denied Donahue a 315 exemption.

The commission's final vote on the issue—which normally would have occurred the day the item was considered—was delayed five days by the absence of Commissioner Charles Ferris and Commissioners Robert E. Lee and Tyrone Brown in voting to uphold the Broadcast Bureau's initial decision.

Commissioner Abbot Washburn—who staunchly defended Donahue's right to a 315 exemption at the meeting—was joined by Commissioners Fogarty and Quello in supporting the Multimedia petition.

The Broadcast Bureau defended its original finding that Donahue did not merit an exemption because of the substantial audience input that is an integral part of the program. The bureau interpreted Congress's intent to mean that 315-exempt programs "shall remain in the hands of the licensee or network," to avoid any use of the program in promoting the candidacy of any particular individual.

Along this line of reasoning FCC General Counsel Robert Bruce drew a distinction between "issue oriented" programming which Donahue undoubtedly is, and news oriented programming which is not necessarily the same thing. Bruce interpreted Section 315 to mean that only news oriented programing was qualified for an equal time exemption. He said a
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decision in favor of Donahue would "change the direction" and meaning of Section 315 to include only paid political programming, which was not Congress's intent.

Commissioner Abbott Washburn cited all five questions the Broadcast Bureau asked to justify its Donahue decision, but contended that Donahue actually fulfilled all one:
  - Is the program regularly scheduled?
  - How long has the program been on the air?
  - Does the host-broadcaster produce and control the show?
  - Are decisions by the broadcaster based on good faith judgments?
  - Is the program newsworthy?

Washburn contended that the Broadcast Bureau was interpreting Section 315 "too narrowly." He also compared Donahue to Today—which not only possesses 315-exempt status, but also features Phil Donahue several times a week. He noted that Today regularly features celebrities who simply entertain. Donahue also features entertainers, Washburn noted, but often engages them in conversations "of tremendous interest" to the viewers. The week before the commission took up the Donahue issue in open meeting, Phil Donahue, the program's host, lobbied extensively on his own behalf.

Although Donahue contacted each commissioner's office, only three FCC members met with him prior to the meeting at which his program was discussed: Ferris, Washburn and Quello. Brown had originally scheduled an appointment with Donahue but ran into a scheduling conflict and canceled. Lee and Jones had other commitments.

Proposal to alter FM band provokes flood of comments

Many oppose idea to allow drop-ins and cite A.D. Ring study that claims more interference would result; NAB wants matter to be looked at along with other allocation proceedings; NPR supports idea.

The comments have poured into the FCC on the commission's rulemaking initiated last March looking toward major alterations in the structure of FM radio ("In Brief," Oct. 13).

Most of the comments endorsed the commission's objective to create new outlets for new voices in broadcasting but were critical of its method of doing so.

The concern expressed most often was that the added stations the commission has in mind would cause so much additional interference that a net loss of service would result.

The commission has proposed the following changes in the existing FM structure:
  - Permit Class A assignments on channels reserved for Class B and Class C stations.
  - Permit Class B assignments on channels reserved for Class C stations.
  - Separate two classes of FM stations—Class B1 and Class C1.
  - Reduce protection of Class B stations from the 0.5 mV/m contour to the 1 mV/m contour.
  - Establish minimum facilities requirements for Class B and Class C stations.
  - Reduce minimum mileage separations to provide room for FM drop-in allocations.

FM stations now operate on 100 channels between 88.3 MHz and 108 MHz. The first 20 channels are reserved for educational broadcasting and are not part of the table of allocations. Of the remaining 80 channels, 20 are for use by Class A stations and 60 for use by Class B or Class C stations, depending on the geographical location of the station. Class A stations operate throughout the country in small communities. Class B stations provide coverage to the larger communities in the Northeast (Zone 1) and most of California (Zone 1A). Class C stations provide service to larger communities elsewhere and to some sparsely populated areas throughout the rest of the country (Zone 2).

Many of the comments referred to a study made by A.D. Ring Associates—consultants to the FCC—that projects the FCC's proposed changes would have on existing FM service. In one example, a grid of four existing Class B stations was used with each existing station separated by a distance of 170 miles (as called for by present mileage separation requirements)—with a fifth Class B station dropped in 120 miles from each of the other four.

The Ring study concluded that the additional interference created by the dropped-in station to the existing four would include an area of 5,788 square miles while the interference-free coverage area that would be gained by the drop-in would be only 3,713 square miles—for a net loss of service area of 2,075 square miles.

The National Association of Broadcasters called on the commission to refer the entire FM policy matter to the FCC's newly revised and expanded Advisory Committee on Radio Broadcasting so that it might be considered "along with the issues raised in other radio allocation proceedings." NAB also contended that "the public interest . . . dictates a carefully considered evaluation of the over-all impact of all the proposals on the quality of broadcasting."

NBC dissented in part and concurred in part. It too was concerned with additional interference that would result from FM drop-ins and reduced signal strength protection from the 0.5 mV/m contour to the 1 mV/m contour.

It did, however, support the commission's proposal that stations should be required to operate with facilities at or near the maximum for their class.

The Association for Broadcast Engineering Standards (ABES) was particularly concerned about the FCC's proposed reduction in contour protection for Class B stations which it said "cannot be justified in light of the fact that the second and third adjacent channel protection standards for Class B stations in the crowded Northeastern quarter of the nation and in California are already inadequate to provide reliable service, particularly to the travelling public." Anything less than full contour protection would "require the commission to assume the heavy burden of making a rationally defensible finding that the public's need for hypothetical new services will outweigh the loss of existing service to the public through destructive interference."

Metromedia Inc.—which owns seven FM's, six AM's and seven TV's—came out strongly against the FM proposals. It charged that the proposals, if adopted, would constitute a violation of Section 316 of the Communications Act which requires a hearing before the commission modifies a broadcast station license. That section also stipulates that in such a hearing, "both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the commission."

It engaged the engineering firm of Lohnes & Culver to determine what effects the commission's initiatives would have on its Class B-FM's: WASH, Washington; WMMR Philadelphia and WMOC Detroit. Lohnes & Culver determined that if the commission's proposals to reduce contour protection and mileage separations were put into effect, WASH would incur a 37% reduction in its interference-free service area, WMMR would lose 28% and WMOC would lose 43%.

Metromedia suggested that instead of imposing such harsh reductions in the service areas of existing stations, the commission "focus" its attention on the Class C stations, forcing "substandard" Class C's to maximize their facilities or suffer a reduction in classification, which would make room for new FM applicants.

The broadcast consulting firm of Smith & Powstchko submitted that it was the "extreme rigidity of the commission's past approach that has been the main impediment to the addition of new assignments and the improvement of existing facilities."

It contends that the most efficient way to add more outlets to the FM spectrum is to "entertain noncomplying FM proposals on a case by case basis," where consideration of "genuine need" and a "sound engineering proposal" could be shown.

National Public Radio gave its wholehearted support to the commission's FM radio initiatives. It said that "the addition
Born into ENG, the HL-79A adapts beautifully to EFP. The accepted leader in ENG, the HL-79A, reinforced its position as the preeminent portable camera at the 1980 Winter Olympics. Scores of HL-79A's covered the ski slopes, the bobsled and luge runs and the skating rinks for the ABC Network. Their performance brilliantly etched into the world's visual memory, is history. But the industry already knows about the HL-79A's capability.

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The specs and automatic features of the HL-79A are equally outstanding. They're yours, along with an eye-opening demonstration, at your Ikegami distributor. Or contact Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607, (201) 368-9171. West Coast: 1916 Van Ness Ave., Torrance, CA 90501 (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, TX 77060 (713) 445-0100; Southeast: 552 So. Lee St., Americus, GA 31709 (912) 924-0061.

Ikegami HL-79A
of FM channels to allow more efficient use of available spectrum space is an excellent
means of creating these new service oppor-
tunities.'" It also suggested that some of the pro-
posed new allotments be reserved for edu-
cational use "to assure that the newly
available frequencies are used most effec-
tively and to their full potential for service
to the public."

Commoner radio ad draws complaints, but no action

Citizens Party spot on CBS and NBC radio networks brings
phone calls over vulgarity describing other candidates,
but FCC doesn't permit censoring of political spots

With one stroke, Barry Commoner, the
Citizens Party candidate who for months
has been "Barry Who" in the presidential
campaign, thrust himself into the public
consciousness. His medium was network
radio. His message: "Bullshit!"
The vulgarity seemed aimed not only
at expressing Commoner's view of the
campaign rhetoric of President Carter,
Ronald Reagan and John Anderson, but
at getting attention. It certainly did that.
The 60-second spot was heard on CBS
and NBC network radio beginning at mid-
afternoon on Tuesday (Oct. 14). The two
networks have some 800 stations. And
almost immediately, stations began receiv-
ing complaints—which led to a dozen
calls to the FCC, where staff members told sta-
tion callers there was nothing the commis-
ion or they could do. "We are telling the
stations that licensees have no control over
the content of a candidate's broadcast and
that the stations are not liable for what can-
didates say," said Milton D. Gross, chief of
the commission's fairness/political broad-
casting branch. "Candidates can't be cen-
sored," he said.
Indeed, some stations that have re-
portedly refused to carry the spot may be
inviting trouble. Commoner's campaign
manager, Bill Zimmerman, said that the
party would complain to the commission
about any station it learned had rejected
the commercial.
There is more to the piece than what a
few years ago would have been described as
an explosive. It is the first word in the
spot, uttered by an actor. A woman's voice
is then heard: "What?" "Carter, Reagan
and Anderson!" the actor says. "It's all
bullshit . . ."
At that point, Commoner is heard: "Too bad people have to use such strong
language. But isn't that what you think,
too? That's why we started an entirely new
party, the Citizens Party."
Commoner then describes the party's
purpose—"to break the power of the big
corporations," which he blames for "high
inflation, nuclear insanity and a poisoned
environment"—and to seek support for
himself and his running mate, LaDonna
Harris. He notes the party is on the ballot
in 30 states and that if it can poll 5% of the
vote it will get "millions" in federal fund-
ing to prepare for the election in 1984.
Thus, he says, "we only need 5% to win."
The party was making no apologies for
use of the "strong language." Phil Evans,
the party's news secretary, said there was
little debate about it among party officials.
Key people agreed the word "accurately
reflected what Carter, Reagan and Ander-
sen are saying." Furthermore, he said,
many Americans use the term to "de-
scribe the choice."
The party intends to run the ads on CBS
and NBC radio networks until the election
and to begin running it on ABC's Infor-
mation Network later in the month.
What's more, Zimmerman said that, "if
the funds permit, we are planning to pro-
duce a TV ad along the same theme."

Technology

More cooks stirring the pot on 9 khz

Government-industry group,
doubled in size, gets more
dialogue but not necessarily
more consensus on key issues;
NAB comforted by insertion
of 'viability' into debate

The broadcasting industry's concern over
FCC allocations proposals that could result
in the emergence of thousands of new
AM and FM stations was evident last
week at the first meeting of the advisory
committee that was expanded by the com-
mision to take an over-all look at those
proposals. Some 75 persons, most of them
communications lawyers and engineers or
industry representatives, were on hand.
The throng was about double the number
who had served on the committee when it
was dedicated solely to advising the com-
mision on the Region 2 (western
hemisphere) conference on AM broad-
casting. And the National Association
of Broadcasters, which had originally pro-
posed the creation of the committee, could
take satisfaction in seeing the committee's
agenda structured in a manner that seems
to assure that NAB's concerns regarding the
allocations proposals will be addressed.
But it appeared last week that the
government and industry advisers would
not always work easily together in harness.

There was, for instance, the matter of
the U.S. proposal to reduce AM channel
spacing from 10 to 9 khz, thus making
room for some 300 new stations. Some of
the industry representatives pressed for an
examination of its feasibility, but commis-
sion officials—while saying the commis-
sion's, and the U.S.'s, position is still "tentative"—did not shake the conviction
in the meeting room that the government
is committed to 9 khz spacing based on
studies already made. Anyone wishing to
submit additional studies is welcome to do
so, Gary Stanford, of the commission's
Policy and Rules Division, indicated. But
considering the cost of such studies, the
invitation seemed a bare few were
interested in considering.

Nor did Wallace Johnson, former chief
of the commission's Broadcast Bureau,
make any headway with a spirited plea that
the U.S. seek a postponement of several
months of the second session of the con-
ference, scheduled to begin in November
1981. "We need the time to determine if
the [proposed] agreement is in the best in-
terest of the U.S.," he said. He noted that
half of the hemisphere's AM stations are
in the U.S. But William Jahn, of the State
Department, said that at a preliminary
meeting in Rio de Janeiro last month, he
found that other governments were not in-
terested in a postponement, "particularly
at this time." He noted that a considerable
amount of preparatory work is now under
way. What's more, he said, "we can't force
our view on other countries."

(The State Department, according to
some government officials, has blocked
efforts to seek a postponement because of
the large number of international con-
fferences on telecommunications matters
scheduled in the next few years. The
department is sensitive to the plight of the
smaller countries which lack the expert
manpower to represent them at two or
more overlapping conferences.)

But there was an NAB success. It in-
volved, among other things, the addition
of a single word—"viability"—to a study
project the commission staff had pro-
posed, one asking for advice on spectrum
requirements the U.S. should seek for ad-
ditional AM stations in the five-year
period ending on Jan. 1, 1987. The study
is to aid the U.S. in preparing its bargain-
ing position at the Region 2 conference.

But the NAB is determined not only
that the technical aspects of such alloca-
tions proceedings as those that broke
down the clear channels and extended the
AM band by 100 khz be considered, but
the economic implications, as well. And Erwin
Krasnow, the NAB's senior vice president

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Do you know the score?

<table>
<thead>
<tr>
<th>UHF TV</th>
<th>NEW STATIONS</th>
<th>1980</th>
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<tbody>
<tr>
<td><strong>Bogner Antennas</strong></td>
<td>WBTI</td>
<td>KADN</td>
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<tr>
<td></td>
<td>KMXN</td>
<td>KNDU</td>
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<tr>
<td><strong>Other Antennas</strong></td>
<td>WUHF</td>
<td>WTVE</td>
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<tr>
<td></td>
<td>WCGV</td>
<td>WOOW</td>
</tr>
</tbody>
</table>

If you're involved in broadcasting systems you know us. But are you aware that in UHF we're now also the biggest as well as the best! The fact that this year a vast majority of all new UHF TV stations have gone on the air with a Bogner antenna is only part of the story. Since 1964 we have put into broadcast use more than 600 slot arrays, with over thirty 55kw to 200kw slot antennas during the past three years alone. Antennas that are all still meeting their promise—trouble-free, dependable operation with solid coverage.

Put together all the qualities you want in your antenna: exceptional performance, proven durability, economy and on-time delivery, and you'll know the score about Bogner. We have competitors but no equal.

Prove it to yourself. Talk to the stations listed above (or call Len King for the names of all TV stations using Bogner manufactured antennas). Find out first hand why Bogner is the champion of UHF antennas. Bogner Broadcast Equipment Corp., 401 Railroad Avenue, Westbury, New York 11590, (516) 997-7800.
and general counsel, seized on language in the commission's order setting up the committee that calls for studies of "viability," to urge that the allocations subcommittee consider it. The committee chairman, Jeff Bauman, who is chief of the commission's Policy and Rules Division, had the idea, "We're interested in demand; viability is something you want to pursue." But eventually, the word was added. (The NAB's task force on radio allocations plans to hire an economic consulting firm to aid in the project.)

Krasnow also was successful in suggesting that the "viability" study be included with the one the staff had proposed, calling for an order to consider demand for auxiliary services and for establishing priorities for accommodating demand—as well as with one Krasnow had suggested for an analysis of comments in two FM allocations proceedings. About half of those present at the meeting expressed an interest in participating in the subgroup that will work on those matters. And they got right to work. The meeting ended after a lunch break that followed adjournment of the meeting of the full committee.

Over-all, the committee, broken down into allocation and technical subcommittees, and then into subgroups, has a number of critical issues with which to deal in advising on the Region 2 conference. A key one involves the kind of plan on 9 kHz spacing that will be required to support the U.S.

The U.S. has proposed a system that would require existing stations to shift frequency no more than 4 kHz. But other countries in the hemisphere now appear to favor a system suggested by Canada that would require a shift of up to 9 kHz. The system, FCC officials say, would result in the same number of additional stations, but would make it easier for far more of them to be located in major markets than would be the case under the 4 kHz plan. Last month, a working group of Region 2 countries preparing for the second session of the conference—and, in a separate meeting, a panel of experts consulting with the International Frequency Registration Board, which is to do a comparative study of the 10 and 9 kHz systems—postponed until January decisions on which 9 kHz plan to consider ("Closed Circuit," Sept. 19). They acted at the request of U.S. representatives, who said studies of the comparative costs and benefits of the two plans should be made.

The commission, then, is under heavy pressure to decide soon whether to continue pressing for the 4 kHz plan or to back Canada's proposal. And the advisory committee's technical subcommittee will be asked to do a number of studies to help the commission make a decision. These will include comparisons of how each satisfies demand and of service gains and losses. The committee will also be asked to supplement a study the commission will either do in-house or retain a consultant to do on the comparative costs of each plan to the existing stations. The deadline for the work is Dec. 17.

The 4 kHz plan would cost the nation's AM broadcasters a total of $19,836,119 or $15,339,869, depending on whether station personnel performed field work, according to a study done for the commission and made available last week (see story, this page). FCC's Stanford says his calculations show that the frequency shift of stations on 53 of the 107 channels involved would be the same, regardless of which plan the Canadian plan would involve a greater cost for the remaining stations than would the 4 kHz system, but the question is, "How much more?" Canada says not much.

The U.S., or any other country in the hemisphere, for that matter, has a kind of veto over an IFRB study of the 9 kHz rearrangement plan. The IFRB reads its instructions from the first session of the conference as requiring it to base its comparisons of the 9 kHz and 10 kHz channel-spacing systems on the 4 kHz shift plan unless "a consensus" of the nations favors some other plan. As a result, Jahn told the meeting, "if we say 4 kHz, they'll have to do a study based on 4 kHz. But," he added, "we can't make friends that way.

The question of which 9 kHz channel spacing plan the U.S. should back is not the only one troubling U.S. officials as they continue preparing for the second session of the Region 2 conference. Another is the inventory of stations, on the air or authorized, that Cuba submitted to the IFRB on May 31. The inventory includes stations with up to 500 kw but does not indicate which are on the air and which are simply planned. Stations authorized as of March 25 are exempt from the power limits agreed to at the first session of the Region 2 conference—100 kw day and 50 kw night.

The State Department's Jahn called the situation "rightful." Cuban operations could cause serious interference to stations in the Southeastern U.S. But Jahn took comfort from the fact that the U.S. is not the only country involved. "I don't think Cuba realizes what its plan does to the U.S."

"It causes problems to countries such as Jamaica, Granada, Venezuela and Mexico—countries that have supported Cuba politically."

Cuba is already said to be causing interference problems in Florida. WINZ(AM) Miami Beach, an all-news outlet, claims its nighttime signal is suffering interference from a new, 10 kw Cuban station—CMKDO(AM) Holguin—operating nondirectionally. Both are on 940 kw. WINZ has asked the commission for special temporary authority to increase its nighttime power from 10 kw to 25 kw to reclaim its nighttime service area.

The same problem could affect other stations in the Southeast as additional Cuban stations come on the air—a matter that worries the State Department as well as the commission. WINZ has informed not only those agencies but also members of the state's congressional delegation—who in turn have contacted the same agencies. And additional complaints to members of Congress could complicate political and other problems U.S. negotiations already face in working out a new AM agreement for the region.

### Tabulating a price tag on 9 kHz conversion

FCC-commissioned study shows costs involved for AM stations in reduction from 10 kHz; some would be as high as $60,000

The 4,100 AM stations that would be required to change frequency if the U.S. and other countries in the western hemisphere reduced channel spacing from 10 kHz to 9 kHz would incur total costs of $19,836,119—some $6 million less if stations might do some of the work—provided a frequency change of no more than 4 kHz was required. That is the bottom line of an engineering report done for the FCC by Moffet, Ritch & Larson (Silliman, Moffet and Kowalski, when the cost study was commissioned a year ago), and made available last week.

The basic figures have been known for several months (Broadcasting, Jan. 14), but what the final report provides is a detailed breakdown for various types of stations, even for specific stations, in the case of those with critical arrays.

Most of the stations that would be affected—some 2,700—are nondirectional, and would bear the lowest costs.

Those costs—including the installation of a crystal and retuning the transmitter, field work, FCC fees, and legal fees—would vary from $1,658 for 100 w stations and $2,034 for 50 kw stations. But costs would be higher—substantially higher—for a number of other stations. The cost of adjustment in critical arrays of 16 stations with multiple towers, for instance, would range from $23,234, for WNOP Newport, Ky., which operates with 250 w from three towers, to $60,178 for WCZY Detroit, which operates with 50 kw from 12 towers during the day and nine at night. Stations requiring redesign or readjustment would also face heavy bills—from $21,910 for WCGN Marion, Ind., which is directionalized and operates with 250 w with two towers, to $45,711 for KRMG Tulsa, Okla., which is directionalized with different patterns day and night and operates with 50 kw, using six towers days and three at night. Costs for stations with noncritical arrays would vary from about $3,550 to over $11,000.

The study, which includes a verified data base of AM stations and material regarding U.S. assignments provided foreign station under international agreements, as well as the cost analysis, cost $250,000. And it may be somewhat obsolete. There is substantial sentiment in the hemisphere, among countries interested in reducing channel spacing to 9 kHz, to adopt a plan advanced by Canada that would require a frequency change of up to 9 kHz rather than 4 kHz. The U.S. has not yet decided whether to support the 9 kHz proposal or continue to back its 4 kHz plan (see page 36).
Ampex's Lemoine to win Sarnoff medal at SMPTE

Cited for work on digital tape recorder; other honors to be distributed during Nov. 9-13 meeting in New York

Maurice G. Lemoine, principal engineer at the Ampex Corp., will receive the David Sarnoff Gold Medal of the Society of Motion Picture and Television Engineers when the society meets in New York next month.

Lemoine will be among several engineers receiving awards from the society at a Monday luncheon on the second day of the society's 122d technical conference, which runs for five days at the New York Hilton, beginning Nov. 9. More than 9,000 engineers, executives and technicians are expected to attend the conference.

Lemoine will receive the award "for his leadership in and contributions to digital equipment design." For the past five years, he has been involved in studying the feasibility of pulse code modulation video recording and has designed, built and tested several digital videotape machines.

Other awards to be distributed during SMPTE:

Irwin A. Moon, Moody Institute of Science; Eastman Kodak Gold Medal Award for his advancement of education through many unique uses of film.

Chester E. Beebehill, consultant; John Grierson International Gold Medal for contributions in cinematography and sound recording to documentaries.

Kenneth G. Liss, Eastman Kodak Co.; Agfa-Gevaert Gold Medal Award for achievements in transferring television images to film.

Arthur C. Blaney, relied. RCA; Samuel L. Warner Memorial Award for contributions in photographic sound recording, cross-modulation testing and the design of optical systems in recording stereo variable area photographic soundtracks.

Allen M. Gundersfanger, consultant; Herbert T. Kalmus Award for contributions in the development of color film and in applying computer technology to lens design.

Andrew Oliphant and Martin Westlin, British Broadcasting Corp.; Journal Award for paper entitled "A Digital Television Processing Channel."

August Arnold, co-founder of Arnold & Richter, inventors; Progress Medal for "many years of significant contributions to the motion picture industry."

Loren L. Ryder, Ryder Magnetic Sales Corp.; Honorary Membership Award, for his contributions in sound recording.

William R. Ahrens, NBC; Citation for outstanding service to the society.

Eugene R. Wyles, Eastman Kodak Co.; Citation for outstanding service to the society.

Carter signs bill protecting against newsroom searches

Privacy Protection Act requires authorities to get subpoena and give advance notice before attempting newsroom forays

The White House last week staged a celebration in honor of the passage into law of the Privacy Protection Act of 1980, better known as the Stanford Daily law, a measure aimed at preventing law enforcement officials from making unannounced searches of newsrooms armed only with search warrants. The measure, introduced at the administration's request in response to such a search by police of the Stanford Daily, a campus publication, requires authorities seeking evidence to use subpoenas, with advance notice and the opportunity for court hearing.

The centerpiece of the celebration, on Tuesday afternoon, was to have been President Carter signing the bill into law. Congress completed action on the measure three weeks ago ( Broadcasting, Oct. 6). But scheduling difficulties—Carter addressed the National Press Club on the economy—prevented that. Instead, he signed the measure on Monday, and White House counsel Lloyd Cutler was the principal figure at a reception in the Old Executive Office Building. It was attended by representatives of the media, as well as by congressional and White House staff members and Justice Department officials who had worked for the bill's passage.

Cutler and Charles Renfrow, deputy attorney general, paid tribute to all of those engaged in the success being celebrated—particularly Philip B. Heymann, head of the Justice Department's criminal division, who was credited with suggesting the legislation. The moment had a special meaning for Cutler. While still in private practice, as a partner in the firm of what was then Wilmer, Cutler & Pickering, he had prepared the brief the Reporters Committee for Freedom of the Press had filed with the Supreme Court as part of the effort to have searches like the one of Stanford Daily declared a violation of the constitutional guarantees of a free press and against unreasonable search and seizure. The effort failed ( Broadcasting, June 5, 1978), but Cutler last week said the legislation that resulted "was the best solution of all."

President Carter, in a statement released at the reception, said the bill "provides vital safeguards for our free press," and described it as "an integral part of [his] administration's strong, ongoing commitment to a national privacy policy." Carter also announced that the Justice Department had adopted final guidelines requiring federal lawyers to oppose closing court proceedings to press and public except in limited, specified proceedings.

Controversy over press issues at UNESCO continues

Proposal to form licensing committee for journalists opposed by U.S., others; Abel tells UN group to stop trying to be 'nanny'

The UNESCO general conference now under way in Belgrade, Yugoslavia, is scheduled to end this week with decisions on critical issues involving the news media unresolved, as they have been for the past several general conferences of the agency.

The issues include controversial proposals to license journalists, establish a code of professional ethics for journalists (although the emphasis is shifting from support for government as author of the codes to journalists' organizations), and to improve national news services in develop-
ing countries. The U.S. and other Western countries as well as Japan have opposed the first two proposals, while supporting the third.

Leonard Marks, former director of the U.S. Information Agency who is now secretary-treasurer of the World Press Freedom Committee and is serving as a U.S. delegate to the Belgrade conference, last week expressed the view that the conference will adopt a resolution calling for further study of those issues. UNESCO’s proposed budget for 1981-83 provides funds for 10 regional seminars in different parts of the world at which those matters will be discussed.

But Marks indicated the conference will do more than propose further studies. He said one principal outcome will be the international program development commission, which will work for the distribution of communications equipment to Third World countries and the training of Third World journalists. The private sector in the U.S., through the World Press Freedom Committee, has provided such assistance to those countries for several years.

Marks described the atmosphere at the conference as “much more restrained” than at previous UNESCO meetings on the press issue. But the tone of the conference was enlivened last week by Elie Abel, the one-time NBC News correspondent who is a former dean of the Columbia School of Journalism and now teaches journalism at Stanford, in a speech in which he called on UNESCO to quit trying to be “an international nanny.”

Abel, who is a member of the U.S. delegation, set forth the American position as clearly as it has been, in the Belgrade or earlier conferences. He said the U.S. supports recommendations that would “give voice to the voiceless, including particularly women,” and favors the “establishment of community presses in rural areas and small towns and the development of national and regional television production centers to reduce dependence on foreign program sources.”

But, he said, the U.S. cannot “approve the notion that in expanding communications systems, noncommercial forms of mass communications must receive preference. This embodies a mistaken notion that advertiser supported media are per se bad media. We argue, on the contrary, that only media independent of the state can serve to check the excesses of government…”

Then, noting that the proposed UNESCO budget for 1981-83 calls for the continuation of “assistance to organizations and other appropriate bodies interested in devising measures to protect journalists in their work,” he said:

“Allow me as one who spent 25 years of his working life in active journalism to smash a secret with you. I have yet to meet a working journalist who has beseeched UNESCO for protection.

“Why, one may ask, does UNESCO persist in the role of international nanny, a role for which it is poorly equipped?”

Schmertz offers fair play code for business reporting

He calls for advocacy ads on TV, exposing ‘cheek shots’ in press coverage of business affairs

“It would be fun to see 60 Minutes unedited,” Herbert Schmertz remarked lightly.

With that preamble, the Mobil Oil Corp. vice president renewed his long-time crusade for better treatment of business news by the media and for the acceptance of advocacy advertising. His forum last Wednesday was a Washington luncheon meeting of business executives and journalists, at the University Club, sponsored by The Media Institute there.

TV was his principal target. He explained that the print media—without the same time demands as broadcasting and without TV’s need for “25-second bites” in presenting news—have made substantial improvements toward fairness. However, he noted, there had been no improvement on the part of electronic journalism.

Schmertz glanced to the back of the room where ABC-TV cameras were taping the meeting for network presentation. “ABC at least recognizes the problem,” he conceded.

The Mobil Oil public affairs spokesman suggested ground rules in TV’s dealings with business executives:

Let a person who is to be interviewed know questions in advance—not to create a bland, rigged interview but to allow reasonable homework and accurate

Political playing field. In covering candidates, many journalists have been treating politics “too much like a sports story,” emphasizing “fighting words” and “fumbles” instead of issues. So said Herbert G. Klein, director of communications at White House during Nixon years and now editor-in-chief of Copley Newspapers, in remarks to New York chapter of American Women In Radio and Television last week. Klein, author of newly published “Making It Perfectly Clear,” also claimed there’s been too much commentary and interpretation rather than reporting of basic themes. Since media now have “a power almost equal to a fourth branch of government,” Klein said time is right “for a new examination of our responsibilities.” And he added that both government officials and press must find new and better ways to communicate with public. Over-all, however, he said reporting of campaign has been “balanced and fair.”

Upset, Massachusetts superior court judge has asked FCC to investigate whether wcvb-tv Boston acted “in the public interest” when it aired Witnesses for Hire story before murder trial jury had been selected. Judge Vincent R. Brogna wrote FGC Chairman Charles Ferris to complain that station carried “self-serving statement” by murder defendant two weeks before trial’s scheduled Oct. 14 start. Station vice president and news director, James Thistle, defended five-part series as legitimate and valuable look at abuses in federal and state witness community program.

Minute of explanation. CBS News tomorrow (Oct. 21) has scheduled one-minute report of National News Council’s findings on complaint against April 26 CBS Reports: Gay Power, Gay Politics. Both criticism and support of documentary (Broadcasting, Oct. 5) will be cited. CBS also plans to apologize for inserting applause—out of its actual time sequence—after speech by San Francisco Mayor Dianne Feinstein. Report and apology will come immediately after CBS News documentary on Saudi Arabia.

L to r: Rowan, Theberge and Schmertz

Broadcasting Oct 20 1980 40
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As for the rejection by the networks of advocacy advertising, Schmertz pointed out that a recent survey showed a vast majority of network affiliates are willing to accept such advertising (Broadcasting, Oct. 6). With that sentiment within its ranks, the networks should drop their resistance.

The Media Institute is a nonprofit research organization supported by foundations, trade associations, corporations and individuals. Its director, Leonard J. Theberge, said last week's luncheon was the first in a series of meetings to discuss ways of improving economic and business reporting by the media as well as to resolve concerns in that area.

Norman Isaacs, president of the National News Council, is to address the next luncheon Nov. 12. Ford Rowan, Washington correspondent for Independent Network News, will speak Dec. 10.

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**Programing**

**ABC's Pierce calls for unity in resisting pressures on programing**

He tells HRTS that protests like those against recent network productions will be more common in the 80's; He also decries R- and X-rated cable shows

Frederick S. Pierce, president of ABC Television, urged the Hollywood creative community last week to be prepared for and to face up to the pressure group tactics that "will be an increasing fact of life for the entertainment industry in the eighties."

Pierce, who is also executive vice president, ABC Inc., sounded his warning at a meeting of the Hollywood Radio and Television Society. He cited protests against such recent productions as The Women's Room, Playing for Time and Beulah Land, and added:

"We've got to be absolutely certain of our judgments in selecting a project. But once we're certain a project has validity and can enrich the lives of our viewers, we have got to join hands as a community and stand firm. Belief in a project will become more important at every level, because faith in the relevance of a project will make the difference when protests begin."

He acknowledged that commitments to certain productions "may well cost us financially in the future," but he said he wanted to go on record as saying that he felt "the principle is worth the commitment."

Pierce stressed that personal opinion about productions related to group pressure tactics are not important. He said the important principle is: "Special interests who would use their clout to silence others."

He said he would not deny those groups the right to express their views, but added that he would not expect them to "silence others who want to express theirs."

Turning to the actors' strike, Pierce said ABC was hopeful for a ratification of the Screen Actors Guild-American Federation of Television and Radio Artists agreement. But beyond that, Pierce said he wanted to correct some current "misconceptions" relating to ABC's attitude toward the strike.

"Many people think this has been a blessing in disguise, that we are going to benefit financially because it allows us to use reruns in place of expensive new programs," he related. "I don't think this strike has been a blessing for anyone. Financially, all it did was to push costs off a few months. The price paid—early uncertainty in the sales community and disruption of established viewing patterns—was not worth it."

Pierce also discussed what he called "a double standard" in program content because of the emergence of cable companies. He said they are not restricted by regulation and they program "X" and "R" rated material on the same home screens that deliver commercial television networks.

"The double standard creates more than unfair competition," Pierce warned. "It puts side by side, on the same dial, programing filtered through standards of restraint and programing untouched by any responsible standards. The dangers of such a situation are obvious; it is time for cable and its suppliers to accept the responsibilities that must always go with freedom."
Arbitron roadshow. With course designed to show broadcasters how to get "the most out of a rating report," Arbitron Radio later this month begins five-city tour for two-day workshops explaining collection, presentation and application of ratings data. Practical use of information is to be stressed in "hands-on" sessions led by Jim Yergin, former vice president, research, Westinghouse Broadcasting Co., now consult Arbitron. First stop is Washington where separate workshop conferences will be tailored for general managers and group management (Oct. 28-29) and program directors and operations managers (Nov. 11-12). Seminars in 1981, with third type added for general sales managers and sales staff, continue in New York, Los Angeles, Atlanta, Chicago and then back to New York. Fee is $350. Arbitron also is assisting in hotel reservations when necessary.

**In works.** ABC Radio Marketing Services, which produces image packages for contemporary, news, talk and rock formats, is working on packages for beautiful music and country stations also. Company division is negotiating with Bonnivee Broadcast Consultants about participation in beautiful music project. Extent of Bonnivee's involvement has yet to be worked out.

**Dollars and sense.** Daily short features on personal finance are being added to schedules of Westinghouse Broadcasting Co. radio stations. Reporter is Gerald R. Rosen, executive editor and columnist for Don's Review.

**Switching.** KRLK Radio's WXLQ adds New York has changed its format from adult to urban contemporary. According to Program Director Don Kelly, changes are to gain more listeners in the city's five boroughs where 60-70% of records sales are black cross-over product. Station also hopes to gain ratings boost from Arbitron's telephone retrieval of diaries completed by minorities. "Telephone retrieval," says Kelly, "tends to uncover more listeners." WXLQ has been competing with nine other contemporary stations with old format. With new one, it goes up against market leaders WLW and WXUR.

**First lives.** The top five songs in contemporary radio airplay, as reported by Broadcasting's Playlist: (1) Woman In Love by Barbra Streisand on Columbia; (2) Another One Bites the Dust by Queen on Elektra; (3) Real Love by the Doobie Brothers on Warner Bros.; (4) Upside Down by Diana Ross on Motown; (5) He's So Shy by the Pointer Sisters on Planet. The top five in country radio airplay: (1) On the Road Again by Willie Nelson on Columbia; (2) I Believe In You by Don Williams on MCA; (3) Dukes of Hazzard Theme by Waylon Jennings on RCA; (4) Pecos Promenade by Tanya Tucker on MCA; (5) Could I Have This Dance by Anne Murray on Asylum.

& Mindy (Nov. 13), Laverne & Shirley (Nov. 18), Taxi (Nov. 19), Bosom Buddies (new-show debut, Nov. 27), Breaking Away (Nov. 29) and Charlie's Angels (Nov. 30).

CBS will fill its series schedule with Incredible Hulk and Dallas (both Nov. 7), One Day at a Time (Nov. 9), Nine (debut, Nov. 12), Waltons and Knot's Landing (both Nov. 13), Dukes of Hazzard (Nov. 14), Trapper John M.D. (Nov. 23), M*A*S*H and House Calls (both Nov. 24), Freebie and the Bean and The Secret of Midland Heights (both debuts, Nov. 29), White Shadow (Dec. 9) and Magnum P.I. (debut, Dec. 11).

For some of the premiers, ABC and CBS will offer expanded episodes.

**Baseball, football combine to make ABC's week a winner**

With almost 80% of its prime-time schedule devoted to professional sports—including five prime-time baseball playoff games and regular Monday Night Football—ABC-TV scored big for the week ended Oct. 12, averaging more than three rating points higher than its closest competitor.

Weekly averages showed ABC with a 21.2 rating and 34.8 share to NBC-TV's 18.0/29.2 and CBS-TV's 15.5/25.3.

The final game of the National League championship proved not only the strongest draw of the week but, according to ABC, "the highest rating ever for a playoff telecast." In its entirety, the Sunday night game (Oct. 12), when Philadelphia defeated Houston, was rated a 27.8/44 to ABC and just for the prime-time portion a 26.7/41.

ABC was claiming more record-breaking ratings with the five night games that began in prime time and extended beyond it. With a 22.7/38 average, ABC said it exceeded the previous high—its own—in 1978 with four prime-time playoffs averaging a 21.8/37.

For the week's eight National and American League playoff games broadcast by ABC, including three in daytime, ABC was estimating that 120 million people watched some or all of the action. For the top-scoring Sunday night game, ABC estimated 60 million viewers.

And if the contribution of night games to prime time wasn't enough, ABC also benefitted from a 28-minute Saturday afternoon runner giving the network a 25.7/48 to be counted in the average.

Despite the power of the playoff, NBC managed a more than respectable showing. The network had its controversial Beulah Land miniseries in large part to thank for that. Although the mini-series aroused the ire of certain black groups, the general public went for it, with nightly scores of 22.0/34, 23.2/36 and 24.4/38. On two nights, when Beulah Land episodes went entirely head-to-head with the playoffs, it was the mini-series that proved most popular.

CBS, with the exception of Dukes of Hazzard and Dallas reruns, had no such successful counterprogramming against the baseball games.

Top-rated shows of the week were the Sunday National League playoff (27.8/44), NBC's Real People (24.8/40); the concluding episode of Beulah Land (24.0/38); Dukes of Hazzard (23.4/40); CBS's 60 Minutes (23.4/40); Beulah Land part I (22.0/34); Thursday's American League playoff between New York and Kansas City (21.9/36); Tuesday's National League game (21.6/35) and ABC's That's Incredible (21.6/33).

ABC's other sport event, Monday Night Football, also did well, bringing in a 21.5/36, but a full night of the Centennial mini-series for NBC on Saturday did the opposite with an 11.1/20.

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**Broadcasting Oct 20 1980**

45
Cable's the news for Storer before New York analysts

Key executives detail company's plans to invest $300 million over five years; 1982 revenues could reach $200 million; TV expects 'flat' results this year

The talk turned to cable when Storer Broadcasting went to New York last week for its first appearance before security analysts in three years. Addressing an audience increasingly interested in the "new media" and the questions of their profitability, Chairman Bill Michaels told the analysts that Storer's acquisitions in the cable field are "all but complete" although the company will continue to pursue new franchises.

Storer, he said, plans to spend $300 million over the next five years to build its cable operations, and not $80 million of that is earmarked for acquisitions. (According to Michaels, the few acquisitions the company is considering are adjacent to existing Storer franchises.) Reviewing some of the "benchmarks" of his company's progress since the last meeting with the analysts, Michaels tallied total cable investment to date for Storer at $216 million, with $171 million spent in the last 18 months. Cable is now bringing in $65 million in revenues for Storer on an annual basis, he said, fully half of broadcast revenues. In comparison, Storer's cable revenues four years ago were only one-seventh those of broadcasting.

Company Vice Chairman Peter Storer summarized expected third-quarter results, saying cable revenues were up 53%, total revenues up 10.8%, although operating profit for broadcasting was down 4.8% and for cable down 21.4%, with the company's total operating profit 13.8%.

Forecasting for the remainder of the year, Storer said he believes broadcasting will "come back in the fourth quarter" while cable will be "off slightly" with "very much increased" revenues but "substantially increased costs." He expects fully diluted earnings per share for the year to be down 20 cents from 1979's $2.66.

If there was one man on the hot seat at the session, it was Storer's cable division president, Arno W. Mueller, to whom virtually all the analysts' questions were directed. Mueller indicated that he expects to expend most of the $300 million in building funds during 1981-1982 and anticpates "a big jump in earnings in 1982-83... assuming what we have is what we'll have." Should significant new franchises be won, the earnings jump would, of course, be pushed back, he said. Asked to quantify the revenue boost, Mueller said he could see cable revenues hitting $200 million by 1982. He also noted that at this time, Storer hasn't "evolved" a firm plan to finance the $300 million building program.

Concerning pending franchise bids, Mueller all but wrote off the company's chances for the Portland, Ore., franchise. But he said until a definitive agreement is signed, the apparent winner, Canadian Cable systems, shouldn't be counted as having locked up the franchise. Philadelphia, he suggested, might be totally rebid. Mueller thinks he's "got a chance" in Dallas, New Orleans and Fairfield, Conn., although noting, "I've always said we'd be lucky to win one" of the various pending applications.

Discussing a question about the accounting of application costs, Mueller noted that the company spent close to $500,000 in making its Dallas applications, and between $150,000 and $200,000 on Portland.

Mueller said he thinks the company's stated goal of 600,000 subscribers by yearend is "do-able," and he projects 930,000 subscribers by the end of 1981. Counting each premium service a subscriber takes as a separate subscription, Mueller expects a "one on one" pay to basic ratio by the end of next year as well.

In the company's Dade-Broward system in Florida, with 18,000 subscribers, Mueller put the basic penetration level at 57% of homes passed, a figure that he said can only be achieved by using a door-to-door marketing technique. (Otherwise, he said, the penetration level would be only 25% to 30%). In that system, in excess of 85% of subscribers are taking some premium service, and 50% of those buy two or three, according to Mueller.

The outlook for Storer's television stations was surveyed for the analysts by the television stations division president, Kenneth Bagwell. Doing "reasonably well" now, although with some softness in the Midwestern automotive markets, Bagwell predicted that the divisions' results will be flat over the full year.

Time Inc.'s operating income down for quarter

Drop attributed to Films group; but real estate deal keeps net income 3.7% ahead of year ago

Time-Life Films' performance was cited as one of the principal reasons for an operating income slide that parent Time Inc. experienced in the third quarter. The company's operating total for the quarter was $33.6 million, compared with $54.9

For services rendered. Television Bureau of Advertising honored three members of its Sales Advisory Committee at fall meeting in Montauk, N.Y., for their contributions to SAC. Congratulated by Roger Rice (l), president of TVB, are Vincenti Deluca, WTEN-TV Albany, N.Y., who completed one-year term as SAC chairman (second from l); Robert Dovichak, KCAU-TV Sioux City, Iowa (l) and Howard L. Hoffman, WBBN-TV Fort Myers, Fla., both of whom completed three-year terms on SAC.
million the year earlier. Still, net income as reported by Time was slightly higher for the three months. President J. Richard Munro said, due to a $9.3-million gain on the sale of a Paris office building. Net income rose 3.7% to $33 million, $1.18 a share, from last year’s third-quarter net of $31.8 million, $1.14 a share. Revenues were up 12.6% to $699.9 million from $621.4 million.

The company said Time-Life Films’ pretax income dropped $10 million, though no quarterly sum total was broken out. Of the $10 million, $6.5 million was said to reflect inventory write-down and production overruns on made-for-TV movies, with the rest attributed to “increased developmental costs” for the subsidiary’s entry into the realm of theatrical production.

HBO and ATC, the two principal arms of the Time Video group that includes Time-Life Films, both experienced profit improvement for the quarter, according to Munro. No dollar specifics were provided, but the company said each reached record highs in subscribers in the quarter—HBO passing the 5 million mark and ATC 1.2 million.

The two other areas that contributed to the operating profit decline were magazines and building materials operations. An $8.5-million bite was taken out of magazine pre-tax income, most of it going to costs incurred in the launch of Discover magazine. Building materials had a $3-million pre-tax income dip in the third quarter.

Book publishing, pulp, paperboard and container operations were flat in the period, the company said.

For the nine months, the company’s net income was up 1.2% over last year’s $100.8 million, $3.61 a share, to $102 million, $3.63 a share. Operating income was up 10.6%, to $153.5 million from $147.1 million. Revenues were $2.06 billion, 15% over the year earlier $1.8 billion.

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RCA’s third period: record earnings, up 22%

Both sales and profit continue to run ahead of 1979; NBC and satellite divisions show increases

Third-quarter earnings reported by RCA set a record for the period, advancing 22% over the year-earlier quarter to $80.4 million (84 cents per share). The increase came on a sales rise of 8%, to $1.99 billion. Earnings in the 1979 quarter were $66 million (86 cents) sales $1.83 billion. (The drop in per share earnings reflects Richard Munro’s dividend payout increases associated with the preferred stock issued for the merger Jan. 31, 1980, with CIT Financial.)

Although no divisional breakout of performance figures is provided by RCA, the company said NBC’s earnings “were slightly ahead of a year ago.” It also took note of the network’s lead in “prime-time ratings at the end of the first four weeks of the new fall season.”

Among operations that RCA Chairman Edgar H. Griffiths said had logged “strong performances” in the quarter were RCA’s Americom, Globecom, picture tube, consumer electronics and commercial communications systems divisions.

Griffiths called it “noteworthy that the new earnings records were achieved in a recessionary environment, and at a time when there were substantially increased expenditures for research and development and continued heavy start-up costs for the SelectaVision videodisk which is on schedule for a national introduction in the first quarter of 1981.”

With the third quarter logged, the company gave its nine-month earnings figure as $236.2 million ($2.53 per share) on sales of $5.92 billion. Those earnings were 10.5% ahead of 1979, the sales, 8%.

The 1980 nine-month figures reflect a net earnings gain of $14.5 million on three special items recorded in the earlier quarters: a $19.8 million gain on Satcom III insurance proceeds, a $10.8 million gain from the sale of Random House, and the $16.1 million taken as a loss relating to the cancellation of Moscow Olympics coverage. In the first nine months of 1979, the company reported gains of $23.3 million and $5.5 million, respectively, from the sale of RCA Alaska Communications and a United Kingdom tax benefit.
Making time for anti-nuke spots

Coalition of citizen groups wins free time in 15 cities to counteract pro-nuke campaigns

As the spot opens, the camera zooms in for a view of the now-familiar Three Mile Island cooling towers, and a voice-over is heard rebuting what producers of the 30-second piece regard as the "myth" that nuclear power holds the answer to American dependence on foreign oil. It won't replace a barrel of the oil needed to fuel automobiles, heat homes or run industry. "The real answer? More conservation and renewable sources like solar energy," then comes the tagline: "Don't get sold on nuclear power. We can't pay the price."

The spot is one of five for television and radio that cite the alleged dangers of nuclear power and boost conservation and alternative energy sources and that will soon be running on 35 radio and television stations in 15 cities across the country. The time for the spots—designed to answer commercials of the nuclear industry—is being provided free in a major exercise of the fairness doctrine.

The Safe Energy Communication Council, a coalition of 13 citizen organizations concerned with energy and environmental matters, arranged for the production of the spots and for the broadcast time. The pieces—four 30's and one 60—were produced by the Public Media Center, a San Francisco public interest advertising agency, at a total cost of $17,000, according to Richard Pollock, of the Critical Mass Energy Project, a Ralph Nader organization. SECC obtained the free time through a network of local representatives.

SECC was formed last November, after antinuclear activists learned of plans of nuclear industry companies to conduct—through an organization called the Committee for Energy Awareness—a major public relations campaign to offset antinuclear attitudes. The utilities and reactor manufacturers, it was felt, were getting desperate—and their massive propaganda campaign shows it," SECC said in a news release issued at a news conference it called to announce its own media effort.

The antinuclear spots are running on at least one station in each of the markets where CEA ads have been aired. And they are being broadcast at ratios of from one SECC to one CEA spot to one to four. Additional stations are expected to provide time for the SECC material. Pollock said managers of 12 stations in the targeted markets asked to review the spots before making a decision on whether to run them—a request Pollock said was "acceptable."

All told, 31 television and 86 radio stations carried the CEA spots, according to CEA's annual report, and at least a dozen responded to fairness doctrine requests for time from local groups even before SECC was formed. SECC is continuing to contact all of the others. So far, it has encountered no rebuff.

The SECC release describes the spots as representing a "high road" approach to the issue of nuclear power, and as an "appeal to reason," "documented" and "factual." But SECC authors may have been influenced by some of the presidential campaign spots on view on the networks. The single 60-second spot—and a 30-second version—feature interviews with residents of the Three Mile Island area who express the fear and anxiety they feel for themselves and their children as a result of the accident at the nuclear plant.

4A's Washington seminar will feature dialogue with FTC, workshops

Leaders of the advertising industry will have an opportunity to meet with regulators and legislators in Washington next week at the American Association of Advertising Agencies' second annual Washington seminar.

Scheduled to meet Oct. 26-28 at the Four Seasons hotel, this year's seminar is expected to draw over 150 participants.

After a Sunday evening hospitality hour, the seminar will open officially Monday morning with an address from association President Leonard S. Matthews. Then, James Willette, J. Walter Thompson Co., will take the helm and steer participants through a morning full of working sessions.

On the schedule that morning are a dialogue with the Federal Trade Commission and discussions about testimonial advertising, agency accountability, comparative advertising and industry self-regulation. Addressing each of those issues will be an industry executive and representative of the FTC.

Monday afternoon's activities will include sessions entitled "FTC-FCC Meet the Press" and "Regulating the New Technologies." That night, David Martin, the Martin Agency, Washington will preside over a reception and dinner.

Tuesday's seminar activities open at 8 a.m. with a general assembly breakfast. FTC Commissioner Paul Rand Dixon is scheduled to speak that morning.

Following breakfast will be a working session entitled "Advertising the Public Never Got To See" and a report from the Loaned Executive Assistance Program.

The seminar will end Tuesday with a reception and lunch. Presiding at lunch will be Harry Soghigian, Harant Soghigian Advertising. Luncheon speaker will be political satirist, Mark Russell.
Cable franchise recommendations for Dallas point out price and service plans of two MSO's

The Cable Television Information Center, in its report to the Dallas city council on the city's six cable franchise applicants, rated Warner Amex's proposal the best over-all, but recommended the city take a good look at the cheaper rates offered by Sammons Communications.

Tom James, Dallas's director of public utilities, said CTIC reported Warner could "best serve" the city although "serious consideration" should be given to Sammons, which offered lower rates. For example, Sammons $5.95 for 44 channels costs $5.95; Warner's 48-channel second tier costs $7.50.

But those figures are only part of an income equation in which Warner and CTIC assumed a 50% penetration level. According to Sammons's Bill Strange, vice president, corporate development, that is only "an assumption on their [CTIC's] part" and is a "conservative" estimate. Sammons, Strange said, based its proposal on higher penetration figures which allowed it to offer the lower cost. Strange said Sammons has a 69% average penetration level in all of its operating systems including those in Dallas suburbs.

Part of CTIC's report said that if Sammons could not reach its projected subscriber levels, it would have to ask for a rate increase. Even at that, Strange said the rate would be frozen for two years.

James said the Warner proposal called for 80 activated channels with 100-channel capacity and interactive service from day one. Sammons proposed 52 activated channels initially, with 104-channel capacity and interactive service in the fourth year.

Richard Aurelio, senior vice president with Warner, said the company "hopes to nail down" the Dallas award and cited Warner's 30 community access channels and 10 mobile production units as strong parts of its bid. Warner's three tiers run $2.95 for the basic 24 channels, $7.50 for 48 channels and $9.95 for 80 channels.

Sammons has four tiers of service: the first at $3.95 with 24 channels, the second at $5.95 with 44 channels, the third at $7.95 with 52 channels and the fourth tier at $10.95 with full interactive service.

The city has a meeting and workshop session scheduled for this week where cable companies can take exception to CTIC's report and make final five-minute presentations before the council. The city staff will also make known its report this week, with the award for the city's 360,000 homes due to be made on Oct. 29.

The other four companies that bid for Dallas were Cox, Storer, United Cable and American Televison and Communications.

Dallas is the 10th major city by television ADI and would be the largest complete city to award a franchise outside San Francisco which chose Viacom in 1953.

Erle, Pa., is concentrating on ATC and Teleprompter proposals for 42,000-home territory

Nearly every one of the six cable companies applying for the Erle, Pa., franchise has had rates raised by the city in the last two months as the process wears down. The city's decision last week to negotiate between two companies, neither of which placed first or second in previous voting, is the latest in a series of twists and turns the franchise process has taken there.

Six major MSO's had applied for Erle's wired 42,000 homes: a Canadian Cable systems wholly owned subsidiary, an American Television and Communications subsidiary with 45% local ownership and four MSO's with 80%-20% national-local ownership splits, Comcast, Storer, Teleprompter and Community Tele-Communications Inc.

In late September, the city council passed a resolution that directed contract negotiations to begin with Comcast. Actually Comcast was not the leading applicant of the six, Jim Klemm, city clerk, said. Erle Cablevision, the Canadian Cable systems subsidiary, won preliminary voting. But Klemm said the city backed off after the city solicitor and the city's hired consultant, Michael Botwin, felt parts of Canadian's proposal might be illegal and would not be approved by the FCC. One part concerned $2.7 million in extra leased-access payments that Klemm said the city could have used for anything, including non Cable purposes.

The city negotiating team, made up of the city solicitor, Botwin, Klemm, one councilman and a local citizen, began discussions with Comcast and appeared to have a final contract ready. Unbeknownst to the council though known to the city's administration, Comcast applied for an Urban Development Action Grant (UDAG). Klemm said neither Comcast nor the city administration had notified the council of the UDAG application, an additional financing mode the council found unacceptable.

But Daniel Aaron, corporate vice president of Comcast, said due to "substantial renegotiations," the bond and equity-financed $11.5 million Comcast estimated construction would cost, was insufficient. That was the reason for the UDAG application which would have allowed Comcast to increase the limit on an industrial development bond from $10 million to $20 million.

The UDAG program, initiated under the Carter administration, grants federal money to cities which in turn lend the money to companies building there.

Aaron said the renegotiations almost amounted to "renegotiation of the application." Aaron said the city wanted to reduce the $25 connection fee to $20 which would have reduced projected income and required a substantial ($1.13 million) advance payment. Another point that troubled Comcast was a required 33.3% discount for senior citizens, and Aaron asked who would judge age and income requirements. All in all, Aaron said, Erle represented "one of the most difficult franchises under which a cable system could profitably operate," and "in view of the demands" the franchise was no longer "economically viable."

Klemm said all the applicants knew from the outset that "extensive negotiations" would occur if the council selected them. And he said all the companies offered between $500,000 and $1.5 million in advance payments.

With Comcast out of the picture, the city voted to begin negotiations with ATC. But last week the council rescinded that resolution, 4-3, opening up the process to all applicants again. The reason, Klemm said, was that one council member had changed his mind.

All six companies were back in the running, including Comcast technically, though Klemm said it had not withdrawn its UDAG application. Last Wednesday, Klemm said, the council directed the city solicitor to handle "simultaneous negotiations" this week, between two companies, ATC and Teleprompter. Klemm said there was a push for Teleprompter at last week's meeting and added that the nation's biggest MSO may have the four votes to win, the four that rescinded ATC's proposal.

Klemm said that on the senior citizen discount issue, ATC and Teleprompter have no major problems. The discount will be for heads of households over 65 that earn no more than $10,000 per year.

Comcast President Ralph J. Roberts said the company's cost in the process was "immaterial" to the company's balance sheet. With many franchise applications
pending, Roberts said Comcast "does not believe that the failure to obtain any single franchise is of material importance to the company."

**District Cablevision, headed by Bob Johnson, urges Washington to move on cable; his company will be 80% local, 20% MSO with heavy black ownership interest**

District Cablevision, a newly incorporated company headed by Bob Johnson, president of Black Entertainment Television, wants the cable franchise for the city of Washington and has set in motion its plans to get it.

District was to announce its desire today (Oct. 20) at a press conference at the Four Seasons hotel in Washington and, at the same time, send a letter to the city council urging it to move on passing cable enabling legislation and to release results of a survey it commissioned that concludes that there is a great deal of interest in cable television among the residents of the nation's capital.

The ownership structure of District, as envisioned by Johnson and its five other charter partners, is unusual and perhaps unique. The structure "will be a reversal of the trend," Johnson said last week. Instead of local partners holding 20% interest while an MSO holds 80%, District will be 80% owned by local investors and 20% by a major MSO.

Johnson said that District has "on paper" the commitment of a major MSO to be that minority partner and bring the necessary managerial and technical expertise to the company. Johnson would not name the MSO, but said it was one of the top five. Speculation points to either Community Tele-Communications or Warner Amex.

According to Johnson, the local ownership will comprise 20 to 30 local residents or businessmen, "people who have the financial wherewithall and have diverse backgrounds." So far the group includes Johnson; Herbert Wilkins, president of Syndicated Communications Inc., a newly formed venture capital company created to provide equity capital for minorities in telecommunications; David Abramson, president of Abramson/Himelfarb Inc., a Washington advertising agency; Albert R. Hopkins, president of the Anacostia Economic Development Corp.; A. Knighton Stanley, a Washington pastor, and Joseph H. Sharlitt, a Washington attorney.

Although Johnson believes he will add more "cable expertise" to the company than "political clout," he counts among his "good" friends Washington Mayor Marion Barry. And prior to joining in 1976 the National Cable Television Association, where he made many political contacts as vice president of government relations, he was press secretary for Walter E. Fauntroy, congressional delegate from the District of Columbia.

Johnson stressed that all the local partners would have an equal share in the company and will be expected to come up with an equal share of the equity. Assum-
District has come out so early and openly for the cable franchise. Another reason, according to Johnson, is that District does not want to see potential black investors divided into "contending camps" as local partners of the major MSOs that will surely compete for the franchise. If that happens, Johnson said, there will be no opportunity for real black ownership in Washington. And, he added, a city that is "should have strong minority control of its cable system." Johnson, who is black, said minorities will control 55% of District.

Johnson did not know who District's competition would be but felt reasonably confident that Cox would compete. Cox, he said, testified before the city council on cable last spring.

**NAEB prepares for its 55th annual conference**


William J. McGill, former chairman of the Carnegie Commission on the Future of Public Broadcasting and current chairman of the Corporation for Public Broadcasting/Annenberg School Joint task force, is breakfast speaker at Monday morning's keynote session. Comic Bill Cosby will be featured at the "Big Event," the conference's closing social function. In between, more than 94 independent sessions and mini-courses will be offered in broadcast education, government relations, programming, graphics and design, research, production and others.

On Wednesday, Oct. 29, representatives of the presidential candidates will be featured at the Policymakers' Luncheon, and will answer questions from a panel of public broadcasting officials.

Cissy Farenthold will speak for John Anderson, and Rich Neustadt, assistant director of the White House domestic policy staff, will represent President Jimmy Carter. Ronald Reagan also is expected to send a representative.

About 1,100 participants are expected at the conference, which is NAEB's 55th. Registration information is available through NAEB's conference office, 1346 Connecticut Avenue, N.W., Washington 20036; (202) 785-1100.

**Man kills himself after holding up in Cincinnati station**

An armed man who took nine Wcpo-tv Cincinnati employees hostage eventually shot himself to death last Wednesday morning in the station's newsroom.

The man, James Hoskins, 41, armed with a gun, approached a Wcpo-tv reporter and photographer as they returned from an assignment at 2 a.m. last Wednesday in the station's parking lot, according to Rick Reeves, the station's director of operations.

Reeves said the three entered the station and Hoskins demanded to go live on the air. Station personnel explained that was impractical, Reeves said, but offered to do a taped interview, parts of which were broadcast throughout the day. As station personnel wandered into the newsroom during the interview, Hoskins—armed with a machine gun and, he claimed, wired with explosives—took them hostage. He released all nine at 3:30 a.m.

Hoskins remained barricaded inside the station into the late morning. Police set up contact with him, but they heard a muffled shot at about 10 a.m., Reeves said, and after hearing no further communication, they entered at 2 p.m. and found Hoskins dead.

Reeves said Wcpo-tv carried network programing through the morning, picking up the CBS signal off the air from WHIO-Tv Dayton, 40 miles to the north.

The station had one complete mobile unit available from which it did five cut-ins through the day. The station went live for 45 minutes at noon and re-entered the newsroom, after a police bomb squad search at about 3 a.m.

Reeves said the reporter who interviewed Hoskins, Elaine Green, established a "sympathetic relationship" with him, and her concern helped win the hostages' release. Hoskins, who had earlier in the morning allegedly killed his girlfriend, expressed a number of social concerns in the interview. At one point, Reeves said, Hoskins said the media didn't give proper coverage of the poor.

Hoskins reportedly established contact with radio stations in Chicago and Louisville, Ky., before killing himself. There was no damage to the station, Reeves said.

**Hot water for Martin-Trigona**

Former media activist, now licensee, is in Chicago jail, facing multiple fraud charges.

Anthony R. Martin-Trigona, a one-time media activist turned broadcast licensee and perennial political candidate, is in trouble in three different courts in Illinois. And until at least some of the problems are sorted out and resolved, he will be confined in the Metropolitan Correctional Center, a federal holding facility in Chicago.

Martin-Trigona's name became familiar to broadcasters about 10 years ago when he filed complaints against networks and others on a variety of grounds. Later, he became interested in politics and ran for office in Illinois a number of times, never winning. His last bid for office was in a contest for the Democratic nomination for U.S. senator from Illinois, earlier this year. He also became a broadcast licensee, and is now, according to FCC records, sole owner of Wdlw(AM) Waltham, Mass., and wnhc(AM) New Haven, Conn.
WDLW is in receivership.

Martin-Trigona's most immediate, and serious, legal problem is a conviction in federal court in Danville, Ill., on seven counts of mail fraud. He is said to have used the mails in a scheme in which he used property he did not own as security for a $42,800 loan in 1977. He was sentenced to 12 years in prison and a $7,000 fine after the prosecuting attorney—Frances Mulin—asked U.S. District Judge Cale Hodder to impose a substantial sentence. She called Martin-Trigona a threat to society.

Martin-Trigona had filed a notice of appeal with the U.S. Court of Appeals in Chicago. Hodder set a $500,000 bond, which Martin-Trigona said he could not raise. But even if he could, he would have been sent to the correctional facility in Chicago. He was ordered there originally on July 23, on a contempt of court conviction.

Martin-Trigona was ordered to jail for refusing to answer questions regarding his assets after American Invesco, of Chicago, won a $200,000 slander judgment against him. The company's complaint was contained in a suit countering one Martin-Trigona had filed against it. He is to remain in the correctional center until he purges himself of contempt.

Meanwhile, Martin-Trigona faces trial beginning today, Oct. 20, in a state court in Chicago, on criminal charges of forgery and theft. Martin-Trigona denies wrongdoing in the matter, which involves an insurance check for $267,000 made out to Martin-Trigona, a mortgage bank and a contractor. He is said to have endorsed the check by signing his name on the check as "attorney in fact" for the other parties. The check cleared.

If upheld on appeal, the conviction on the fraud charge alone could cost Martin-Trigona licenses for the two stations. The chief of the FCC’s Renewal and Transfer Division, Roy Stewart, said it is routine for the commission to evaluate the impact of such a conviction on a broadcaster's qualifications to be a licensee.
daytimer on 1280 khz. WOUH is on 103.1 mhz with 3 kw and antenna 180 feet above average terrain.

- **WALM**(AM) Albion, Mich.: Sold by Triad Stations Inc. to WALM Inc. for $300,000. Seller is owned by C. Wayne Wright, president (41%) and 46 others. They also own **WELL**(FM) Marshall, Mich. Buyer is owned by William C. Gaines (60%) and wife, Nellie (40%). William Gaines is former reporter with Chicago Tribune and wife is housewife. They have no other broadcast interests. **WALM** is on 1260 khz with 1 kw day and 500 w night.

- **WCAY**(AM) Cayce, S.C.: Sold by Lexington County Broadcasters Inc. to Southcom Inc. for $290,000. Seller is owned by J. Olin Tice Jr. He owns 1.5% of Communications Corp. of America, licensee of **WFIF**(AM) Milford, Conn., and 49% owner of **WBUG**(AM) Ridgeland, S.C. Buyer is owned by Robert Liggett Jr. and Daniel F. Clovell (50% each). Liggett is 63.49% owner of Megamedia Inc.—licensee of **WFKI**(FM) East Lansing, Mich., and 19.19% owner of **WLOL**(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both **WHNN**(FM) Bay City, Mich., and **WFXZ**(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamson, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Megamedia is applicant to purchase **W2ZR**(FM) Grand Rapids, Mich. (BROADCASTING, Oct. 6). Clovell is owner of Bay City advertising agency. He has no other broadcast interests. **WCAY** is 500 w daytimer on 620 khz.

- **WSEW**(AM) Selinsgrove, Pa.: Control (51%) sold by William Mahoney to Douglas W. George for $240,000. Mahoney has no other broadcast interests. George is associated with Baltimore, Md., media planning company. His father, Jimmy George, is vice president and 40% owner of **WSEW**. They have no other broadcast interests.

- **KFAI**(FM) Gilroy, Calif.: Sold by Wheatstone Bridge Engineering Co. to Harvey Levin for $2.5 million. Seller is owned by Lorenzo W. Milam and Jeremy D. Lansman (43% each), E. Vernon Buck (4%) and five others. They have no other broadcast interests. Levin is former vice president and general manager of **KNEW**(AM) Oakland, Calif. He owns **KUIC**(FM) Vacaville, Calif. **KFAI** is on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

- **WEZJ**(AM) Williamsburg, Ky.: Sold by Honus Shain to Paul Estes for $475,000. Shain has no other broadcast interests. Estes, mayor of Williamsburg, has no other broadcast interests. **WEZJ** is 1 kw daytimer on 1440 khz.

- **Other approved station sale is WTXY**(AM) Whiteville, N.C. (see “For the Record,” page 62).
A HEARTY SALUTE

TO

SOL TAISHOFF ... who has done

more—longer—than anybody

to keep Radio and TV Broadcasting free

... for the American People

This message paid for by a commercial broadcaster who also says “Happy Birthday, Sol.”
TIMES were tough. More than 10 million were jobless in a population that totaled fewer than 125 million. And more than a million people wandered homeless from place to place.

But for broadcasters, the beginning of 1932 was a time for guarded optimism. Despite the Depression, advertising on the air increased. Broadcasters' concerns about their future were principally aroused by such external problems as music licensing, federal regulation, the threat of international spectrum chaos and menacing moves against the medium by self-interest groups within the U.S. Yet the continued expansion of broadcast advertising was itself the subject of concern.

Early on, broadcasters received a warning from one of their own: Henry A. Bellows, CBS Washington vice president and former member of the Federal Radio Commission. In the Jan. 1 issue of Broadcasting Bellows said:

"If the broadcasters ... are so stupid as to fail to look beyond the hope of quick cash return, they may seriously injure and perhaps destroy their own business. If 1932 is a year of thorough housecleaning among the broadcasters, it will be a good year in itself and a long step toward better years ahead. If such a housecleaning does not take place, 1932 may see congressional action which will permanently cripple a broadcasting service that is ... the most extensive, and the freest from artificial restraints in the world."

On Jan. 12 the Senate passed the Couzens-Dill Resolution, a fact-finding inquiry that authorized the FRC to determine to what extent broadcasting stations were being used for commercial advertising, whether advertising should be reduced or eliminated from radio, and the feasibility of government ownership and operation of broadcast facilities.

The federal threat did little to take the bloom off radio’s advertising rose. In January, for example, N.W. Ayer and Son, a pioneer advertising agency, released a national survey designed "to take the guesswork out of radio as it affects advertisers." The advertising attention being paid to radio provoked a response from the press. Throughout January and February the Ventura (Calif.) Free Press, acting with the National Congress of Parents and Teachers and with Joy Elmer Morgan’s National Committee on Education by Radio, argued against radio by the "American Plan" and for public ownership and operation of broadcasting. These groups labeled radio a "commercial monopoly which is already going over the heads of parents in an effort to influence children in their homes." The National Committee on Education by Radio sponsored a bill in Congress that sought to allocate 15% of the broadcast channels for educational use [see 1931]. (A check of FRC records, as reported in the Jan. 1 issue of Broadcasting, had revealed that commercial stations were devoting more than 10% of their program time to educational programs while educational stations were devoting less than 8% of theirs to that area.)

The alliance of the Ventura paper with the educational interests did not conceal commercial purposes. A commentary by Virgil Evans, managing director of WSPA Spartanburg, S.C., and WNOX Knoxville, Tenn., in the Feb. 1 Broadcasting cited some telling statistics: "Newspapers lost in excess of 38% advertising revenues in 1930 from the peak revenues of 1929. During the same year radio gained approximately 97%. Newspapers took another nose dive in 1931 while radio went up another 50% over the 1930 figures. Local advertisers spent $170 million over radio stations in 1931."

The increase in advertising as well as issues of wave lengths and copyrights spurred further government attempts to wrestle the new medium into regulatory control.

To stop "trafficking in wavelengths and licenses," the FRC adopted a requirement that station licenses include sworn statements of transfer terms. Beyond that, the FRC continued its inquiry "by going," as Broadcasting wrote, "to the very root of the advertising problem. Aside from asking stations and networks precisely how many hours during a given week are devoted to sales talks or descriptions of commodities ... the commission is soliciting the opinions of leading agencies and radio advertisers." Representative Elwin L. Davis (D-Tenn.) prepared a bill designed to curb excessive advertising on the air, require license fees to defray the cost of federal regulations and provide a solution to "the growing menace of Mexican-Cuban stations, backed by American capital, which are 'squatting' on or near U.S. and Canadian wavelengths."

Also on Capitol Hill, on Feb. 1, Representative William I.
Sirovich (D-N.Y.), chairman of the House Patents Committee, began hearings on the copyright issue. Sirovich said that he did not wish to dissolve the American Society of Composers, Authors and Publishers, which was demanding increased payments for music use, but he did want an “equitable readjustment” of copyright fees. On March 12 Sirovich announced that he would draft new legislation to protect broadcasters from what he called ASCAP’s “racketeering tactics.” Senator Clarence C. Dill (D-Wash.) introduced a copyright bill that “for the first time recognized radio as an entity” and imposed special restrictions on copyright owners that combined to sue licenses and charge royalties. The legislation also provided for a 10% tax on network and remote control originations.

The controversy between ASCAP and the National Association of Broadcasters continued to escalate. However, the NAB’s hope for an equitable settlement plus a sustaining license fee. This schedule would increase ASCAP’s revenues from the $960,000 it received from the flat assessments used in 1931 to about $2.5 million, excluding the $1 million expected in sustaining license fees. ASCAP also demanded the right to examine the accounting books of broadcasters. The battle lines became clear. “Killing the Goose,” a BROADCASTING editorial of April 15, referred to the new fees as “akin to extortion” and said that “To call the new music copyright yardstick of ASCAP preposterous would be putting it mildly.”

Meanwhile, broadcasters continued to encourage the innovative use of radio as an advertising medium while studying the issues of commercial advertising. In March, Federal Trade Commission Chairman William E. Humphrey praised the integrity of radio stations. He said that “while fraudulent advertising does exist in some programs and over some stations, it is not a condition that is common with the

March 1932. This was the scene in a tiny room above a store in Hopewell, N.J., where CBS established temporary studios to cover the kidnapping of Charles A. Lindbergh Jr. L to r: Douglas Gilbert, CBS commentator; Don Higgins, CBS publicist, and J. McCafferty, field engineer. In the inset, upper right: Colonel Norman H. Schwartzkopf of the New Jersey State Police as he broadcast an appeal to the public on WOR Newark-New York.

was dimmed March 22 when Sirovich introduced a new and weaker bill to supersede his previous legislation. Except for a provision that reduced the infringement penalty from $250 per incident to $50, broadcasters felt the bill was “practically worthless.”

Angered broadcasters offered harsh testimony to the House committee about the effects of the current copyright laws. Henry A. Bellows, chairman of the NAB’s executive committee, said that there were major shortcomings in the Sirovich bill: It did not curb the activities of copyright owners, and it created a new copyright on phonograph records.

In April, E. Claude Mills, general manager of ASCAP, announced a 300% increase in the fees for broadcast use of ASCAP music—then just about all the music there was, save for that in the public domain—to become effective June 1. ASCAP wanted 5% of the gross revenue from commercially sponsored programs medium.” Humphrey suggested that broadcasters voluntarily draft rules to control and eliminate false advertising.

The sponsor-developed radio drama increased in popularity and proved effective as an advertising tool. G. Washington’s Coffee sponsored the Sherlock Holmes program on NBC, voted by radio editors as the best dramatic program on the air. Happy Hollow, a syndicated radio drama, shuttered several precepts of radio advertising by proving that a radio serial could be based on homey characters in familiar situations, could give equal weight to music and to plot, could have advertising worked into the natural sequence of events and could run daily in half-hour segments while still retaining its number-one position in popularity.

With its creation of Amos ‘n’ Andy on NBC, Pebsondent proved that a well-written quarter-hour show could draw large audiences. The Goldbergs, another Pebsondent show about “real people,” broke all records in audience support when the sponsors asked listeners to send in a Pepsodent carton if they liked the show. Harlow P. Roberts, advertising manager for Pepsodent, said that “The Goldbergs go on over the basic NBC Red network. Chicago is the farthest western outlet, yet we received letters from every state except Oregon, from every Canadian province except British Columbia and from 15 foreign countries. Explain that if you can.” Also impressed with radio’s advertising potential, Lehn & Fink, in an experimental program, placed all of its 1932 advertising budget for Pebeco toothpaste into radio.

Accordingly, it was small wonder that the broadcasters argued that radio was the largest user of radio time in 1932. Led by Pepsodent, toiletries and drug concerns spent $8,526,268 on CBS and NBC during the year—more than 20% of all network time sales.

The popularity of such programs as well as technical improvements continued to make radio an increasingly powerful force. The government’s April radio census revealed that four million more U.S. homes were equipped with radios than in April 1930. That brought total homes with radios to 16,679,253—or more than 50% of all homes.

A new development, the directional antenna, designed by Raymond Wilmotte* for WFLA-WSUN Clearwater, Fla., and installed in April, permitted the station to reduce its 620 kc signal toward Milwaukee while utilizing higher ranges of power. Walter Tison, director of the station, found the shielded transmissions appealing because “the foreign situation is getting bad. Cuba had recently put into operation many new stations on almost all the so-called clear channels or split frequencies. Unless the American stations agree on something soon, it will mean a clear U.S. channel shared with a Cuban or Mexican station.”

An international radio conference in Madrid Sept. 15 discussed such issues as well as a proposal to enlarge the broadcast band, including a part of the longwave portion.

Other foreign issues concerned American radio. In March the U.S. radio commission established a new policy that allowed American broadcasters to transmit sponsored as well as unsponsored programs to foreign audiences. AT&T and RCA Communications Inc. incorporated these provisions into their transoceanic licenses.

With the nationalization of American radio still a possibility, Canada announced on Feb. 17 a major investigation to determine the future of Canadian radio. A widespread campaign by the Canadian Radio League sought support for nationalized radio. The CRL plan would establish at least seven 50 kw stations from

* Raymond Wilmotte has continued to make important marks on U.S. telecommunications. From January 1977 to July 1978 he headed the FCC’s UHF Task Force and is now senior technical advisor in the Private Radio Bureau, where he works primarily on narrowband land mobile radio services.
C-SPAN covers the 1980 Election Process

C-SPAN LETS YOU SEE IT ALL!

A Service of the Cable Television Industry

C-SPAN, the Cable Satellite Public Affairs Network—the same network that provides gavel-to-gavel coverage of the House of Representatives—hits the 1980 campaign trail in a way that's unique. No 45-second excerpts of speeches, rallies, or interviews! With C-SPAN, you'll see entire events from start to finish.

Listen to the politicians, their managers, the media, the voters and MAKE UP YOUR OWN MIND this fall. Over 100 hours of coverage.

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from the Dill legislation. The amended version of Representative Davis's bill emerged as an important piece of legislation that would establish a system of license fees intended to collect about $670,000 annually to defray the cost of radio regulation, and would make it mandatory for political opponents and parties to be given equal opportunity for air time on stations.

W.M. Cheselidine, an Interstate Commerce Commission examiner, felt that broadcasting's rate structure was outside the range of the ICC's jurisdiction.

In recognition of radio's potential, Senator Dill introduced legislation to equip the Senate chamber for broadcasting at an estimated cost of $30,000.

Both Senator Dill and Representative Davis appeared at the annual convention of the American Association of Advertising Agencies April 14-15 in Washington. Senator Dill spoke against government intervention in radio saying that "brains will win in this situation as it has in others." Representative Davis, chairman of the House Merchant Marine, Radio, and Fisheries Committee, supported the American system of broadcasting but remained skeptical of the industry's ability to regulate itself.

Throughout the second half of 1932 two forces continued to affect broadcasting—the Depression, which jeopardized marginal stations, and technological advances that continued to increase broadcasting's effectiveness and potential. In May broadcasters reported that business was on the upgrade even though several low-power stations remained economically threatened. As a result of increased revenues, the networks expanded their facilities, and a report in the May 1 issue of Broadcasting showed that in the first quarter of 1932 the networks "found their combined time sales 45.4% ahead of the same quarter the preceding year. NBC... sold $8,071,839 worth of time to sponsors... which compared with $6,116,672 during the same three months in 1931, a gain of 32%. CBS sold $4,104,306 worth of time during the first quarter of 1932, as against $2,142,573 during the same three months of 1931, a gain of 91.5%!"]

Despite the rise in revenue, CBS in May cut all salaries by 15% and released more than 100 employees. At the May 3 annual meeting of stockholders of NBC's parent RCA, David Sarnoff, president, announced progress. Sarnoff reported that for the first quarter of 1932 RCA's gross income was $20,585,222 with a net profit of $503,223 in contrast to a deficit for the first quarter in 1931.

Broadcasters, station managers and transcription manufacturers looked to the 1932 political campaigns to produce needed revenues. The use of electrical transcriptions (a high-quality recording) in ads, for shows and for political announcements became more popular. Scott Howe Bowen, president of a pioneer station representative firm that bore his name, declared that as long as the performance is professional the "listener is but little interested in whether live breathing persons pour it into a mike for instant use, or whether they engrave it in wax for future reference." In May NBC lifted its ban on the use of recorded programs by its owned-and-operated stations, but still prohibited transcriptions on network programs.

The growing use of transcriptions bred new problems with copyrights. Although...
the NAB and ASCAP had declared a moratorium until Sept. 1 on the increased copyright fees. The Music Publishers Protective Association in June demanded from stations a fee of 25 cents for each composition on a copyrighted transcription.

Also in June, broadcasters reacted to the licensing fees proposed in the Davis bill by calling them "unwarranted, inequitable" and against the smaller stations. On the brighter side for broadcasters, the FRC, in June, presented the results of its study and recommended continuance of the American system of commercial broadcasting.

At about the same time, however, the Canadian commission announced its intention to nationalize Canadian radio with a plan that "appears to be a sort of compromise between the British government's monopoly and the American plan." Under its plan, the Canadian government would operate several high-power and regional stations, but private broadcasters could operate local stations.

Other important legislative decisions continued throughout the summer. The Sirovich copyright law was killed in June. In July the State Supreme Court of Nebraska, ruling in conflict with the Radio Act of 1927, decided that a broadcasting station was equally responsible with its speaker for any libelous statements. This caused problems for the upcoming political announcements by placing broadcasters in the paradoxical situation of being accountable for libel but unable to prevent it, since the Radio Act of 1927 prohibited stations from censoring political speeches.

Despite this confusion, broadcasters still saw the upcoming campaign as a needed panacea. In June radio scooped the media world with its carriage of the Democratic and Republican national conventions. To broadcast 58 hours of sessions, NBC canceled 56 commercial programs and CBS reported more than 12 cancellations. The July issue of BROADCASTING said that "broadcasting proved its worth as a medium for arousing interest and getting out the vote. . . . From now until the November elections, politics will hold sway on the air. . . . The tremendous investments of time and money by networks and stations in the handling of the conventions at Chicago stadium may soon be considered—perhaps to some extent at least—by the budgets which the national and local parties and their candidates will apply to the purchase of broadcast hours."

To cover the conventions, the networks used such technically innovative devices as lapel microphones, and a velocity microphone that improved studio pickup by increasing the fidelity of reproduction, and employing synchronized sound. Their radio budget of $300,000—$200,000 for network time and $100,000 for spot time on independent stations. In addition to the airing of political speeches, both parties used radio to solicit contributions.

Networks took steps to increase the effectiveness of advertising. In July A&P was the first client to take advantage of NBC's new policy that permitted price mentions during daytime hours. By September both CBS and NBC allowed product prices to be quoted at night as well as during the day.

The economic situation of the U.S., however, continued to worsen. In August Frank T. Hines, head of the Veteran's Administration, endorsed job auctions over the radio. The FRC considered reducing the number of radio districts from nine to five in order to reduce employees and cut the commission's payroll by $40,000. In an effort to restore confidence in financial institutions, Western banks began the unprecedented move of advertising on radio.

Broadcasters were still outraged by ASCAP's financial demands. In early August when Mills rejected a NAB proposal that copyright fees be increased about 25% to $1,250,000 for 1933 and 1934, negotiations between the two groups ended. ASCAP announced that it would begin negotiations with individual broadcasters, using the terms it proposed in April—a sustaining license fee plus 3% of a station's gross receipts for the first year, 4% for the second, and 5% for the third. In mid-August negotiations resumed with NAB still wanting a flat rate fee. In September broadcasters accepted "under protest" ASCAP's percentage fees on a gross receipt basis.

With those domestic issues temporarily resolved, the focus turned to international broadcasting as the first International Radio Conference convened in Madrid on Sept. 3. Several European countries attempted to convince the U.S. that a widening of the broadcast band below 550 kc would be mutually beneficial. The Canadian delegation, backed by Mexico and Cuba, presented a compromise plan to make available to North America seven additional 10 kc channels below 550 kc. American broadcasters favored the plan, but were unable to persuade the State Department to agree to it. Since the Navy, Army, Coast Guard, Departments of Commerce and Agriculture as well as certain shipping interests opposed the plan, the international committee scheduled a North American conference for 1933 to discuss reallocation.

Domestically, ASCAP and the upcoming elections continued to occupy broadcasters' attention. In September FRC Acting Chairman Harold L. Liih made an effort to protect stations from charges resulting from political broadcasts. John W. Guider, acting chairman of the committee on communications of the American Bar Association, proposed a rule to release a station from liability whenever the management had "exercised due and reasonable care to avoid the utterance of defamation."

In October another endorsement of American radio appeared. The Department of Commerce's Radio Markets of the World, a biennial review of world radio reported that those countries that allowed advertising on the air showed the greatest developments in their systems of broadcasting.

Also in October, ASCAP's Mills and NAB's Oswald F. Schuette announced a compromise in copyright fees. Sustaining fees for 340 stations of less than 500 watts would be reduced 36%, and fees for stations in the 1 kw class would be reduced between 20%-30%, but Mills also moved to reduce fees for newspaper-owned stations. Mills offered to cut their sustaining fees in half and reduce the percentage fees because of the "substantial contributions to the promotion . . . of music made by newspapers." The NAB labeled the offer disingenuous and divisive.

Copyrights and the international frequency allocations occupied prominent places in the discussion at the 10th annual NAB convention in St. Louis Nov. 13-16. Senator Dill sent an unsolicited letter to BROADCASTING stating that: "This latest attempt of ASCAP to curry favor with the great newspapers of this country is a new illustration of their attempt to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of 90% of the copyrights on the most popular music. I sincerely hope radio station owners and newspapers will not be induced by this mess of potage to endanger their birthright to run radio stations."

At its convention, the NAB organized to fight ASCAP. Alfred J. McCosker, president of WOR New York, was elected president, and with Schuette, director of copyright activities, continued the NAB's fight with ASCAP for another year. The NAB platform called for greater increased funds to fight relentlessly against threats to broadcasters. In December the NAB began its new approach to the music-licensing problems by having several government agencies, including the Department of Justice, investigate ASCAP for restraint of trade and
commercial volume in radio in 1932, but there was praise developed for radio's coverage of the political campaign. Senator Dill exerted radio for its fair coverage, saying that station managers had "observed the spirit as well as the letter of the law, and it is primarily for that reason that radio has rendered the greatest public service in this campaign that was ever rendered in the formation of the conclusions of the voters of a great nation. There has never been anything like it previously in this or any other country on earth." If radio's role in the campaigns increased its prestige, it did not always increase its profits. A BROADCASTING report in November argued that the presidential campaign caused "networks and stations a dead loss." Even though candidate speeches were paid for, the pre-emption of commercial spots and the need to make rebates to regular sponsors caused stations to lose money. In addition, there was anger among some listeners whose favorite programs were canceled. However, this, and the sputters of the economy in 1932 did not stop the major national networks from chalking up a record aggregate gross of $39,106,776 in time sales.

The year ended with yet another federal publication praising radio. The Federal Radio Commission's sixth annual report for fiscal year 1932, which ended June 30, appeared on Dec. 5. It noted progress in administrative, technical and judicial fields, and did not recommend any new radio legislation.

Despite the continued progress, power and praise of the medium, BROADCASTING's closing editorial of 1932 warned: "The inclination to meddle with broadcasting, incited by professional reformers, wave grabbers and their ilk, is still there. The perennial siege of Congress hasn't been eliminated; it has simply been postponed ... It is the legislator's duty to protect his constituents. It is the broadcaster's duty to protect himself."

Stay Tuned

1. With what special phrase did the Music Publishers Protective Association label its records?
2. Which station was the first to broadcast daily news from Washington, D.C.?
3. What was the name of the press-radio agreement of December 1933?
4. Who was the head of the National Committee on Education by Radio?
5. What type of American music did Adolph Hitler ban from Germany's airwaves?

The answers next week, in "1933."

A Beautiful Christmas Gift Of Love. From France

The children sing of Christmas. The people speak of its meaning to them. A former Prime Minister — now a leading member of the French Parliament — talks of peace.

These are the sounds of "Christmas in France," the twenty-third annual Christmas special from the International Lutheran Laymen's League. Dr. Oswald Hoffmann gives your listeners a living portrait of God's children in this beautiful country. A portrait that appeals to most denominations.

This half-hour program is free, with postage paid. It contains a special gift offer to your listeners — an attractive Christmas plaque with French inscription. Let "Christmas in France" express a new dimension of the Christmas spirit. And, hopefully, bring our world closer to peace. Please send me "Christmas in France," at no charge.

CHRISTMAS IN FRANCE
2105 Hampton Avenue
St. Louis, Mo. 63139
Attn: Violet Knickreim (314) 647-4900

In Canada: P.O. Box 481, Kitchener, Ontario, Canada N2G 4A2

THE LUTHERAN HOUR
International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Mo. 63139

Broadcasting 1980 50
As compiled by Broadcasting. Oct. 6 through Oct. 10 and based on filings, authorizations and other FCC actions.


### New Stations

#### FM Applications

#### In the News
- **Sept. mated.**

#### Producers and principals: H. Frank Esparza is 33.3%.**

#### Construction
- **Bradwell (33.3%).**

#### Public Relations
- **Esparza is 17.5%.**

#### Summary of Broadcasting

<table>
<thead>
<tr>
<th>CPs on air</th>
<th>Total on air</th>
<th>Cps authorized**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed</td>
<td>On air</td>
<td>STA*</td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,561</td>
<td>3</td>
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<tr>
<td>Commercial FM</td>
<td>3,225</td>
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<tr>
<td>Educational FM</td>
<td>1,069</td>
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<tr>
<td>Total Radio</td>
<td>8,882</td>
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<tr>
<td>Commercial TV</td>
<td>516</td>
<td>1</td>
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<tr>
<td>Unaffiliated TV</td>
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<td>0</td>
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<tr>
<td>Filmmakers</td>
<td>226</td>
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<tr>
<td>TV Translators</td>
<td>2,563</td>
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</tr>
<tr>
<td>VHF</td>
<td>1,324</td>
<td>0</td>
</tr>
</tbody>
</table>

**Special temporary authorization**

**Includes off-air licenses**
**Applications**

- **KANCH(AM)**, Anchorage, Alaska (AM: 1080 kHz, 10 kHz—U)—Seeks transfer of control of KUAT-FM, Anchorage, Alaska. Winner: Anthony Suter (50%); revenue: $225,000.

- **KGO(AM)**, San Francisco, Calif (AM: 640 kHz, 500 w)—Seeks transfer of control of KMRO(AM), Mill Valley, Calif. Winner: Leonard Rapp (50%); revenue: $500,000.

- **KHEK-FM**—Seeks transfer of control of KHEK-FM, Anchorage, Alaska. Winner: Anthony Suter (50%); revenue: $225,000.

**Ownership Changes**

- **KXJZ(AM)**,.ws Radio Inc. to Firebird Communications Inc. for $170,000. Seller: Lloyd D. Ericsson (51%), wife, Patricia (1%) and Edward F. Charapata (48%). They have no other broadcast interests. Buyer: William B. Sanders (35%) and John E. Benson (65%). Sanders is president and general manager of WSSC-FM and Colorado Springs Broadcasting Corp. from Media Inc. to WSSC-FM for $170,000. Seller: KUAT(AM) Broadcasting Inc. to KUAT(AM) Broadcasting Inc. for $170,000. Seller: Albert Starns (75.89% before; none after) to KXJZ(AM) Inc. for $170,000. Winner: United States Broadcasting Co. Inc. to KXJZ(AM) Inc. for $170,000. Winner: WSSC-FM (100%); revenue: $170,000.

- **WJEX(AM)**—Seeks control of WJEX(AM), South Bend, Ind. Winner: William B. Sanders (50%); revenue: $225,000.

- **KXJZ(AM)**, Ca., to KXJZ(AM) Broadcasting Inc. for $170,000. Seller: Albert Starns (75.89% before; none after) to WSSC-FM (100%); revenue: $170,000.

**Facilities Changes**

- **FM applications**
  - **KAZI(AM)**, Austin, Tex. —Seeks to increase ERP to 1.62 kW; decrease HAAT to 345 ft.; change TL to 1200 Craft Ball Rd., Austin, Tex., and make changes in ant. Ann. Oct. 2.
  - **AM action**
  - **WCRL(AM)**, Ponca City, Okla. —Grant to in-
crease power to 2.5 kw. Action Sept. 8.

N KNEM (AM) Nevada, Mo.—Granted CP to increase D to 1 kw. Action Sept. 8.

N WKMB (AM) Stirling, N.J.—Granted CP to increase power to 2.5 kw; change in antenna settings; and make changes in antenna; conditions Action Sept. 11.

N KBMR (AM) Bismarck, N.D.—Granted CP to increase power to 50 kw; install DA-2, delete RC; change SL location; add N power with 10 kw; change TL to State Highway 1806 13.5 miles S.S.E. of Mandan, N.D.; conditions Action Sept. 11.


N WLIC (AM) Adamsville, Tenn.—Granted CP to increase power to 2.5 kw; and install DA; conditions Action Sept. 8.

FM action

N KPEN (FM) Los Altos, Calif.—Granted CP to make changes in antenna; change TL to Kaiser Cement Plant Prop. 2 miles W. of Monte Vista, Calif. (outside city limits); change tower type; and change antenna height; to 300 ft.; and change T/A, Action Sept. 8.

N WDOM (FM) Providence, R.I.—Granted CP to increase ERP to 125 kw; height to 130 ft.; install new antenna; and make changes in antenna; conditions Action Sept. 8.

TV action

N KEMO-TV San Francisco—Granted CP to change ERP to 1700 kw, MAXERP to 3000 kw, Ant. height to 1270 ft.; Action Sept. 5.

N WSNS-TV Chicago—Granted CP to change ERP to 1053 kw vis., 123 kw aud. and make changes in antenna; Action Sept. 5.

Allocations

Actions


T-A—Granted request by Nathan Blum and extended through Sept. 29 time to file replies to responses in the amendment of FM channel assignments at Bay City (RM-3702). Action Sept. 23.

Translators

UHF applications

N Little Rock, Ark.—Little Rock Television Co. seeks CP for new UHF translator on ch. 69 (T/P: 100 w, HAAT: 395 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

N Fresno, Calif.—Jeremy N. Duncan II seeks CP for new UHF translator on ch. 69 (T/P: 100 w, HAAT: 62 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.

N Santa Maria, Calif.—Central Coast Good News Inc. seeks CP for new UHF translator on ch. 65 (T/P: 100 w, HAAT: 20 ft.) to rebroadcast directly KTN(TV) Fontana, Calif. Ann. Sept. 30.


N Des Moines, Iowa—The Television Ten Inc. seeks CP for new UHF translator on ch. 53 (T/P: 100 w, HAAT: 279 ft.) to rebroadcast indirectly KST(TV) San Jose, Calif. Ann. Oct. 2.


N Albuquerque, N.M.—Comstar Corp. seeks CP for new UHF translator on ch. 31 (T/P: 100 w, HAAT: 311 ft.) to rebroadcast indirectly KSTS(TV) San Jose, Calif. Ann. Oct. 2.


N Columbus, Ohio—Thomas S. Blanton seeks CP for new UHF translator on ch. 56 (T/P: 100 w, HAAT: 575 ft.) to rebroadcast indirectly WRBV(TV) Vineyard, N.J. Ann. Oct. 2.


N Pittsburgh—Barbara Smith seeks CP for new UHF translator on ch. 63 (T/P: 100 w, HAAT: 983 ft.) to rebroadcast indirectly WRBV(TV) Vineyard, N.J. Ann. Sept. 30.


N Chattanooga, Tenn.—Talley TV Corp. seeks CP for new UHF translator on ch. 67 (T/P: 100 w, HAAT: 320 ft.) to rebroadcast indirectly WRBV(TV) Vineyard, N.J. Ann. Sept. 30.

N Knoxville, Tenn.—Titilola Payne seeks CP for new UHF translator on ch. 43 (T/P: 100 w, HAAT: 274 ft.) to rebroadcast indirectly WRBV(TV) Vineyard, N.J. Ann. Sept. 30.


N Madison, Wis.—Lloyd Hearing Aid Corp. seeks CP for new UHF translator on ch. 47 (T/P: 1000 w, HAAT: 553 ft.) to rebroadcast directly WQRF(TV) Rockford, Ill. Ann. Oct. 2.

Cable

The following cable service registrations have been filed:

N Sammons Communications Inc. for Morristown, Tenn. (TN00615) add signal.

N Blue Water Cable Inc. for Opolis, Kan. (KS00282) new system.

N Delta Video Inc. for Sacramento, Calif. (CA01197) add signal.

N Continental Cablevision of Virginia Inc. for Henrico, Va. (VA02051) add signal.

N Galaxy Cablevision Corp. for Palm Creek, W. Va. (WV00644) new system.

N Omnis of Michigan Inc. for Plymouth, Mich. (MI0452) new system.


N Riverside Cable TV Inc. for Little Rock, Ark. (AR0191) add signal.

N Clarinda Cablevision Inc. for Dyersville, Iowa (IA0116) add signal.

N Genessee Cablevision Corp. for a new system.

N Head-End Cablevision TV Co. Inc. for Lapeer, Mich. (MI00057) add signal.

N Lake Shore Antenna Corp. for Eufaula, Ala. (AL00074) add signal.

N Leechburg Cablevision Inc. for Lake, Fruitland Park, Leesburg, all Florida. (FL0239, 064, 5) add signal.

N Jack Barry Cable TV for Playa Del Rey and West- creek, both California (CA0074, 775) add signal.

N Slidell Cable TV for Opolis, Kan. (KS0028) add signal.

N Montgomery County Cablevision Inc. for Gadsden, Md. (MD00007) add signal.

N Liberty TV Cable Inc. for Vidalia and Lyons, both Georgia (GA0032, 25) add signal.

N Ind. Co. TV Cable Inc. for Black Rock and Portia, both Arkansas (AR0198, 9) add signal.

N Seemore TV Co. for Bastrop, La. (LA00025) add signal.

N Riverside Cable TV Co. Inc. for Laverne, Okla. (OK00036) add signal.

N Benton Cable TV Co. for Benton, Ky. (KY0008) add signal.

N SJM Cablevision Inc. for Macksville, Kan. (KS0210) add signal.

N Rantoul CATV Co. for Rantoul, Ill. (IL0020) add signal.

N Conley’s TV Cable for Garrett, Lackey, Eastern, all Kentucky (KY0049. 60, 62, 63) new system.

N American Television and Communications Corp. for Trainer, Chester, both Pennsylvania (PA98, 97)
Call Letters

Applications

Call   Sought by

WSDR   Hometown Communications Inc., Sycamore, Ill.

KTCN-FM   Southeast Nebraska Broadcasting Co., Falls City, Neb.

WHCR-FM   City College of New York, New York

KBTO   D & H Broadcasting Inc., Bottineau, N.D.

KIKZ-FM   Triple A Broadcasting Inc., Sennondale, Tex.

KSEP-FM   Venture Group Inc., Seymour, Tex.

WTID   Voice of the People, Sultolk, Va.

KTWW   Read Broadcasting, East Wenatchee, Wash.

WVEU   Broadcast of Georgia Atlanta

KAMT-FM   Roger D. Pinion, West Monroe, La.

KTDS   Talina Del Sol Broadcasting Co., Brownsville, Tex.

* KCKA   Tacosia School District No. 10, Centralia, Wash.

Existing AM's

KLFF   KRUX Glendale, Ariz.

WFXW   WBSG, Geneva, Ill.

KWWO   KWWL, Waterloo, Iowa

KLDY   KFIX Liberty, Mo.

WYES   WBSC Salisbury, Md.


WCAM   WACA Camden, S.C.

WNOK   WXAP Audubon Broadcasting Co., Columbia, S.C.

KRSS   KUUX Sioux Falls, S.D.

Existing FM's

WYNZ-FM   WLOS-FM Westbrook, Maine

WQHO   WBSC-FM Salisbury, Md.

KYZK   KLAN Whitehead, N.D.

WWZS   WCCS Central City, Pa.

KLKZ   KAMC Richfield, Utah

WALN   WTRF Wheeling, W. Va.

KLEH   KLEN-FM Cheyenne, Wyo.

Grants

Call   Assigned to

KBOT   Cabot Broadcasting, Cabot, Ark.

WBCE   Baltimm-Carlsbad Broadcasting Co., Wickliffe, Ky.

* KAMT-FM   Independent School District No. 492, Austin, Minn.

WKJS   Kenneth J. Crowfeet, Haninam, Tenn.

WFGC   Wilshire Corp., Palm Beach, Fla.

KSLK-FM   Board of Trustees Garden City Community College, Garden City, Kan.

KLAX-FM   Cypress Communications Corp., Alexander, La.

Existing AM's

K5BR   KSEE Santa Maria, Calif.

WCJF   VKUJ Louisville, Ky.

KMOD   KAAR Mountlake Terrace, Wash.

KDOT   KAYS Provo, Utah.

KKNW   KPKM-FM Portland, Ore.

W5KHG   Talton WaflAM-FM Almure, Almure, Ala.

KRF   KORJ Garden Grove, Calif.

WCRF   WOKF Clearwater, Fla.

WGEM-FM   WRSO-FM Genero, Ill.

WJOQ-FM   WDCC Portland, Ore.

WGCS   WUSB-FM Searlehouse, Mo.

WFSS   WFSS-FM Fayetteville, N.C.

WLJY   WDDO Statesville, N.C.

KLNC   KTLS Oklahoma City

KMOD-FM   KMOD Tulsa, Okla.

KCNW   KPAM-FM Portland, Ore.

WSKW-FM   WPMB Portland

KKOV   KANTO Weita Falls, Tex.

Existing TV's

KNSK   KZAO Phoenix, Ariz.

WPCO-TV   WRIT-TV Charlotte, N.C.

WSTG   WTEN Providence, R.I.
RADIO

HELP WANTED MANAGEMENT

First Class Sales Manager wanted to lead, train, and motivate very productive sales force. Must be excellent salesperson. Will be given top account list. Our well programmed radio station is No. 1 in this market. We promote big and successfully. We provide the tools you need to close sales. Must be proven producer accustomed to earning big bucks. Box J-44.

Experienced Sales Manager or top producer who feels he has Management ability. Successful Central Minnesota Station, excellent earnings and good future advancement. Box K-28.

Experienced General Sales Manager, with research and training capability needed for major market. Strong growth opportunity if you can combine the above with street fighting ability you're our man (woman). Excellent base and fringes. EOE. Box K-43.


Station Manager: Great opportunity for qualified leader who can do it all. Position is with AM station that is owned by well established and successful small group in Northwest. Send resume, references and salary requirements to Box K-93.

Sales Manager/Assistant General Manager for Mid-Atlantic AM/FM. We're looking for a polished pro who can direct a 7 person sales staff and sell in a highly competitive medium market. Our stations are extremely successful in both revenue and rating. Can you help us achieve even greater growth? Compensation open. EOE M/F. Send complete resume and salary requirements to Box K-74.

General Manager—With strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary history. Box K-135.

New Owners of WHTT Radio Warren, Ohio taking applications for general manager. Must be sales oriented and have excellent references. This is an opportunity for someone looking to grow with an expanding organization. Contact Frank Mangano, 120 West Sixth Street East, Louisville, OH 43280. Phone 216-385-1450.

HELP WANTED SALES

Strong Medium Market AM/FM combination seeks a creative, problem solving salesperson on the way up. Good selling and writing skills a must. Recent College grad with commercial selling experience and one to two years small market experience desired. Write Sales Manager, WYFE/WKKN, 1901 Reidfarm Road, Rockford, IL 61111 EOE.

Experienced Salesperson needed for new FM station. Excellent opportunity. Send resume to: PO Box 1824, Huntington, WV 25723-

Experienced Salesperson needed for new FM station. Excellent opportunity. Send resume to: PO Box 1824, Huntington, WV 25723.

Self-starter sales person needed for Western Maryland full-time AM/FM group owned operation. Opportunity for rapid advancement. Limited only by your imagination. Send your operation communique with experience. Call General Manager, WARK/WWCS, Hagerstown, MD, Phone 1-301-733-4500. An equal opportunity employer.

We're looking for an ambitious account executive for Wilmington, Delaware AM/FM Station. Great opportunity with an outstanding company. Send resumes to: Laura Richbourg, N.C., Broadcasting, PO Box 20204, Greensboro, NC 27420. An Equal Opportunity Employer.

South Florida Career Opportunity, Dynamic growth talk radio station expanding sales force. Dynamic potential for explosive sales people. We'll put our money where your mouth is. Call Bob Heller, General Sales Mgr., 305-467-3838.

High-powered sales manager wanted for class C, group-owned AM/FM, market Texas growth opportunity (AOR format). Welsh experience preferred. Write Greg Gentling, 122 S.W. 4th St., Rochester, MN 55901.

Finally here's the chance you've been looking for. An opportunity to grow with a young, aggressive, multi-station broadcasting company. Excellent upward mobility for dedicated account executive. Must have radio selling experience. If you're looking for a bigger market, plus job security, act today! Send resume to General Manager, KSCK/KGGO, 3900 N.E. Broadway, Des Moines, IA 50317.

Midwest AOR College/Recreation Market established account, Immediate position, Experience preferred. WTAQ, 618-675-1770 Maria Bernardi, Manager.

Local Sales Manager with at least 5 years experience in broadcast sales. Must be able to communicate with private and sales-person sales staff. Must be strong on retail sales. Will also supervise traffic and production departments. Knowledge of media research important. Send resume to Mr. Frank Woodbridge, WBBM, 600 N. Michigan Ave., Chicago, IL 60601.

HELP WANTED ANNOUNCERS

Religious Radio: In Georgia's second largest city, work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice. Immediately send resume, air check, and salary requirements to: William E. Jarrell, WHHD, 1415 Wynn Road, Columbus, GA 31906. EOE/Affirmative Action Employer.

Number one adult contemporary station in competitive upper Midwest market seeking experienced personality Paul McDonald at KKGO, Box 10, Minot, ND 58701, 701-852-4656.

Announcer/Production person wanted for 50,000 watt FM in beautiful college-historical city of Williamsburg. Person selected will handle in-station shift, adult contemporary format and do production. Send tape, resume and salary requirements to Tony MacInnis, PO Box 190, Williamsburg, VA 23185. EOE.

Immediate opening. Adult contemporary announces. Sales helpful. Tape, resume to: WSER Radio, 192 Maloney Road, Elkton, MD 21921.

Immediate opening DJ—adult—contemporary, WWSM-AM/FM, Urbana, NY 12550-5333. EOE.

FM Midday Announcer—Soft Rock format. Submit air check to Personnel Director, Broadcasting, PO Box 100, Nashville, TN 37220. An Equal Opportunity Employer.

Immediate opening for Staff Announcer with good production skills for non-automated. Beautiful Music station. Excellent shift, Experience and a mature, melllow sound required. Tape & resume to: WSR, West Side Station, Worcester, MA 01602, EOE.

Denver Radio Stations have an opening for a staff announcer: Must know how to effectively communicate with beautiful music audiences. At least 3 years experience. Thorough knowledge of music and broadcast console. Know how to prepare commercials for recording, and to effectively edit and read news. We're seeking someone diplomatic, beautiful music pro who's looking for a great future. Send tape and resume to Lee Stewart, Program Director, KOSI AM/FM, PO Box 98, Aurora, CO 80010. Equal opportunity employer M/F.

Articulate, intelligent personality needed by Pennsylvania Adult Contemporary Station. Will be responsible for "talk show" and mid-day time slot. Excellent working conditions. Only experienced persoing will be considered. Compensation open. EOE M/F. Send complete resume and salary requirements to Box K-73.

Redwood Empire Stations needs experienced anouncer, possible position: KUKI/KIAH, Ukiah, CA 95482, 707-482-4771.

Mature voice needed for drive time announcer on live beautiful music station in Fort Wayne, Indiana area. Experience preferred. Response to Box K-122.

Would you like a 25 share? This is a rare opportunity to join one of America's most successful morning teams. If you are a warm human communicator who can work well with others, we are looking for you. Excellent salary and a very stable position, good opportunity for a family individual looking to settle down. An actual opportunity employer. M/F immediately contact Box K-37.

HELP WANTED TECHNICAL

KS-KK/KSWT in Topkea, Kansas has a challenging opportunity for a Chief Engineer. Applicant must be capable of handling directional array, microwave, automation and 100,000 watt FM stereo broadcast equipment. Well maintained technical facility. Please send your career goals and salary requirements, along with a resume to Bob Russell, General Manager, PO Box 4407, Topkea, KS 66604.

Expanding East Coast Broadcast Group. Looking for experienced, corporate Chief Engineer, AM and FM facilities. Must have strong—audio, transmitter, and management background. "Hands on Position," excellent salary and benefits. Send resume and references to Box K-44.

Maintenance Engineer needed for 5 kw AM, Class A automated FM in Midwest small market. Good salary, equipment, and working conditions. Send resume, references, and salary requirements. Box J-164.

Chief Engineer for AM and FM facilities. Group ownership in Michigan, Ohio, Indiana, and Florida. Experience and salary are negotiable. Box J-176, Saginaw, MI 48605, EOE.

Chief Engineer, Central Calif automated FM, Directional AM must be experienced, send resume and salary requirements to M. Hill, KYOS, Merced, CA 95340, 209-723-2191.

Chief Engineer for high-power, duo-FM, full-time public radio facility, located in the Golden State. Experience working with a distinguished and experienced chief assistant chief engineer Public radio experience desirable. $12,825/ED. Send resume, including two references, to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Application deadline: November 13, 1980. EOE.

Engineer/Announcer: well equipped small AM/FM. Send resume. PO Box 1023, Tappanannook, VA 23560, EOE.

Experienced Chief Engineer for well equipped Michigan AM/FM operation. Need self starter with automation experience, belief in heavy preventive maintenance, Duties 100% technical. Above average compensation with fringe. EOE. Resume and requirements to Box K-134.

HELP WANTED NEWS

WAKR Radio, the news leader in northern Ohio, is looking for two experienced reporters. If you're looking for a career in news with the best, send tape and resume to Carl Dickens, News Director, WAKR, Akron, OH 44308, EOE. Please, no phone calls and no beginners.

Reporter for good small market news oriented station. Must be able to gather, write and broadcast. Midwesterner preferred. An equal opportunity employer. WDBS AM/FM Box 800, Canton, IL 61520.
HELP WANTED NEWS

Expiring all-news radio network operation looking for aggressive reporter to fill slot now open. A minimum of three (3) years radio news experience is required. Salary negotiable. EEO. Send tape and resume to: News Director, 200 S. President, Suite 618 Jackson, MS 39201.

News Director, Georgia's second largest market. Dynamic power house AM/FM operation will give you the tools to maintain our news dominance and credibility. Self starter with strong leadership capabilities. Resume and data to: Bernie Verke VP-GM, WDAK WEIZ, PO Box 1640, Columbus, GA 31904. No calls please. An equal opportunity employer.

Experienced news director. Salary and conditions, resume and salary requirements, WSWS/WGG, PO Box 383, Lumberton, NC 28358.

Radio/Television Reporter—Person to do on-air announcing and daily reporting for radio and television station. At least one year professional experience required. Familiarity with audio and ENG equipment preferred. $10,500. Contact Karen Hasby, WSKG Public TV and FM, PO. Box 97, Endwell, NY 13760. EOE/AA/W-M/F.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Music Programmer: For top-rated and respected medium market. Requires excellent listening ability. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine music that works from both Adult-Contemporary and Adult-MOR categories. EEO Employee. Send resume with salary history to Box H-89.

Program Director for 5000 watt WLAM, Lewiston. State's second largest market needs a person who is strong on leadership, management and promotional skills. Secure position at top rated contemporary outlet. State of the art facilities. Salary commensurate with experience. Send tape, resume and programming philosophy to Ron Frizzell, General Manager, WLAM Box 929, Lewiston, ME 04240. EOE.

Religious Radio: In Georgia's second largest city. Work air shift, supervise announcers, work on promotions, under General Manager. Must have good voice, immediately need resume, air check, and salary requirements to: William E. Jarrell, WHYD, 1415 Wynnton Road, Columbus, GA 31906. EOE/Affirmative Action Employee.

Audio Producer/Director—See our ad under Allied Fields-to-Wanted Programming, Production & Other Studio Center.

SITUATIONS WANTED MANAGEMENT


General Manager—Qualified professional with 20 plus years of experience in management, sales, programming and engineering. Will consider any size market. Looking for challenge and reward. Box K-95.

Florida or Atlantic Coast: One man gang or right hand man to top manager. Five plus years programming, sales, management, announcing, news, sports, personnel. Want stable situation in sunbelt. Hard worker, quick study. Surprisingly reasonably priced. Will improve your station 24-7. Box K-76.

General Manager: Young asssteve broadcaster, seeks new challenge in management position. Experienced in all phases, including G.M. Creative and successful. Prefer south. Box K-77.

CEO/General Manager of successful non-commercial FM seeks to return to commercial broadcasting. Smaller market. Would consider primary location, position, motivation. Joe Martin. WHIL Box 180326, Mobile, AL 36618.

SITUATIONS WANTED ANouncERS

Exp. Rock Jock—Ready to kick. For tape and resume, call Roger Channel, at 312–764-0262 or 312–929-0776.


I Love Radio, Honest, experienced, hard working Jock looking for new home. Tape and resume available. Tim Garbe, 524-2525, Western, Springs, IL 60558 or call 312–246-4759.


I'm looking to break into radio announcing in a small market. Midwest MOR station. I'm also eager to do sales, commercial writing and production, and PBP Call R.C. O'Conner's evenings at 412–246-1327.

Dependable, hardworking male, 22 seeks A.O.R. station or top 40, Tape resume available. Steve Banie, 550 Kingman Ln., Hoffman Est., IL 60194, will relocate, 312–885-7159.

Dynamic Top 40's Super-Jock is seeking employment! Willing to work any shift, but prefer nights. Will relocate if necessary. Call Charlie Hill at 312–861-1528 or write 24WESO Woodcrest, Naperville, IL 60540.

10 years exp., 1st Phone, without tape. Looking for a small to medium market in a warm climate. Also will consider announcer/sales. For more information, call Bob Peacock, 1–800-840 or write RO. PO. Box 140246, Dallas, TX 75214.


College Grad—1 year experience, looking for jock and sports position. Bob 516–221-2498.

Aggressive young announcer with some prior experience to relocate anywhere in U.S. with reasonable offer—experience in production, all kinds of copy writing & experience in sales! I do have 1st phone line. Call David DePauw at 312–587–5355 or write at 715 Tami Lane, Ingleside, IL 60041.


SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS


Experienced, Stable, Mature professional radio newcomer seeking change. Can also do Public Affairs, telephone talk, and manage. Now in metro NYC. Box K-103.

All Purpose Newsmen looking for medium market or above in Ohio or surrounding state. Currently news director at Southeast AM station in top market. Ready for first snow or old leather. Box K-138.

Experienced News Director looking for new challenges. Moved current top 50 station from poor three to number one in two years. Background includes 10-years as network correspondent. A staff motivaator and production beater. Want long term association. Box K-85.

Small market black male anchor looking for change. 1 year broad professional experience. Box K-118.

Creative Broadcaster seeks quality station in the west! Talented, experienced, hard-working newcomer wants Monday through Friday. Must have credits on news slot, or special-report assignment. Box K-123.

Small Market News Director seeks advancement opportunity Top flight news gathering skills, and a proven ratings booster. Two years experience. Box K-124.


Pro Sportscaster—PB-Talk available immediately (Southeast-Midwest-NE). Good voice, credit. (Station sold. News backup. Hank Holmes 517–879-6957, Box K-129.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS


Research Analyst/Assistant Research Director (Television/Radio): 29 year old male seeks position in research department; desires major role in total research function. Must possess 3 years professional experience and knowledge in media market research. Will relocate. Please submit resume to: IPBN, 12200 West 151st Street, Olathe, KS 66061.


TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, and computerized tracking and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

Public Television Executive Director Position Availability The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Executive Director. IPBN is a state-funded agency with an operating budget of over $5 million and a staff numbering 120. The Network consists of eight transmitters and six translators providing public television service to 2.9 million citizens. IPBN possesses complete state-of-the-art studio and remote television production facilities. The Executive Director serves as the November State Director of Federal Radio and Television Facility Board and is responsible for all Network operations. Candidates should possess successful broadcast administrative experience, appropriate educational credentials, and have demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board, staff, and Friends of IPBN is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should have all, no later than December 1, 1980, a complete resume detailing experience and credentials along with professional references who can vouch for the candidate. Applicants should also provide a statement of how they relate to the Network and to the operation and administration of a public television network funded by state sources. All correspondence should be addressed to: Jolly Ann Davis, Chairman, Search Committee, Iowa Public Broadcasting Network, PO. Box 1758, Des Moines, IA 50306. An equal opportunity employer.
HELP WANTED MANAGEMENT CONTINUED

Operations Manager—Young and aggressive independent in the Southwest needs a dedicated professional. Comprehensive background and operation areas including film, traffic, production and on-air. The person selected will have full department head status and be well paid. We prefer someone with a broadcasting degree plus considerable experience in program, operations or production management. You must be a self starter with ambition, initiative and administrative ability. The boss is a self-starter and there is an opportunity to learn independent programming. It’s an ideal training ground for a future general manager. EO/E/F. Resumes to: Box K-6.

HELP WANTED SALES

Experienced small market sales person. Must be professional and work with sound and work habits. Write with resume. WSVI-TV, PO Box 8 ABC, Christiansted, St. Croix 00820.


HELP WANTED TECHNICAL

Technician: Minimum 3 years maintenance experience in television studio and/or VHF transmitters. Will consider person with strong radio maintenance background. Only qualified applicant need apply. No phone calls. Send resume and salary requirements to Clarence Moody, Director of Engineering, WINK AM-FM-TV, PO Box 1060, Fort Myers, FL 33902.


Wanted . . . Assistant Chief Engineer for major market television station/production house. Must have strong background in broadcast transactions, including maintenance. Excellent fringe benefits, starting salary mid 20's. EOE/M/F. Send resumes to Box K-136.

Chief Engineer: For new PTV station in Denver area. Interested in good knowledge of electronics principals, transmitters and studio gear. Up to $25,000 to start with possible hard earned return to KBOI-TV, PO Box 6050, Broomfield, CO. An equal opportunity employer.

Air switchers, B-4 and 4 to sign off. First phone, experience and dependability necessary. 3'/4 16mm, 35mm. Production experience helpful. Write with full details/requirements WSFI-TV, PO Box 8 ABC, Christiansted, St. Croix, US Virgin Islands 00820.

Maintenance Supervisor needed for Western New York television station. Two years maintenance experience necessary, previous supervisory experience required. Excellent production/technical background experience. Send resume to: Rayound Felkowski, WUTV-TV, 551 Whitehaven Rd., Buffalo, NY 14072. WUTV is an Equal Opportunity Employer.

Assistant Chief Engineer. VHF station, top 50 market, is looking for a person who can supervise technical aspects in the installation, maintenance and operation of studio and transmitting equipment. FCC First Class License, ENG, digital experience and supervisory background preferred. If qualified, send resume to Marielan Lands, WGAL-TV, PO Box 7127, Lancaster, PA 17604, or call 717–393-5851. An EEO employer.

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resumes/references and salary history to Box K-91.

Top Dollars for Top Engineer. Fast growing TV production company is adding to engineering staff to work in all technical facets of operation. Knowledge of CMX, RCA Quad, 1", and cameras important. A motivated, committed person is very happy here. Phone: 215–588-4134, Jordan Schwartz, or write: Center City Video, Inc., Philadelphia, PA 19102.

Wanted: Television Engineer: Staff engineer for new PBS station operating on Channel 6, installation, repair community and some master control operation. First class FCC required. Send resume to: Arthur Alpert, News Director, KGGM-TV PO Box 1294, Albuquerque, NM 87103. Equal Opportunity Employer.

Independent TV Station in Central California has opening for master control room operators. Only experienced person with last class FCC license need apply. An EO-E/M-F Employer. Send resumes to Box K-85.

Audio Director for Connecticut Public Television, with background of TV and Radio. Must have experience in production management. Competitive salary. Write with resume.

Studio Maintenance Technician: Responsible for maintenance of TV broadcasting equipment for 4-station UHF State TV network. Requirements: BS in electrical engineering plus two yrs. experience in maintenance of TV equipment. Experience may be substituted for educational reqmt. First Class FCC license. Send resume to: Programming Manager, WPTA-SF, 1080 Broadway Street, Newark, NJ 07102 (EOE).

Director of Engineering for new corporation holding UHF CP for southern city Please detail qualifications and state current salary. Box K-119.

Television Technical Director: Immediate opening for minimum 3 years experience in Production Video Switching. Must have experience in use of hardware and software. Salary commensurate with experience. Top 5439 week. Send resume today to: KCMO TV, 4500 Johnson Drive, Fairway, KS 66205, 913-677-7252. Attn: Jack E. McKim, Director of Engineering, EEO.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with on-air experience in the weather. Must have work with state of the art weather equipment in market known for extreme climates. Good benefits, equal opportunity EOE. Contact Dennis Smith, KARD-TV, Box 333, Wichita, KS 67201.

A tough spot news market southwest city is looking for that special breed of ENG one man band, the hard driving, hustling, aggressive overnight photographer/ editor. Must have experience in use of all equipment and a dyed in the wool right person who knows the ins and outs of the police, fire and sheriff beats and don’t care if you ever see the light of day. EOE/M/F. Box J-322.

Anchorperson. We are a network affiliate in a top 30 sunbelt market. We are looking for someone who is a first-rate journalist and who happens to be an anchor at the same time. We are very professional, but more importantly, we are interested in building a team and we think you’ll be a vital part of it. Send resume and tape to Mike Salmen, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

Producer/Director—Experienced Director with solid background in commercial and live production. Send resume and tape to Mike Salmen, KCMO-TV, 4500 Johnson Drive, Fairway, KS 66205, 913-677-7250, EOE.

Cinematographer/Editor familiar with commercial production, documentaries and Public Service taping. Director/Producing and mini-camera experience required. Immediate start. Send resume and tape to Bob Jones, P.O. Box 333, WA, KY-TV, 1918 Mellen Avenue, Louisville, KY 40206.

SITUATIONS WANTED SALES

Production Specialist, experience in all aspects of EFP/ENG, studio news direction, extensive multi-track audio experience. Also, 1½ years as late-night movie host. Ready to relocate. 216–792–3200.

SITUATIONS WANTED TECHNICAL

18 years experience all phases of Engineering as well as Management. Easily familiar with everything from preparing an application to laying out and constructing entire station, Box J-236.

TV-FM-AM Field Engineering Service. Established 1975. Installation-maintenance-system design survey and cliche-interim maintenance or chief engineer. Available by the day or week or duration of project. Phone Bruce Singleton 813–868–2989.
HELP WANTED

San Francisco—We are looking for a dynamic, talented person with sharp public relations skills to research, write and report field stories for a video magazine series running a major magazine. Good writing, some travel, salary negotiable depending upon experience. Rush resume to Group Visionary Productions, 10850 Riverside Dr., Suite 203, N. Hollywood, CA 91602 213-760-3464.

HELP WANTED PROGRAMING, PRODUCTION, OTHER

We're looking for a couple of talented people who are quite happy where they are. These individuals feel that they creatively enrich their environment and are anxious to be part of a creative team. We're looking for two professionals who are ready to exceed their current limits by making a career shift: an audio director/producer and a music director/radio/producer. Both have unlimited potential, a strong desire to be part of a successful team. Experience is not required. Will relocate. Please contact your agency.

HELP WANTED INSTRUCTION

Miami-Dade Community College Promotion Manager. Salary $17,626-$24,818. Miami-Dade Community College is a multi-campus innovative developer of educational programs with a national reputation serving a diverse cultural student body and community. Qualified applicants must possess the proven administrative skills necessary to direct and coordinate a quality promotional and professional marketing program for educational materials and programs. Minimum qualifications include a bachelor's degree with major course work in marketing, advertising, mass media communications, public relations or a closely related field; three years experience in marketing, advertising, public information or public relations, two years of which must be as an executive, account supervisor, director of marketing or equivalent; or an equivalent combination of education and experience. Position is available October 24, 1980. Forward 3 copies of detailed resume to: Personnel Services, 11011 S.W. 104 St., Miami, FL 33175. An Equal Access/Equal Opportunity Community College.

HELP WANTED TECHNICAL

HELP WANTED

Broadcast faculty member sought for '81-'82 academic year in a ten-track position. Work with broadcast quality TV faculty developing curriculum. Responsibility includes teaching news courses, developing graduate courses, and possibly film courses in the area of TV. Experience, salary, etc., open. Send letter of application, resume, and salary history. To: William Thorn, Search Committee, College of Communications, 1131 W. Woodrow St., Muscle Shoals, Al 35662.

HELP WANTED

University Instructor—Develop, supervise broadcast news sequence; 10-month contract starting January or August 1981; teach writing, editing, production, and reporting in radio and news. Applicants should have master's in journalism, five or more years professional experience; deadline to apply Nov. 15: Kyle L. Johnson/Institutional Affairs, University of Maryland, College Park, MD 20742.
**SALES TRAINING**

How to handle the six biggest objections to radio advertising. Self-Study six cassette audio program with 54-page workbook. Write for free brochure. Yongs, Walker & Company, One Crossroads of Commerce, Suite 520D, Rolling Meadows, IL 60008.

**INSTRUCTION**

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 45th St. N.Y. Phone: 212-221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 95% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**RADIO**

Help Wanted Programming, Production, Others

**OPERATIONS DIRECTOR**

Priority of expanding operation postponed filling this position. Now we're back on track for solid pro with successful adult program background to join historic market leader. Organizer. Back-up air work a possibility. Some sales experience helpful. No phone calls, please. Tape, resume, salary requirements to: Hugh Barr, GM, WSyr, 1030 James Street, Syracuse, NY 13210. An equal opportunity employer.

**ARE YOU READY FOR A SUCCESSFUL, INNOVATIVE MAJOR MARKET BEAUTIFUL?**

I'm looking for an operations manager desiring to learn and move up with an aggressive group. You will work directly with program oriented general manager. Some management experience required as you will be working with production and sales staff. We're in Cleveland—help us stay there. Send tape and resume to Peter Lewis, General Manager: WOZX, 1250 Superior Avenue, Cleveland, Ohio 44114. An Equal Opportunity Employer.
Situations Wanted Management

Management


Former top ten P.D.

with a Ph.D. in Communication and Organizational Behavior seeks a position with a company interested in expanding into new technologies. Excellent woman to research and develop corporate planning, production, all areas. Fulfill your EEOC requirements with a quality person. Box K-126.

General Manager-Group Supervisor-National Sales Manager.

25 years as successful corporate officer, owner, group supervisor, manager, sales manager. Always able to increase sales, improve ratings, enhance image, control costs. Sold out and traveled for a year. Now want to get back to work making money for you. Prefer South. Box K-121.

RARE BREED

Specialist in today's biggest challenge: AM Radio, including all news, newstalk, and many other types of full-service, information-oriented, stations. My credentials and track record with stations, group owners, and networks will amaze you! Can work as an independent or as team player depending upon circumstance. Send brief summary of your challenge to Box K-120.

TELEVISION

Help Wanted Sales

SALES MANAGER

for Malrite's newest UHF independent. Experience and strong leadership ability desired. Rush resume to Bill Luchtman, WAWS-TV, 8675 Hogan Road, Jacksonville, Florida 32216. An Equal Opportunity Employer.

Help Wanted Management

GENERAL MANAGER

7 year old public TV station, 750,000 viewers, plus new public FM station. Operating budget approaching one million dollars. Responsible for planning, budgeting, directing staff, facilities, development, policy recommendations to board, contact with legislature on funding, contact with PBS. Requires: Bachelor's degree plus experience in public or educational TV. Need dynamic, enthusiastic, personable type who can fit mid-sized, Midwest community. Salary negotiable. Deadline November 15, 1980. Write: Search Committee, WNIN-TV, 9201 Petersburg Road, Evansville, Indiana 47711. An Equal Opportunity Employer.

Help Wanted Technical

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background. Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

Help Wanted News

NEWS CO-ANCHOR

Excellent opportunity for a professional newsperson to co-anchor the 6 and 11 p.m. newscasts in one of the most exciting cities on the east coast. WNAC-TV is Boston's CBS Affiliate and is a Division of RKO General Television.

Great facilities in a competitive top 10 market. Interested in joining our team. Send resume and tape to Peter Leone, News Director, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

An EEO Employer. Minorities and females are encouraged to apply.

WNAC-TV BOSTON
A CBS AFFILIATE

Help Wanted Programing, Production, Others

FIELD PRODUCER

Requires minimum of 2 years experience producing magazine show, or 4 years producing newscast. Must be able to produce and produce high-quality programs in a timely manner. Immediate opening available. Send resume and tapes to:

Manager of Employment
R.O. Box 010787
Miami, Florida 33101
an equal opportunity employer m/f

PROMOTION MANAGER

Need experienced Promotion Manager who can direct marketing efforts in highly competitive Midwest news market. Manage three-person promotion department, create strong station image campaigns, supervise sales marketing efforts. We're looking for only the best and will pay accordingly. Minimum two years experience in station promotion or comparable. EOE. Send resume: Bob Southard, President/General Manager, WFRV-TV, PO. 1128, Green Bay, WI 54305.

Help Wanted News Continued

METEOROLOGIST

37th Market. Must have degree and experience in broadcasting. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MAE.

WEATHERCASTER

We're the best in a good low 60s market. And we are looking for a sharp weathercaster/environmental reporter. Good background in meteorology essential. License helpful, but not required. Knowledge of fax charts, maps and color weather radar needed.

If you have the background and are able to make an exciting on-air presentation in the top news programs early and late in our market, we want to hear from you. No tapes for now. Just send us your resume and tapes why we need you. An EEO Employer. Box K-125.

Broadcasting Oct 20 1980 71
Product Manager
(Cameras and Distribution Switchers)

Here is an opportunity for a television engineering professional to manage the development of new products for the Broadcast and Teleproduction Industries. You will be working with a well established team of hardware designers, computer programmers, and international marketing personnel headquartered in Salt Lake City, Utah. Responsibilities include: marketing research, venture analysis, development of design objectives and an engineering/manufacturing liaison.

We are the new joint venture corporation formed around the Teleman Division of Bell & Howell and the North American Marketing Group of the Robert Bosch Television Division. We offer a very competitive salary, benefits and commission arrangements.

For information call: Howard McClure or Claire Sorenson COLLECT at (801) 972-8000, Fernsheh Inc., PO. Box 15068, Salt Lake City, Utah 84115.

FERNSEH INC.
The Video Corporation of Bell & Howell
and Robert Bosch

Equal Opportunity Employer M/F

WTIV
Celebrating our 25th anniversary in November would appreciate a 60 second tape from all previous employees. 150 W. Central Ave, Titusville, Pa. 16354.

FOR SALE
Full day individual setting for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.
Robin B. Martin, President, Deer River Broadcasting Group, Suite 1000-141 East 44th Street, N.Y. N.Y. 10017, 512-599-3303.

DIRECTOR OF BROADCAST ADVERTISING
Davison's, a 12 store division of the R.H. Macy Co. based in Atlanta, Ga., seeks a Broadcast Advertising Executive. The position has total responsibility for Davison's broadcast advertising. The successful candidate will supervise media buying and must be able to communicate with all management levels. Copy and production experience is vital, retail experience is helpful. The successful candidate will show broadcast creative skills and management growth potential. Excellent benefits/salary package. Send resume in confidence to:
DIRECTOR EXECUTIVE RECRUITMENT
ATTEN: BROADCAST
180 Peachtree St.
Atlanta, Ga. 30303

DAVISON's
EOE M/F

AVCO EMBASSY PICTURES CORP.
Attention Personnel
956 Seward Street
Los Angeles, CA 90038
Equal Opportunity Employer M/F
For Sale Equipment

Collins 830 N1A FM XMTR
2 x 10 KW Output A1+ Condition.

Lauchy McMullan
KPLZ
600 Stewart Street
Seattle, WA 98101
(206) 223-5705

Wanted To Buy Stations

WANTED TO BUY
Radio Station within 90 miles of
Mpls/St. Paul. Serious inquiry
Contact John Sims, 5445 Newton
Ave. So., Mpls., MN. 55419.

Will buy your CP
all or part. Also want your prob-
lem TV. Broadcast property. All
replies confidential. No Brokers.
Box K-112.

WANTED TO BUY
East Coast radio properties
medium and large markets
only. Box K-117.

For Sale Stations

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor, San Fr.
cisco, California 94104
415/434-1750

East Coast:
500 East 77th Street, Suite 1909: New York,
NY 10021
212/288-0737

Small Market AM/FM
with excellent facilities, good rat-
ings, positive billing trends and
good cash flow. Asking price is
$3,000,000.00 range. Cash buyer
preferred. Box K-110.

For Sale Stations Continued

- Fulltimer. West Virginia. $275,000.
- Daytimer. Middle Tenn. Medium size
town. $250,000.
- Daytimer. Fort Worth powerhouse.
$1,000,000.
- AM/FM Eastern Kentucky. $360,000.
- Daytimer. N.C. Missouri. $360,000.
- AM/FM in Northwest Mississippi.
$360,000.
- Fulltimer near Charlotte, NC. $600,-
000.
- Daytimer. Good dial position. Central
Florida. $280,000.
- UHF-TV-C.P., in the Deep South. At
cost—$250,000.
- 1,000 watt daytimer. Southern Utah.
$330,000. Terms.
- UHF-TV In Central Iowa. "Turn key
job." $320,000.
- 1,000 watt daytimer. SE Ky. $300,000.
- NW Florida, C.R.—$100,000 at cost.
- Atlantic area, 5,000 watts. $52,000,000.
- 3,000 watt FM, Southern Arkansas.
$350,000.
- Class C in single FM market. Montana.
$510,000. Terms.
- AM/FM in NE Oklahoma. $1,100,000.
- AM/FM in NC Louisiana. $320,000.
- Class C. Near city. Midwest. $700,-
000.
- 250 watt daytimer. NE La. $250,000.
- Cable TV Southern Alaska. Small.
$110,000. Terms.
- AM/FM, N.E. Louisiana. $25,000
down.
- 500 watt daytimer. Single market sta-
tion. CA resort area. $430,000.
- Fulltimer. Major market Idaho. $660,-
000 terms.
- Daytimer. NC. About 50 miles from
cost. $240,000. Terms.
- Two AM’s, CA. Fulltimer and daytimer.
- AM/FM in No. Mich. $190,000.
- Louisville area daytimer. Terms. Small
DP.
- Eastern Kentucky AM/FM. Bargain.
$990,000. Terms.
- VA. Coastal. Attractive. $800,000.
- Powerful daytimer in Northern Michi-
gan. $430,000. Terms.
- Fulltimer. Dominant. Metro. TX.
$1,200,000.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
815-755-7635 24 HOURS

TELEVISION
STATION

Successful VHF station in
top 100 market offers
minimum investment of
$19,500 payable over 3
years. Box K-132.

MEDIA BROKER, APPRAISER...
318-797-8668

AM daytimer in major market: 500
K: Retirement community FM class
C. 650 K; Combo, single, 300 K . .
others.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

213/938-0988
Suite 214
11881 San
Vicente Blvd.
Los Angeles, CA. 90049

202/233-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

R.D.HANNA
COMPANY

Brokers • Appraisers • Consultants

5944 Luther Ln., Suite 505, Dallas, TX. 75225 • 214-836-1022

8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675

6257 Garwood St., Las Vegas, Nv. 89107 •

702-897-7106

Small Midwest CATV
with 1250 subs and 3000
homes passed. Excellent growth
left. Asking $850,000 cash. Box
K-89.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"

5050 Poplar • Suite 816 • Memphis, Tn. 38157

Broadcasting Oct 20 1980
For Sale Stations Continued

CHAPMAN ASSOCIATES®

media brokerage service

<table>
<thead>
<tr>
<th>STATION</th>
<th>CONTACT</th>
<th>TERMS</th>
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<tbody>
<tr>
<td>MW Small AM</td>
<td>$160K</td>
<td>Bill Whitey (214) 387-2303</td>
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<tr>
<td>E Small AM</td>
<td>$180K</td>
<td>Art Simmers (617) 846-4893</td>
</tr>
<tr>
<td>MW Small FM</td>
<td>$255K 25%</td>
<td>Jim Mackin (312) 323-1545</td>
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<tr>
<td>MW Small AM/FM</td>
<td>$550K Cash</td>
<td>Peter Stromquist (218) 728-3003</td>
</tr>
<tr>
<td>SW Small FM</td>
<td>$600K 25%</td>
<td>Ray Stanfield (213) 363-5764</td>
</tr>
<tr>
<td>W Metro Fulltime</td>
<td>$650K Cash</td>
<td>Bill Whitey (214) 387-2303</td>
</tr>
</tbody>
</table>

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr, N.E., Atlanta, GA 30341.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-250-2544

Small Market Network Affiliated TV needs additional $1.5 million capitalization. Prefer investor with TV experience. Significant minority equity goes with investment as well as option on control. Box K-106.

W. John Grandy
Broadcasting Broker
1025 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

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, it will determine the appropriate category according to the ad. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcription, films and VTR's are not forwardable and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 20c 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: $8.00 per inch. For Sale Stations, Help Wanted or Situations Wanted: $8.00 per inch. All other classifications: $8.00 per inch. 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 $55m, $100, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books

T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. $12.95.

T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on lifetime of experience and intimate association in broadcasting. 8½ x 11”, illustrated. $12.95.

T428 ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. $14.95.

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, D.C. 20036
Payment must accompany order.
Richard A. Giesen, president and chief executive officer, Science Research Associates, Chicago, joins Field Enterprises there in the same capacity. Field Enterprises is parent company of Field Communications, San Francisco, licensee of KMK-TV there; WFLD-TV Chicago; WŁV-TV Cambridge, Mass.; WKAP-TV Detroit, and WKBW-TV Burlington, N.J. Science Research Associates, subsidiary of IBM, develops, publishes and markets educational materials. He succeeds Charles B. Stauffacher, 64, who retired.

John Davidson, station manager, KPKTV San Francisco, joins KGSC-TV San Jose, Calif., as VP-general manager. Dan Romanelli, sales manager, KPKX, joins KGSC-TV as station manager and director of sales.

Steve Edwards, general manager, KFOG(AM) San Francisco, joins KNEW(AM) there in same capacity.

John Dunn, general manager, WAWA(AM), WLUK-FM Milwaukee, and O.C. White, station manager and air personality, WAWA-WLUK-FM, named VP's of Suburbanair Inc., stations' licensee.

Laurin Jorstad, station manager, WAWA-TV Wausau, Wis., named general manager. Kent Hutchison, sales manager there, succeeds Jorstad as station manager.

Everette Strong, sales manager, WBYU(AM) New Orleans, named general manager, WBYU and co-owned WSHO(AM) there.

Frank R. Woodbeck, general sales manager, WKBW(AM) Buffalo, N.Y., named general manager.

Steve Simmons, on White House domestic policy staff with responsibilities in telecommunications, joins Douglas Communications, Mahwah, N.J., MSO, as senior VP. Simmons will seek franchises for Douglas systems.

Michael J. Gavin, general sales manager, WJER(AM) Hamilton, Ohio, named general manager.

Dean Edwards, VP-general manager, WTLAM Bradenton, Fla., joins WKEA-LFM New Port, Vt., as general manager.

Donald R. Richards, general sales manager, WTM(AM) Milwaukee, named station manager.


Donald K. Mathison, marketing director, Colony Communications, Providence, R.I., named VP-marketing, Times Mirror Cable Television, Irvine, Calif.

Burton B. Stanier, marketing director, Church and Dwight Arm and Hammer division, New York, joins Teleprompter Corp., New York, as senior VP-marketing.

William H. Brown, VP, telecommunications, American Television & Communications Corp., Denver, named VP, ATC's plans and facilities division.


Jeffrey J. Butler, with marketing and sales department, Kalt Corp., Santa Monica, Calif., joins Viacom Cablevision of Long Island as commercial marketing administrator. Kalt Corp. is importer and distributor of photo accessories and equipment.

Roger K. Leonard, Western regional manager, American Television & Communications Corp., San Diego, joins Comcast Corp., Bala-Cynwyd, Pa., as VP of administration, cable communications division.

Carlo Anneke, VP, Universal Subscription Television, named president of Oak Television Services Inc., subsidiary of Oak Communications, Medford, N.J., Allen Feuer, VP-marketing director, Broadcast Marketing Services, and Ron Gold, station manager, WTA(AM) Philadelphia, named VP's for Oak Television Services which specializes in assistance-management, program supply and national sales representation.

Chris Hunter, Sacramento planning commission member, named franchise representative for American Television & Communications Corp. ATC is in partnership with McClatchy Newspapers and local investors seeking franchises for cable television in Sacramento. Hunter will make ascertainment survey.

Ronald J. Doerfler, treasurer of Capital Cities Communications Inc., New York, appointed VP and chief financial officer, succeeding John E. Shuff Jr., who has resigned for medical reasons.

Thomas E. Berestof, manager, treasury operations, NBC, New York, named director of treasury operations and financial planning.

Dora Wolf, manager of accounting for West Coast, NBC-TV, Los Angeles, named director of accounting.

Harold A. Lewis, manager of treasury operations, Dun & Bradstreet Corp., New York, named director of finance and planning for D&B's Corinthian Broadcasting Corp.


William E. Schulte, assistant manager of National Association of Broadcasters' code authority office, New York, named assistant to senior VP and general manager of code authority. Jerome Lansner, Kittie Davenport, senior editor, succeeds Schulte as assistant manager.

New officers, Alaska Cable Television Association: Robert Uchtel, board chairman, Multi-visions Ltd., Anchorage, president; John McCaw, head of McCaw Cable Television, Fairbanks, VP; Don Adams of Kozebeau, treasurer, and Mike White with McCaw Cable Television, Sitka, (re-elected) secretary.

Advertising

Max Bissett, management supervisor for TWA account, Ogilvy & Mather, New York, named senior VP.

Dennis P. Byrnes and Grant V.A. Roberts, VP's and management supervisors, Doyle Dane Bernbach, New York, named senior VP's.

Andre-Georges de Louchx, international marketing director, Mattel Toys, named VP international, Kenyon & Eckhardt Advertising, New York.

Michael S. Wang, network negotiator, J. Walter Thompson, Detroit, named network operations manager. Cheryl Hutton, with J. Walter Thompson, succeeds Wang as network negotiator.


Richard McCulloch, senior broadcast buyer, McCann-Erickson/MIS, Atlanta, joins Litter Neal Welin Inc. there as media buyer.


James Cuddy and Michael Provenzano, account supervisors, Marsteller Inc., Pittsburgh, named management supervisors.

Dwayne M. Petch, production supervisor, RJM Corp., Greensburg, Pa., joins Byer & Bowman Advertising Agency Inc., Columbus, Ohio, as broadcast producer. Barry N. Zeldman, graduate, Ohio State University, Columbus, joins B&B as associate broadcast producer.

Fran Caro, account executive, Foote, Cone & Belding/New York, appointed account supervisor.

Alice Blake, broadcast supervisor, The Richards Group, Dallas, named media estimator-analyst for Henderson Advertising Inc., Greenville, S.C.

Patriotism praised, The Department of Army recently awarded Andrew M. Ockershausen, executive VP of WMAL Inc., Washington, “The Outstanding Civilian Service Award.” General Robert Arter (I), commanding general of the Washington Military District, presented the award to Ockershausen, which commended the Washington broadcaster for his “splendid efforts to promote better relations between the military and civilian communities.” General Arter said that the army appreciated the support Ockershausen has given it through WMAL(AM), in informing the public on a “day-to-day” basis about military sponsored events.


Mike Thatcher, commercial manager, WXLAI/AM Peoria and WZRO(AM) Perkin, both Illinois, joins WZLAI/AM-WGLO-FM Pekin, Ill., as general sales manager.

Joseph T. Cacciaabado, account executive, WNEW-TV New York, named local sales manager. Cacciaabado will share responsibilities with VP and local sales manager, Robert P. Donohue.

Steve Dickler, national sales manager, WCTTVI Miami, named local sales manager.

Jay S. Zucker, account executive, KRXI(AM) Phoenix, joins KENO-AM-FM Las Vegas as local sales manager.

Charlie Schnell, regional sales manager, WCEU(AM)-WDDDMF AKRON, Ohio, joins WODK-FM Cleveland as sales manager.


Brad Worthen, general sales manager. WRFB(AM) Stowe, Vt., joins WNEW-TV Hanover, N.H., as local/regional sales manager.

Jeff Olson, with KWTI(AM) Watertown, S.D., named sales manager.

Kathleen A. Duffy, formerly with KLTELV Los Angeles, joins Shamrock Broadcasting Co., Hollywood, as corporate controller.

Sharon McGill, assistant director of research, WLS-TV Chicago, named director of research and sales development.

Kate Mellow, national sales manager, KTNV(AM) Las Vegas (formerly KSHO-TV), joins KCP(AM) Los Angeles as account executive.

James A. Diaz, account executive, WLLI-FM St. Louis, joins KMOV-FM St. Louis in same capacity.

Beth Murphy, media buyer, Hill, Holiday, Connors, Cosmopolis Advertising, Boston, joins WLYI-TV Boston as account executive.


Charles S. Hatch, general manager, WFRW(AM)-WMXI(AM) Fort Wayne, Ind., joins WSB-AM-FM Atlanta as account executive.

Lori Jones, with WCH(AM) Detroit, and Dan O’Connell, booking agent, Tempo Productions, Birmingham, Mich., join WWWW(AM) Detroit as account executives.

Denise D. Miller, former account executive, WCTL(AM) Detroit, joins WCH(AM) there as account executive.


Alan E. Smith, former assistant general manager, KBOO-AM-FM Salinas, Calif., joins KSBR-FM there as account executive.

Dan Loving, account executive, KGMC(AM) Oklahoma City, named national sales manager. Phil Madden, with KOMA(AM) there joins KGMC as account executive.

Wayne Stelle, former WNTY-Huntsville, Ala., and Julie Guengerich, former student at
University of Alabama, joins sales department of WAFF-TV Huntsville, Ala.

Helen Cole, from Cox Cable of South Carolina, Myrtle Beach, Joe Leonard, sales manager. American Laundry Machine Co., Florence, S.C., and Darlene Atkinson, teacher in Florence school district, join WPDE-TV Florence as account executives. Judy Green, graduate, University of South Carolina, Columbia, joins WPDE-TV as copywriter.

Hal Martin, account executive, Cox Broadcasting Co., Miami, joins WGBS(AM)-WLYF(FM) Miami as account executive.

Donna Starks, formerly with WJYFM Tampa, Fla., joins WWBAM-AM-FM Tampa as account executive.

**Programming**

Jonathan L. Dolgen, senior VP in charge of worldwide business affairs, Columbia Pictures Industries Inc., New York, named executive VP.

Eddie Foy III, director of casting for ABC-TV, named VP, new talent development, NBC Entertainment division, Burbank.

Brian S. Frons, daytime program executive, CBS Entertainment, New York, named manager, daytime programs.

Thomas A. Rasmussen, assistant president to Wolf Entertainment, new programming-production division of Los Angeles-based Robert Wold Co., appointed director of marketing for closed-circuit television. Dorothy Marsh, secretary to president, named manager of program administration.

Debra Robins, research and marketing director, Bardon & Associates, Los Angeles, TV production company, joins Telesound, San Francisco, as director of marketing.

John Chanin, director of sports, ABC Radio, New York, joins Enterprise Radio, New York, as senior VP, broadcast operations.


Candace H. Blanche, sports coordinator and assistant to the senior VP, insilco Broadcast Group of Louisiana, New Orleans, named manager of sports and special events for its WGSOS(AM) New Orleans and insilco Sports Network.

Gene Strul, operations and program manager, WKAT(AM) Miami, named VP.

Rob Friedman, marketing specialist, WRAL-TV Raleigh, N.C., named program manager.

John E. Douglas, air personality and program director, WGOA(AM) Chattanooga, Tenn., joins WNOX(AM) Knoxville, as program director.

Barry Vaughn, formerly with WCQZ(AM) Boston, joins WPAS(AM)-WWYF(AM) White Plains, N.Y., as program director.

David Hamilton, public affairs director and air personality, WSVI(AM)-WCEZ(AM) Jupiter, Fla., joins KCIN(AM) Victorville, Calif., as program director.


Joe Biedrzycki, promotion manager, WGR-AM(St.) Manchester, N.H., and Ed Brouder, promotion manager, WGTK(AM) Manchester, will assume additional responsibilities as program directors.

Nicholas van Hoogstraten, associate director, WAVG-TV Louisville, joins KOPK-TV Los Angeles as on-air production supervisor.

Rick Morand, director, WITN-TV Washington, N.C., named production supervisor.

Roger Miller, broadcast engineer, KMGH-TV Denver, joins KSBN-TV Salinas, Calif., as program manager.

Bob Payton, producer, noncommercial WCNY-TV Syracuse, N.Y., named executive producer.

Dick Calagiovanni, senior director, WCNY-TV named production manager.

Bruce R. Lillegren, VP and general manager, WAOV-TV Westfield, Wis., named VP, operations, Wisconsin TV Network, Madison, licensee of WAOV-TV.

Lance DeBock, air personality, WZIR(AM) Mahanawkin, N.J., named VP and operations manager.

J. R. Greeley, program director, KSXX(AM)-KSXX(AM) Topkea, Kan., named operations manager, RX Lane, air personality, WXFX(AM) Eau Claire, Wis., succeeds Greeley as program director for KSXX. Dave Thiessen, production director, KSXX, succeeds Greeley as program director there.

Dave Waters, air personality, KSXX, named production director for both stations. Lee O’Day, announcer, WNYR(AM) Rochester, N.Y., and Sandy McKay, air personality, WAIR(AM) Winston-Salem, join KSXX as announcers.

B. Charles Mercado, associate producer-director, WBBK-TV Detroit, named producer-director.

Andria Hall, reporter, editor and co-host of monthly community affairs program, WATT(AM) Atlanta, joins WSBT-TV Hartford as PM Magazine co-host and associate producer.

Sarah Scott, with Cable News Network, Atlanta, joins WBBK-AM Memphis as PM Magazine producer.

Gerald Richman, writer, producer and director, noncommercial KAET-TV Phoenix, joins noncommercial KTCN-TV St. Paul as executive producer of Nightline, which is new daily series featuring local and national performers, live interviews, investigative reporting and coverage of live local special events.

Steve DeAntonio, formerly with WCSS-TV Charleston, S.C., joins WBBT-TV Columbia, S.C., as assistant sports director.

Daniel J.P. Ciernia with WFRV-TV Green Bay, Wis., named producer-director of creative services department. Dan Larson, also with WFRV-TV, will share post with Ciernia.

**News and Public Affairs**


Scott Willia, producer for Cable News Network's Washington bureau, named senior producer. Barbara Flack, with CNN, Atlanta, named senior producer in charge of contributors and columnists. Dave Gilmour, CNN's producer of Take Two, named senior producer of the Atlanta talk and information program.

Stan Berk, within CNN’s talent and program development department, Atlanta, named supervisor of Freeman Reports and People Tonight, CNN’s weekend interview programs.

Mike Halloran, newsmen, WMC-TV Memphis, joins KCIN(AM) Victorville, Calif., as news director.

Keith Blankenship, reporter, WRTL-AM-FM Rantoul, Ill., joins WJOK-AM-FM Pontiac, Ill., as news director.

Sherol L. Hovis, general manager, Oklahoma News Network, Oklahoma City, named VP and general manager and also VP of Instico Broadcast Group, which owns ONN.

Paul Lockwood, producer, editor and writer, CBS News, New York, named CBS News reporter, serving as anchor on several News-On-The-Hour broadcasts on CBS Radio Network and handling other assignments.

Don Ross, assistant to VP of news, Group W, Los Angeles, joins News Information Weekly Service, Los Angeles, as VP and news director. NIWS is joint venture of Telepictures Corp. and United Software Associates which supplies feature news stories to stations.

Pat Collins, feature reporter, Good Morning America, ABC-TV, New York, named East Coast entertainment correspondent and critic for Good Morning America.

Tobie Marsh, anchor, 5:30 p.m. news weeknights, WSNR-TV Baltimore, named co-anchor of 11 p.m. weeknight news.

Penny Cronin, correspondent, WOR-TV New York, joins KSNO-TV Palm Springs, Calif., as 11 p.m. news anchor.

Dean Phillips, with WMCT-TV Greenville, N.C., joins WBRE-TV Wilkes-Barre, Pa., as 11 p.m. anchor.

Kathleen Pitcher, anchor, producer and reporter, WECT(AM) Wilmington, N.C., joins WAGL-TV Lancaster, Pa., as weekend anchor and general assignment reporter. Michael Garber, weekend anchor, WECT(AM) Evansville, Ind., named general assignment reporter for WAGL-TV.

Barbara Dinwiddie, with Michigan Department of Social Services, Lansing, Mich., joins WBRE-TV Detroit as editorial director.

Brenda Mudd, weekday evening anchor, WTVW(AM) Evansville, Ind., joins KSOS-TV St. Louis as news producer and writer-editor.

Tom Manheim, reporter, KSNO-TV Salinas, Calif., named Action 7 News producer.

Steve Silver, anchor-reporter, WBBM-AM-FM Wilkes-Barre, Pa., joins WJZ(AM) Miami as producer and part-time anchor.

Michael David Speights, anchor-reporter,
WILMA(AM) Wilmington, Del., joins noncommercial WWTY(AM) Philadelphia as reporter-producer.

Barbara Blewer, news anchor and reporter, WMAK(AM)-WCUZ(FM) Grand Rapids, Mich., joins KKNX(AM) Los Angeles as writer.

Dan Hauser, news director, WBUZ(AM) Frederick, N.Y., named writer and weekend assignment editor for WBBW-TV Buffalo, N.Y.

Mike Cozza, assistant news director-operations, WTTV-TV Charlotte, N.C., named 11 p.m. news co-anchor, Tom Maltesky, reporter, WTVT, named assignment editor.

Dan Cummins, sports anchor, WRAU-TV Pooler, Ga., joins WTOL-TV Toledo, Ohio, as weekend sports anchor. Michael Shore, photographer, West Toledo Herald, Toledo, Ohio, and Jim Webb, assistant film director and news film photographer, WMTV-TV Madison, Wis., join WTOL-TV as news photographers.

Ann Dahlen, reporter, KSST(AM) Davenport, Iowa, joins noncommercial WYK(FM) Rock Island, Ill., in same capacity.

Nicholas George, formerly with CBS News, New York, joins noncommercial WKBW-FM Columbus, Mo., as news producer.

Promotion and PR


Herb Aderley, account executive, WAMA(AM)-WLLM-FM Milwaukee, assumes additional duties as director of public relations for Suburbanair Inc., stations' licensee.

Rich Plimbino, music and promotion director, WKLZ-FM Atlanta, named promotion director, WWW-FM Detroit.

Susan Hirsh, with KMPC(AM) Los Angeles, named publicity director.

James Wergeles, with public relations department of Madison Square Garden, New York, named public relations director for Madison Square Garden Television and Hughes Television Network, both subsidiaries of Madison Square Garden Communications Network.

Tom Wilson, promotion coordinator, WHTV-TV Saginaw, Mich., joins WARE-TV Wilkes-Barre, Pa., as promotion director.

Patricia A. Kehoe, senior promotion specialist, Arbitron radio division, New York, named advertising and promotion manager.

Al Hoffman, producer-director, KHON-TV, Honolulu, named promotion director. Lynne Buder-Goo, with KHON-TV, named assistant promotion director.

Ken Dennis, promotion director, WOLO-TV Columbia, S.C., joins WPDE-TV Florence, S.C., as promotion manager.


Robin Buller, assistant advertising manager, Fleming Foods Co., Topeka, Kan., joins WRAL(FM) Raleigh, N.C., as promotion manager.

Nancy Magnus, creative writer, Peters Productions, San Diego, joins KCST-TV San Diego for promotion project.

Technology


O. J. Hanas, VP-engineering for CATV division, Oak Communications Inc., Crystal Lake, Ill., named VP of special projects involving development and expansion of satellite communications programs for Oak Systems Inc., subsidiary of Oak Communications Inc.

Stanley E. Guilf, senior VP of technical services for Oak Systems Inc., Rancho Bernardo, Calif., succeeds Hanas as VP-engineering for CATV division.

Ron Lease, engineering supervisor, Group W's KDKA-TV Pittsburgh, named assistant manager of engineering for Group W Productions' Television Syndication Center.

Ted Stratton, assistant chief engineer, KTAR(AM)-KBBC(FM) Phoenix, named chief engineer.

James Bowle, staff engineer, WDHO-TV Toledo, named chief engineer.

Richard M. Kane, chief engineer, WSEN-AM-FM Baldwinsville, N.Y., joins WHNAM-WON(FM) Syracuse, N.Y., in same capacity.

Allied Fields

New officers, Broadcasting Rating Council: Daniel W. Kops, president, Kops-Monahan Communications, chairman; Barry Umansky, NAB's assistant general counsel, assistant secretary; Hugh N. Bevil Jr., BRC executive director, (re-elected) secretary-treasurer, and Moshe G. Schwartz, executive vice president.

International

David Webster, director, public affairs, BBC, named BBC director for U.S. Webster's appointment includes seat on BBC's management board. First director named by the BBC, he will oversee BBC's interests, create new sales opportunities, expand co-production and joint capital projects in U.S.

John Wilkinson, secretary, BBC, succeeds Webster as director, public affairs.


Deaths

Archie Miller, 54, chief engineer, WCPO-TV Cincinnati, died of cancer Oct. 7 at Good Samaritan hospital, Cincinnati, after extended illness. Miller is survived by his wife, Chris, and four children.

Richard C. Meeker Jr., 24, only son of television actress and movie producer-actress, Mary Tyler Moore, died Oct. 14 at his home in Los Angeles of gunshot wound to head. While loading and unloading shotgun, Meeker was CBS-TV page in Los Angeles. Besides his mother, survivors include his father, Moore's first husband, Richard C. Meeker Sr., former account executive for television stations and advertising agencies in Sacramento. Police say coroners report is needed to determine if death was suicide or accident.
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**Notes:** A: American Stock Exchange, B: Boston, M: Midwest, N: New York, P: Pacific. O: Over the counter; bid price shown, supplied by Sheridan-Lob Rhodies, Washington. P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

**Earnings Figures are exclusive of extraordinary gain or loss. Footnotes:** * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed. company registered net loss. *** Stock split + Stock traded at less than 1.25 cents.

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CBS's Wyman aims for corporate responsibility as well as profitability

When Tom Wyman was named president and chief executive of CBS last spring, the first question that crossed many minds was: Will he last? The history of his immediate predecessors was unpromising. John Backe and Arthur Taylor had fallen victims to fits of disenchantment besetting William S. Paley, CBS's founder-chairman and undisputed boss.

Long-time Wyman watchers think he will last. After all, they say, he has worked successfully with a crowd of demanding, hard-nosed executives in his time—Dr. Edwin Land at Polaroid and William Spoor at Pillsbury—and not only survived but ranked as heir apparent in both cases when he left. And long-time Paley watchers think they detect in Wyman a quality of style, interest in the arts and sense of corporate responsibility—as well as bottom-line business sense—that may make for a more enduring relationship than those enjoyed, however briefly, by Backe and Taylor.

In any case, Wyman is low-key, tends to speak thoughtfully and slowly, has a quiet sense of humor and has built a reputation as a leader and motivator. Associates say he is especially adept in dealing with people.

His way with people was evident in his previous jobs—and is beginning to show at CBS. At Polaroid, following complaints from black militants, he developed a South African operations policy based almost completely on employee recommendations—a policy widely copied and singled out by TIME magazine in naming him to its 1974 list of "200 Rising World Leaders." When he became chief executive of Green Giant Co. (having departed Polaroid out of impatience, some said, to run his own company), he carried the "participatory management" approach further. And after he got the stumbling Green Giant back on its feet and it was acquired by Pillsbury, he was credited with engineering a relatively bloodless merger despite the elimination of many high-level jobs.

At Green Giant, he invited employees to form task forces to examine how well the company was meeting its responsibilities to employees, customers and the community—and to let management know what they thought it was doing wrong, no matter what it might be. The employees were skeptical at first, he says, but within a year came back with "a series of the most spectacularly interesting, innovative, articulate and very businesslike suggestions that led the company to 'change the way we did business in a number of reasonably significant ways.'"

"I see absolutely nothing in this [CBS] business," he says, "that wouldn't respond" to that kind of approach. "Except," he adds, "perhaps in broadcasting. I think some of the ways of doing business have been a little more deeply ingrained, and I think the professional pride and the resistance to critique may be a little greater."

But, Wyman says, "we've already started to do some things." For instance, he explains, where CBS's various businesses formerly operated more or less independently of one another, he and their presidents are "already spending far more time together, talking about where the corporation is going, and hopefully developing a sense of comfort in asking questions about one another's businesses—constructively, but gently, with civility. I think it makes life far more interesting for the guy and they're all so bright it seems a shame not to."

In his people relationship, Wyman is not ignoring Bill Paley—who, incidentally, he says has been "really remarkably sensitive, patient, supportive." He sees the chairman almost every day: "The nice part of it is that the initiative to do that is so clearly mine. I don't have to; I really want to. For one thing, he really knows a hell of a lot about broadcasting. And he's a great teacher."

Wyman says he has been spending a lot of time at CBS News, which he regards as "one of the most interesting parts of the business" and also "one of the most important to understand." He thinks it "frightening" that so many Americans get most or all of their news from television.

This, he says, makes it all the more important that those little snippets in newscasts and the longer pieces in documentaries and investigative reports be chosen and presented in as "clear, interesting and balanced" a way as possible.

He sees in the new CBS Cable unit "very large opportunities" both to supply much-needed programing and to "do things not economically feasible" on a network. In cable, he says, "we're definitely going to be upscale." He thinks that the world of cassettes, disks and some of the other new electronic media may be "more in the future than many believe."

Whatever happens, he says, CBS is "pretty well positioned to be part of it."

Some CBS colleagues say Wyman, as one put it, "is more in the Frank Stanton image than anyone since Stanton," who retired in 1973 after more than a quarter-century in top-level tandem with Paley. Wyman himself notes that Stanton was widely regarded as "Mr. CBS" where Washington, affiliates and industry issues were concerned.

"I think we've lost some of that," he says. "There's an opportunity and a responsibility for us to be more visible on issues of substance"—whether related to broadcasting or to broader matters such as inflation, relationships between business and government, business and communities or social issues.

Does he plan to speak out on these matters, and represent CBS in Washington proceedings? "Yes," he replies. "No question."

"As soon," he adds with a smile, "as I get smarter."
Sky pilot

Out of the blue, so to speak, CBS has proposed that direct broadcast satellites be used to elevate broadcast signal standards well above present quality. The idea, as explained in Broadcasting a week ago, is to develop a high-resolution system that would be compatible with the one now in use, to be phased in at public convenience.

As was to be expected, CBS officials speak gingerly when asked whether they are thinking of satellite service direct to homes. For years to come they will need a couple of hundred old-fashioned television stations to move CBS Television Network programs and advertising around. There is no point now in stirring up the affiliates, who are already nervous enough about a future full of puzzling technology.

Whatever is to be between the bird and the six-foot screen on the living-room wall, however, the concept of moving toward better quality in television signals is worthy of support. At least the subject is entitled to serious consideration by the kind of government-industry task force that the FCC has suggested and some in broadcasting, including CBS, endorse. CBS’s reference to the National Television Standards Committee, which fashioned the present color standards (against, for a time, CBS’s vigorous dissent, historians would note), provides a starting point for planning.

There are those in broadcasting who dispute the need for a radical improvement in the present system. And perhaps they are correctly interpreting the market. It remains to us a mystery why travelers have not risen in a body to protest the astigmatic images that go with the average hundred-dollar hotel room. People seem to accept pictures that don’t live up to present standards.

That is no reason, however, to avoid improvements. Why not a National Satellite Standards Committee of qualified members from government, broadcasting and manufacturing? The sooner it is formed and gets down to work, the less reason there will be to look for a plot to put off satellite broadcasting service.

Captain Outrageous runs aground

Against advice he should have taken, Ted Turner has formally petitioned the FCC to repeal its rule requiring cable systems to carry local television signals. In the filing, Turner preserves his cultivated image as enfant terrible of the cable and broadcasting businesses. If, however, he has ambitions to outgrow his present role, he would be wise to withdraw last week’s evidence of undeveloped reasoning powers.

Turner asserts that cable systems lacking the channel capacity to accommodate all the local signals the FCC obliges them to carry and such distant mother lodes as his Cable News Network and misnamed superstation, WTBS(TV) Atlanta, should be free to dump local service and put Turner on. He argues that the FCC’s cable-broadcast economic study of last year found little prospect of damage to local stations from the importation of broadcast competition from outside. That being so, says Turner, what has a local station to fear if it is excluded from cable to make room for WTBS?

Whatever the merits of the FCC’s economic study, which was the subject of considerable criticism, Turner has missed a central point, intentionally or not. The study was made while every local station had a place on every cable system in its market, and no attempt was made to appraise the consequences if outside signals were brought in and locals thrown off. The study is simply inapplicable to Turner’s petition.

Another matter that has escaped attention in Turner’s filing deserves consideration by the FCC. Upon removal from a cable system, a local station would be denied all access to the homes on the system’s subscriber list. It has been a common practice of cable installation since the early days to remove the means of off-air reception when cable is attached to a set. And Turner has the brass to talk about the virtues of unfettered competition.

Turner is also ignoring the history of the present copyright law. Congress prescribed a scale of cable payments based on the use of distant signals. It assumed that all local stations would be carried, according to FCC rules, and would benefit, or at least avoid depreciation of their service, from cable system exposure. Were the FCC to repeal its must-carry rule, it would remove a basic underpinning of the cable copyright structure.

Turner’s innovations have deserved much of the encouragement they have received. This time the graying boy wonder has let himself look far more foolish than he is.

The right word

No election passes without incidents that expose the inherent idiocies of laws governing political broadcasting. As noted here before, the awkward insertion of a third party, this year as in 1976 the League of Women Voters, in the arrangements of presidential debates has only complicated a process that is difficult enough. Yet the third party is decreed by federal regulation.

Last week brought another vivid example of Section 315 at work. Barry Commoner, the Citizens Party candidate for President, bought radio commercials opening with the expletive: "Bullshit." Naturally, there were listener complaints, about which broadcasters could do nothing. The commercials could not be edited without violation of the anti-censorship provision of Section 315. They could not be rejected without violation of the equal-time provision of the same section or conflict with Section 312(a), which threatens license revocation for any station denying reasonable access to a candidate for federal office.

Surely congressmen who persist in defending Section 315 and 312(a) at least have tremors of doubt when confronted by a misuse of broadcasting like Commoner’s. How would they react if newspapers appeared with a Commoner ad shouting "Bullshit" in a headline? How many newspapers would accept that ad?

A tape of the Commoner spot would enhance the case for repeal of the legal anatines. Come to think about it, what Commoner said about the campaign rhetoric of the other presidential candidates could be said about the political broadcasting laws.

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