Wave of the future!

SEE PAGES 2 AND 3
“Hawaii Five-O,” sold in 30 markets, enters syndication as the strongest hour available for the 1981-82 season.

**Stronger Than Network Competition**
Over an unsurpassed 12 prime-time years on CBS, “Hawaii Five-O’s” average 34% share topped the two other networks by 17% and 36%. Opposing shows included ABC and NBC Movies: “Rockford Files,” “Sanford and Son,” “Love Boat,” “Barney Miller” and “Three’s Company.”

**Stronger Than Prime-Time Benchmarks**
“Hawaii Five-O’s” average 21 rating stands 3 points higher than the average performance for all prime-time hours and all mystery-suspense programs. And 2 points higher than the average for all prime-time programs.

**Stronger Than Lead-in Programs**
Impressive lead-ins including “M.A.S.H.,” “The Waltons,” “Maude,” “Medical Center” and “Green Acres” produced an average 33% share, which “Hawaii Five-O” topped with its 12-year 34% share.

**Stronger in Re-runs**
A key measure of syndication viability! “Hawaii Five-O” re-runs in prime-time dipped only one share point below original runs. Compared with re-run dropoffs of 2 to 6 points for all other available hours such as “Incredible Hulk,” “Barnaby Jones,” “C.H.I.P.S.,” “Charlie’s Angels” and “Little House on the Prairie.”

**Stronger in Second Half Hour**
Forget the “no gain” myth. “Hawaii Five-O’s” long format not only held, but gained, audience during the 60 minutes, picking up a full rating point in its second half hour.

**Stronger in Syndication**
T.A.P.E., the programming consultants, list 9 criteria for gauging a series’ syndication potential. Among all currently available hours, “Hawaii Five-O” is the only one to meet all 9 standards for a successful future on local stations.
Thirty markets—including 7 of the Top 10—are locked up now. Let’s talk about yours while there’s still time. 200 episodes are available for Fall 1981.

---

All regularly scheduled program.
May be used, from programs first season through 1978-80 season.

---

Hawaii Five-O Viacom
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Thirty markets—including 7 of the Top 10—are locked up now. Let's talk about yours while there's still time. 200 episodes are available for Fall 1981.
STARRING: LYNDIA CARTER • ELLIOTT GOULD • TOMMY LEE JONES
BARBARA BACH • HARRISON FORD • PETER FONDA
KIRK DOUGLAS • ROD STEIGER • MARGOT KIDDER
WILLIAM HOLDEN • JERRY REED • BO SVENSON
E.G. MARSHALL • WILLIAM DEVANE • GEORGE KENNEDY
VALERIE BERTINELLI • DENNIS CHRISTOPHER
TANYA ROBERTS • DAVID CARRADINE
ROBERT MITCHUM • JAMES BROLIN • FRANCO NERO
ROBERT CONRAD • BUDDY EBSEN • LLOYD BRIDGES
WILLIAM SHATNER • ROBERT SHAW • BARBARA HERSHEY
LESLEY ANN WARRREN • VIC TAYBACK

FILMWAYS ONE

AMITYVILLE HORROR
ANATOMY OF A SEDUCTION
BOBBIE JO AND THE OUTLAW
BOXCAR BERTHA
CALIFORNIA DREAMING
C.H.O.M.P.S.
DISASTER ON THE COASTLINER
FLATBED ANNIE & SWEETIE PIE:
LADY TRUCKERS
FORCE 10 FROM NAVARONE
HERE COME THE TIGERS
HIGH-ROLLIN'
HOLOCAUST 2000
JOYRIDE
MATILDA
MEAN DOG BLUES
OUR WINNING SEASON
PORTRAIT OF A STRIPPER
ROLLING THUNDER
SMASH UP ON INTERSTATE 5
SQUIRM
21 HOURS AT MUNICH
WALKING TALL, FINAL CHAPTER

FILMWAYS ENTERPRISES

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2049 Century Park East
Los Angeles, California 90067
(213) 557-8842

NEW YORK
540 Madison Avenue
New York, New York 10022
(212) 758-5100

CHICAGO
35 East Wacker Drive
Chicago, Illinois 60601
(312) 346-9142
WKEF-TV
DAYTON

WKEF-TV, DAYTON, OHIO
IS PLEASED TO ANNOUNCE
THE APPOINTMENT OF
KATZ AMERICAN TELEVISION
AS OUR SALES AND MARKETING
REPRESENTATIVES.
WKEF-TV, KATZ, THE BEST.
**The Week in Brief**

**TOP OF THE WEEK**

- **EMERGING SHAPE OF FCC**  - Nothing’s official yet and Ferris is still there, but recast commission will be more accommodating to regulated industries than its predecessor. Still missing is minority member. **PAGE 23.** The Ferris plan for pension at 48. **PAGE 24.**

- **WESTINGHOUSE WAIVER**  - FCC grants temporary bypass of crossownership rules. It permits WBC’s 28% purchase of Teleprompter. **PAGE 25.**

- **BUSH ASKS HELP**  - Vice President uses TV3 satellite hook-up to 40 cities to solicit businesses’ help in administration’s effort to straighten out U.S. economy. **PAGE 26.**

- **HIGH COST OF DEFENSE**  - NAB board, meeting in Scottsdale, Ariz., discusses expected budget deficit caused by fight against spectrum expansion. It also approves reimbursement for chairman, comes out of closet against 9 kHz expansion, and hears ANPA’s plea for help against AT&T. **PAGE 27.**

- **GETTING ITS ACT TOGETHER**  - House Energy and Commerce Committee organizes its unit. Dingell chairs full committee; With heads new Subcommittee on Telecommunications, Consumer Affairs and Finance. **PAGE 29.**

**SPECIAL REPORT**

- **YEAR OF VIDEDISK**  - That’s how 1981 may be remembered as new developments come up in home video revolution. Analysts believe innovations will dramatically increase communications-entertainment-information explosion and have important effect on other segments of U.S. television system. **PAGE 34.**

- **WINS FOR BROADCASTERS**  - Supreme Court rules in Chandler v. Florida case that Constitution doesn’t ban cameras from courts. **PAGE 43.** Highest court also refuses to review appeals court 60 Minutes decision. **PAGE 50.**

**LAW & REGULATION**

- **WEISBADEN TO WASHINGTON**  - Broadcast media follow former hostages’ story from West Germany to celebration in nation’s capital. **PAGE 52.**

**MEDIA**

- **ABC OPTS FOR LOW POWER**  - Applications are filed for 100-watt TV stations in five markets in which network already has VHF’s. Outlets would offer pay and special-interest programming. **PAGE 60.**

- **PULPITS AND POLITICS**  - It wasn’t on official agenda of joint convention of National Religious Broadcasters and National Association of Evangelicals last week, but mixture is alternately urged and deplored by participants. **PAGE 61.** FCC’s Brown minces no words as he tells his fears about “us and them” philosophies of groups such as Moral Majority. **PAGE 62.**

**TECHNOLOGY**

- **BY THE NUMBERS**  - SMPTE’s annual TV conference will again examine digital television system in quest for compatible worldwide standard. **PAGE 66.**

**BUSINESS**

- **MAN FROM ARCO**  - Here’s further look at Thornton Bradshaw, RCA’s new chairman, and what his appointment may bring. **PAGE 68.**

**PROGRAMMING**

- **AUDIENCE FACELIFT**  - Harvard conference participants see program specialization as key to TV’s future. They also expect DBS and cable to give networks run for money. **PAGE 72.**

- **THE ‘BROADCASTING’ YEARS**  - In America’s first postwar year, FM and TV proponents redoubled efforts to secure places among media. Setting itself up as judge of programming, FCC issued its Blue Book of guidelines. And Jimmy Petrillo was still highly visible, pressing more demands for his American Federation of Musicians. **PAGE 77.**

**PROFILE**

- **NAME OF HIS GAME: SPORTS**  - Chet Simmons has fond boyhood memories of Grantland Rice era of sport stories. That’s why he’s happy that his career has continued in that vein and brought him to presidency of Entertainment and Sports Programming Network. **PAGE 105.**

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**For the Record**

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"When I buy Albuquerque TV, I buy the #1 ABC affiliate in the country!"

That's KOAT. And we're proud to have earned the #1 spot among all ABC affiliates: #1 sign-on to sign-off with a 31 ADI household share...and tied for #1 prime and prime access with 36 shares.

So it's no wonder we're the #1 station in Albuquerque as well...#1 in News and every other daypart. Maybe that's why when media buyers think Albuquerque, they think one station, KOAT.

Leadership. That's the Pulitzer standard of broadcast journalism.

KOAT Ratings & Shares
(Notice of Arbitron)

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<td>9AM-Mid</td>
<td>M-Su</td>
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*November Arbitron; equal facility markets; top 100 ADIs

KOAT-TV KSDK KETV-TV WLNE-TV WGAL-TV Kestar & KBBC-FM
Albuquerque St. Louis Omaha New Bedford/ Providence Lancaster/York/ Harrisburg/ Phoenix
(Renamed WITE-IV) Lebanon

Represented by Blair Television & Radio

The Pulitzer Broadcast Stations

Touching the lives of over nine million Americans.
**Closed Circuit**

Insider report: behind the scene, before the fact

---

**FCC to face renewals?**

Senate Commerce Committee and House Communications Subcommittee have legislation in works that would change FCC authorization from permanent to renewable, possibly every three years. Legislators are also said to be considering instituting veto power over rulemakings, such as they have over Federal Trade Commission. Senate bill is expected this week.

---

**When logs don't roll**

Anticipating elimination of commercial logging requirements by FCC in radio deregulation, officials of affected trade associations will meet in New York Wednesday (Feb. 4) for preliminary talk on how to suit “advertisers’ needs for record of their commercial placements. It's aged some kind of standardization will be needed. Representing broadcasting will be John Summers, executive vice president-general manager, National Association of Broadcasters, and Miles David, president, Radio Advertising Bureau.

---

**Fifth in sight**

President Reagan, who will have four FCC seats to fill in first six months, is expected to have fifth by June 30, 1982. Commissioner Abbott Washburn's term expires then, and he says now he has no plans to seek reappointment. Washburn, who will be 66 in March, will have had eight years on commission.

---

**Autumn harvest**

Cable News Network's prospects of survival appear to be improving. Subscriber total is nearing five million, and officials expect to reach operational break-even point—something over eight million subs—by October this year. Current hookup rate is 14,000 homes daily.

Moreover, often-voiced concern that chief executive officer Ted Turner may have overreacted himself financially isn't impressing his associates. They point out that Turner has no desire to be “cash rich,” plows back revenues into expanded projects (“If he gets some extra money he doesn't buy a Mercedes, he opens a new news bureau,” says one close to him), but he does believe in net worth. If for some reason he were forced to liquidate, total assets, including WTNH-TV Atlanta super-station, are believed to have current market value between $250 million and $300 million.

---

**Salvage**

Although Premiere, beleaguered pay TV venture, claims to have spent $15 million for start-up, failure to win appeal of temporary injunction that threatens to put it out of business, may not be as financially damaging as it appears. Reason is Satcom 1 transponder is purchased from Satellite Syndicated Systems last year for $5 million. Fearing worst, Premiere has been negotiating sale of transponder, and bidding among several well-heeled cable programers has reportedly reached $10-million level.

Home Theater Network, which already has long-term contract for heart of the East Coast prime-time hours on transponder and is now backed by its new Westinghouse Broadcasting partner, would appear to have inside track. But ABC, CBS Cable and Rockefeller Center Television may also be in on bidding. They could program around HTN by using its transponder for West Coast feeds.

---

**No waiting**

Lee-Jones house-hunting committee that will report to FCC Thursday (Feb. 5) on possible sites of agency relocation won't offer recommendations, but will convey sense of urgency. Option of going to Rosslyn, Va.—controversial plan developed by outgoing chairman, Charles Ferris—may in long run turn out to have been least expensive, and that space won’t be available much longer. What it boils down to, in opinion of those close to project, is whether Congress—which suggested move in first place—will accept solution other than least expensive.

Staying within District of Columbia, which many—including National Planning Commission—prefer, will probably cost more.

In any event, decision probably can't wait until a “new” FCC is in place, presumably under chairmanship of Mark Fowler (see page 23). Five active members now aboard probably will have to seize this nettle.

---

**News media interaction**

American Newspaper Publishers Association, which moved headquarters from New York to Reston, Va. (near Dulles airport) eight years ago, may be having second thoughts about remoteness from Washington. Research, development, statistical and publishing functions will stay put, but policy, public affairs and lobbying may move to central city in Connecticut Avenue area.

Idea is to put key officials closer to other trade associations with common interests, for instance. National Association of Broadcasters, National Cable Television Association, and, of course, FCC and Congress, as expanding technology involves all.

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**Norway bound?**

Mark Evans Austad, Metromedia vice-president for public affairs and former ambassador to Finland, may be next ambassador to Norway. Ardent Republican and special advisor to Reagan inaugural, Evans learned Norwegian language as Mormon missionary there.

---

**The more things change ...**

Henry Geller, who with change of administrations resigned as head of National Telecommunications and Information Administration, is still doing business at same old stand. He is consultant to NTIA on short-term basis, completing work on projects he had begun. He is being paid at rate of about $50,000 annually.

For long term, Geller has applied to Markle Foundation for grant to support work he would do at Duke University Institute of Policy, in Washington. As in days before he joined Carter administration, Geller would study telecommunications issues, file comments in FCC proceedings, participate in court suits and possibly initiate some.

---

**Silent exit**

Frank M. Smith Jr., long-time CBS-TV executive, has quietly left there to pursue other interests. Smith, now 53, headed CBS-TV sales for 11 years, was put in charge of CBS Sports when that division ran into trouble with its “winner take all” tennis promotion and needed a “Mr. Clean” to restore its image. Last summer he was replaced in sports and made senior vice president of CBS/Broadcast Group.

---

**Early starters**

Mark Smith, KLAS-TV Las Vegas, is candidate for National Association of Broadcasters television board chairmanship in elections to be held next June. He is said to be unopposed. He would succeed Robert King, Capctics, whose term ends. Candidate for TV board vice chairmanship is Gert Schmidt, Harte-Hanks, with possible opponent, Kathryn Broman, of Springfield Television. For radio board chairmanship it's Cullie Tarleton, WBAM-FM-WBCY(AM) Charlotte, N.C., said to be unopposed. There are three radio vice chairmanship candidates (see photo caption, page 27).
Business Briefly


I・CLAUDIUS
A ROMAN SOAP OPERA FOR ALL TIMES

HOSTED BY
ANNE BANCROFT

DEREK JACOBI
as CLAUDIUS

SIAN PHILLIPS
as LIVIA

JOHN HURT
as CALIGULA

13 Special Hours—
Now Available

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"When I have creative people sweating blood to produce great entertainment, I am determined to get the widest possible exposure for their work. Viacom's aggressive marketing strategies appeal to me."

MACE NEUFELD

Meet Mace Neufeld, Yale graduate, photographer, professional songwriter, connoisseur and collector of primitive art. Co-founder of BNB Associates personal management company and head of Mace Neufeld Productions. As a television/motion picture producer, his first movie, "The Omen," grossed more than $50 million in film rentals.

New from Neufeld are: Angel On My Shoulder, a two-hour television movie that premiered on ABC. This modern remake of the famous Paul Muni classic stars Peter Strauss, Richard Kiley and Barbara Hershey under John Berry's direction. East of Eden, an eight-hour mini-series for ABC. Timothy Bottoms, Jane Seymour and Bruce Boxleitner star and Harvey Hart directs the television adaptation of John Steinbeck's epic saga. American Dream, a ninety-minute movie that chronicles the move of a suburban Chicago family to the inner city. Stephen Macht and Karen Carlson star and Mel Damski directs. A series based on the movie is being produced by Blinn-Thorpe Productions for Viacom Productions in association with Mace Neufeld Productions.

These productions are distributed worldwide by Viacom.

Jane Seymour and Bruce Boxleitner in "East of Eden," an 8-hour mini-series for the ABC Television Network.


WDOK Cleveland plays our music beautifully! Beautiful music tapes from Churchill Productions can help your station increase its audience and its advertising revenues. You can learn more about the Churchill beautiful music format by contacting Tom Moran or Tom Churchill in Phoenix at (602) 264-0331.

Radio demographics. Blair Radio analysis shows that in 1980, 25-54 age group was single most requested demographic, representing 22.8% of availabilities. It was followed by 18-34 category, amounting to 15.5%, and 18-49, accounting for 14.2% of 1980 opportunities. Blair said it has considered request as opportunity regardless of duration of campaign, and in 1981, it plans to include in report number of weeks campaign is to run.

Fall figures. After a dip in October, network TV sales in November climbed 2.6% above year-before levels, bringing the total for the first 11 months of 1980 to almost $4.7 billion, 10.3% above the level for the same period of 1979, the Television Bureau of Advertising reported last week, based on estimates compiled by Broadcast Advertisers Reports. The October drop, originally estimated at about 4% below the October 1979 total ("Closed Circuit," Jan. 19), proved to be only 1.1%, according to the TVB-BAR count. With the January-November total running well ahead of the 1978 period, chances appeared good that December would carry the year over the $5-billion mark for the first time ("Closed Circuit," Jan. 19). Less than $400 million in December was needed to do the trick. The TVB-BAR report follows:

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<th>Month</th>
<th>1979</th>
<th>1980</th>
<th>% chg.</th>
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<tr>
<td>October</td>
<td></td>
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<td>Daytime</td>
<td>$174,758,700</td>
<td>$179,796,500</td>
<td>+7.3</td>
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<td>Mon.-Fri.</td>
<td>107,400,400</td>
<td>107,863,300</td>
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<tr>
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<td>67,358,300</td>
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<td>353,194,600</td>
<td>343,318,200</td>
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<td>Total</td>
<td>$527,953,300</td>
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<td>November</td>
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<td>Daytime</td>
<td>$179,799,800</td>
<td>$193,045,200</td>
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<td>Mon.-Fri.</td>
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<td>63,531,700</td>
<td>82,567,400</td>
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<td>346,148,200</td>
<td>346,882,800</td>
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<tr>
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<td>$525,494,700</td>
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<td>January-November</td>
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<tr>
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<td>$1,442,119,000</td>
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<td>492,039,000</td>
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<td>$4,251,348,600</td>
<td>$4,689,937,800</td>
<td>+10.3</td>
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<td>$527,853,300</td>
<td>$552,115,700</td>
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### January-November

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‘Shogun’ revisited: a new research approach

Research is quite a bit like romance. Timing is of the essence. If that perfect moment eludes capture, all may be lost forever. No one can be sure how the results will come out.

When we created a new J. Walter Thompson U.S. media resources and research unit last July, one of our aims was to put a little more romance back into research. Our goal has been to become a true problem solving operation—to lead in the development of new problem solving techniques and to answer some of those frequently asked questions that are too infrequently answered.

One way we would accomplish our goal was through original research—something agencies moved away from years ago when media research became more analysis and less research oriented.

Last September, two of our clients were major participants in Shogun. From a programming and advertising standpoint, the results were outstanding. But we were very concerned about why so many people watched this second highest rated mini-series of all time. Was it because they were really that interested in Shogun—or was it because the SAG/AFTRA strike so limited what was on the air that they had little else to choose from?

It was important to know the answer to this question since the bloom was felt to be off the mini-series rose and in recent months the form had been delivering poor performances. Was the success of Shogun pure luck or genuine strength? This could guide our audience forecasting for future mini-series.

To help answer this question, we conducted a national telephone survey among Shogun viewers. Here’s what we learned:
- Over half (56%) of the viewers stated on an unaided basis that they watched Shogun because of the historical or educational aspects of the story. The advertising for the program was a factor for 43% of the viewers, while 44% said they were attracted by the actual storyline or plot.
- When asked from the main reason they watched Shogun, a majority of respondents (69%) said they watched because they were really interested in the show. Only 6% claimed to view because there was nothing else worth watching. The “strike impact” may not have been as great as was assumed.
- Of those respondents who watched three or more episodes, 39% had originally planned to watch on all or most nights, while 61% reported that they got hooked after the first or second episode and continued with the series.
- Fourteen percent of Shogun viewers purchased the most air time (37%) attained the highest level of recall (37%), while Kodak (with one commercial each night) scored a 33. Toyota and Coke (with neither network nor spot placement) scored 31 and 26. Viewers obviously perceived worldwide Coca-Cola and Toyota as products that would logically be in the telecasts. They did not, interestingly enough, make the same mistake with Japan Airlines and Shogun sake (which NBC wanted to sign on as a sponsor). Both brought up the bottom of our recall ladder.

Summing it all up, this original research gave us insight into how and why Shogun worked that existing television research doesn’t tell us. It told us that Shogun worked, not just by default, but because it was great television. In terms of future planning, it says that if the subject matter is strong enough, there is still plenty of life in the mini-series. We’ll even gamble a guess based on this research that like Shogun, Masada, slotted by ABC this spring, will (with a bit of luck) also deliver whopping numbers because of the excellent manner in which it also treats an exciting historical topic.
This week


Feb. 2 - Deadline for receipt of entries in American Bar Association Gavel Awards competition. Program recognizes media contributions to "public understanding of the American legal and judicial system." Address: American Bar Association, Committee on Gavel Awards, 77 South Wacker Drive, sixth floor, Chicago, Ill., 60604.

Feb. 3 - Broadcasters Foundation Inc. Mike Award dinner. Hotel Pierre, New York.

Feb. 3 - Cable Television Administration and Marketing Society Southwest regional seminar. San Antonio (Tex.) Convention Center. Information: (210) 295-4218.

Feb. 4-6 - Texas Cable TV Association annual convention and trade show. San Antonio Convention Center.

Feb. 4-5 - International Radio and Television Society Industry Symposium and college conference. Harrison Conference Center, Glen Cove, N.Y.


Feb. 6-7 - Society of Motion Picture and Television Engineers annual television conference. St. Francis Hotel, San Francisco.

Feb. 6-10 - CBS Radio affiliates board meeting. Royal Biscayne, Key Biscayne, Fla.


Also in February


Feb. 11 - Wisconsin Broadcasters Association annual winter meeting. Concourse hotel, Madison, Wis.

Feb. 11 - Arizona Cable Television Association annual meeting. Admas hotel, Phoenix.


Feb. 16-17 - National Association of Broadcasters engineering management development seminar. Purdue University, West Lafayette, Ind.


Feb. 20-21 - UCLA Communications Law Sym- posium on "The Regulation and Deregulation of the New Video Technologies." Speakers include: Anne Jones, FCC commissioner; Tyrone Brown, former FCC commissioner; Nina Cornell, FCC Plans and Policy Division; Richard Wiler, former FCC chairman, now with Washington law firm of Kirkland & Ellis; Thomas Wheeler, National Cable Television Association; Henry Geller, National Telecommunications and Information Administration; Robert Cani, National Subscription Television, and Mel Harris, Paramount Pictures.


Feb. 22-22 - "Journalism Opportunities for Minorities" conference, co-hosted by California...


March 10—National Association of Broadcasters executive committee meeting, NAB headquarters, Washington.


March 15—North Central Cable Television Association meeting. Holiday Inn, Fargo, N.D.

March 16—Seventh annual Video and Television Documentary Festival sponsored by Global Village, 454 Broom Street, New York, N.Y., (212) 966-7528.

March 16—Society of Cable Television Engineers annual spring engineering conference. Opryland hotel, Nashville.

March 16—New York State Cable Television Association spring legislative meeting. Empire State Plaza, Albany, N.Y.

March 19—Broadcast Financial Management Broadcast Credit Association board of directors meeting. Fairmont hotel, Denver.

March 19—Georgia Cable Television Association annual meeting. Sheraton-Atlanta hotel, Atlanta.


March 26—Religion In Media’s Angel Awards ban-quet. Palladium, Los Angeles.

March 26—April—Indiana-Cable Television Association annual convention. Hyatt Regency hotel, Indianapolis.

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

April 1—Communications in the 21st Century symposium, sponsored by The Colgate Graduate School of Business Administration at University of Virginia in cooperation with Annenberg School of Communications. Hyatt Regency, University of Southern California. Information: Philip Morris Inc. Myers Morris Operations Center, Richmond, Va.

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

April 6—10th Annual Cable Television Association of Southern California. Information: Holiday Inn, Dallas. (305) 562-7847.


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

April 12—National Association of Broadcasters convention. Las Vegas Convention Center.

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

April 15—New FCC deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding. FCC, Washington.

April 15—Maryland Delaware Cable Television Broadcasters spring meeting. International hotel, Baltimore-Washington International Airport.


April 24—30th annual MIPTV international TV program market. Palais Des Festivals, Cannes, France.

April 24—May 16—annual Video and Television Documentary Festival screenings. Sponsored by Global Village, 454 Broom Street, N.Y., 10013. (212) 966-7526.


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

April 28—May 2—30th annual Broadcast Industry Conference and Awards, hosted by San Francisco State University. Theme: "Programming the ’80’s" San Francisco State University.

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

April 29—May 1—Indiana Broadcasters Association spring convention. Shoraton-West, near Indianapolis International Airport.

May 1—Texas A&M Broadcasters convention. Abilene, Texas.

Brown background

EDITOR: Commissioner Tyrone Brown's lone dissenting vote to the FCC's recent radio deregulation action did not reflect the significant role he played in making radio deregulation a reality. When NAB petitioned the FCC for radio deregulation in 1978, it was Commissioner Brown who quickly endorsed our petition and undertook the leadership in spurring FCC action. Early attempts to scuttle the proposal via the device of a 10-year experiment met with firm opposition.

Without Tyrone Brown, radio deregulation may never have gotten off the ground.—John B. Summers, executive vice president and general manager, National Association of Broadcasters, Washington.

Ralph Nimmons

EDITOR: I was saddened indeed to read of the death of Ralph Nimmons (Broadcasting, Jan. 5). Ralph was one of the finest men I have known and a great citizen and pioneer of broadcasting. As you noted, he began his career (while still in college, I believe) at WRUF (not WRUF-FM), and worked as an announcer at WLW, Cincinnati, before moving to Dallas, where he became program director of WFAA and, later, manager of WFAA-TV after that station was acquired by the Belo organization.

While at WLW, he was involved in one of those "turning point" incidents which lend spice to life. Those were Great Depression years, and no sale was turned down. An overzealous salesman sold a sports car; the hitch was the station had none in its stable. But that could be remedied if it could come up with a sports car. Two announcers were up for the assignment—and the accompanying talent fee. Ralph was one, and he and the other candidate went down to the corner speakeasy, ordered a drink and flipped a coin. Ralph lost. The other announcer was Red Barber.

The story may be apocryphal, but Ralph's career was as real a credit to his profession. By the way, most of his old friends knew him as "Pappy." As I did.—Jack McGrew, vice president/management, KPRC-TV, Houston.

Locally originated

EDITOR: Your coverage of current trends in news coverage [in the Dec. 1 issue] was excellent. I am happy that you noted local origination in cable is beginning to take advantage of how it can be a viable medium.

I am the manager for a local origination operation that started with 650 homes and one other, in a town of 5,000 people. In the year we have been in operation, we began a regular schedule of 12 local newscasts daily on the hour, and covered over 25 special events and sports events that the local radio station neglected. The LO is in the black and through growth of the cable company, we're now reaching over 2,500 homes in five communities. We've had over 125 advertisers, all local, use us, and our staff now includes a full-time production director, full-time news director, and part-timers. Everything we put on the channel is local.

We have high hopes for 1981, since being in the black this year.

It all boils down to giving the local viewing audience what it wants—showing them the news, not just talking about it.—Randy Miller, manager, KALI-TV Channel 6, Dalibourn, Carlinville, Ill.

First 50

EDITOR: Page 112 of the Jan. 19 issue [the 1944 chapter of "The First 50 Years of Broadcasting"]: Senator Sam Jackson was from Indiana, not Illinois. Nit-picking yours.—Ray Scherer, vice president, Washington, RCA.

EDITOR: Your series, "The First 50 Years of Broadcasting," is destined to become a classic. I can hardly wait for it to appear in book form. It will be compulsory reading for all at BMI who deal with radio and television stations.—Edward M. Cramer, president, Broadcast Music Inc., New York.

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EXXON
Emerging shape of Reagan FCC comes in view

Although nothing's yet nailed down, and Ferris isn't even officially out the door, it's reasonable to anticipate that the new regulatory game in town will be far more accommodating to the regulated industries than its predecessor; missing link is minority, probably a Hispanic.

The FCC, which for more than a year has been charging down the line like a locomotive scattering broadcasters in its path, is suddenly stalled and quiet. To all intents and purposes, it is without a chairman (see page 24). But signs of a new beginning are evident. And for broadcasters, at least, they portend a gentler time.

A deregulatory, pro-business atmosphere is being generated by the new President in the White House. And there is no reason to believe it will not extend to the FCC—particularly if the expected happens and Washington communications attorney Mark Fowler is Ronald Reagan's choice to serve as chairman.

Fowler, a 39-year-old partner in the law firm of Fowler & Meyers who served as communications counsel to Reagan's presidential campaigns in 1976 and 1980, is in the classic conservative mold. Indeed, whatever litmus test for conservatism is used by the Senate's prime conservative, Jesse Helms (R-N.C.), Fowler passed it; Helms is supporting him for the chairmanship. And Helms does not give his support lightly, as some Reagan appointees who have not received it will testify.

Those who know Fowler say he shares the President's negative view about government regulation and his positive one toward business. Thus, they say, broadcasters and others regulated by the agency would feel comfortable with him at the FCC.

The President's decision on Fowler—although not necessarily the announcement, which normally follows a Federal Bureau of Investigation background check—is expected soon.

But Fowler is not the only person Reagan will be able to appoint to the FCC in his first months in office, to see to it that the agency pursues his basic policies. He will have three other appointments to make in the next six months, and on two of those choices, the betting as to who will be named is virtually closed.

Commissioner James H. Quello, a Democrat whose term expired on June 30, 1980, is regarded a certainty to win reappointment. The other appointment is expected to go to Mimi Weyforth Dawson, top aide to Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee. Her list of supporters reads like a who's who of the Senate (Broadcasting, Jan. 26).

The fourth vacancy, which will be created when Ferris leaves in April, will be available for a Democratic appointee. Thus far, there is no indication the White House has narrowed the range of possible candidates to a manageable number. But sources in a position to know predict that the seat will go to a minority—to a Hispanic, however, not a black.

With the resignation last week of Tyrone Brown, blacks are without a representative on the commission for the first time since 1972, when Benjamin L. Hooks, now the

Mark S. Fowler, 39, senior partner in Fowler & Meyers, a three-member firm that represents radio and television stations and private radio licensees. He is counsel to the Virginia Association of Broadcasters and was communications counsel to Citizens for Reagan (1975-76) and the Reagan for President and Reagan-Bush committees (1979-1980). During the 1980 campaign besides providing legal counsel, he says he helped devise a plan that enabled Reagan-Bush to obtain 40% more radio and television time dollar-for-dollar than did the Carter-Mondale Committee. During the transition, he was co-director of the Legal and Administrative Agencies Group and senior member of the team examining the FCC. He is a native of Toronto, Canada, grew up in Orlando, Fla., became a U.S. citizen at 17, and graduated from the University of Florida (1968) and its law school (1969). During the 60's, Fowler worked in radio as an announcer, sales representative, program director, and production manager at WOOG-AM-FM Orlando and WOXM-FM Gainesville; both Florida; WKEE-FM Huntington, W.Va., and WKEE-FM Melbourne, Fl.

Mimi Weyforth Dawson, 36, chief of staff/administrative assistant to Senator Bob Packwood (R-Ore.). She is responsible for the operation of the senator's personal staff and the staffs of the Commerce and National Republican Senatorial Committees, both of which Packwood heads. She also handles policy and issue development and, according to her resume, "is chiefly responsible for policy decisions." Dawson joined Packwood in 1973 as press secretary, later moved up in responsibility to jobs as legislative director, then as top aide on the senator's personal staff and on the staff of the Republican Senatorial Committee. She added duties with the Commerce Committee in 1978. Dawson graduated from Washington University, St. Louis, near her home town of Webster Groves, in 1966, and began working on Capitol Hill in 1969, on the staff of Representative James Symington (D-Mo.). Later she worked briefly for Representatives Richard H. Ichord (D-Mo.) and William Clay (D-Mo.) before joining Packwood's staff. She met the senator through a neighbor and, although a Democrat at the time, felt she and Packwood had "similar interests." She registered Republican in 1973.
executive director of the National Association for the Advancement of Colored People, became the first minority member of the commission.

However, Hispanics for almost a decade have been pressuring successive White Houses to name one of their own to the FCC. And in the present administration they not only have a President and Vice President who hail from states heavily populated by Hispanics—California and Texas—but a team that received far more support at the polls from Hispanics than from blacks.

(Where all the new players would fit is not quite certain. But it is assumed Fowler would go into the so-called Quello term, which has six and a half years to run, while Quello would be named either to the Ferris term, which has three and a half years left, or to Brown's, which has five and a half years. Dawson is seeking to succeed Lee, whose term expires on June 30.)

What does the cast of present and prospective characters say about the future? It may be too much to believe—as so some broadcasters who complained about hostility toward them on the part of Ferris—that Reagan's inauguration signaled their deliverance as well as that of the 52 hostages. But a quick run-down indicates things look pretty good for broadcasters in the years ahead.

Take Quello, for instance. His chances of reappointment rest on the view that, in the words of one Reagan transition team official, he is a "friendly Democrat." He is regarded as sympathetic to broadcasters. So is Lee, who in his 28 years on the commission has made many friends among them. And Abbott Washburn was strongly recommended for the post of interim chairman by those who felt he had fought well and hard for the minority—and anti-Ferris—point of view.

Commissioner Joseph Regan presents a different image. He has generally supported the deregulatory philosophy pursued by the commission under Ferris, but he is the only commissioner left on whom the label "liberal Democrat" (whatever that now means) can be hung. He is not likely to march to the same drum as Fowler.

And Commissioner Anne Jones, a Republican, has demonstrated a brand of independence described as cussed. She has also expressed a commitment to deregulation that knows almost no bounds. She would, for instance, deregulate television and avoid the need for future deregulation of domestic broadcast satellites by not regulating them in the first place (Broadcasting, Jan. 26).

Dawson is not easy to read; she has not established any kind of record on which her views on the issues could be discerned. She is familiar with them through her work on the Commerce Committee, and those who know her say she has the ability to master them. But she can probably be perceived most clearly against the background of what she has achieved.

At 36, and after seven years of working for Packwood, she has become his principal assistant. She is his chief of staff and administrative assistant responsible for the operations of his personal staff and the staff of the Commerce Committee and the National Republican Senatorial Committee, which Packwood also heads.

Thus, Dawson is of that breed of congressional aides who knows how to acquire power and wield it. Ferris, who had 14 years on Capitol Hill, most of it as a top aide to the majority leader, is of the same breed. So Dawson should be regarded as a member likely to be very much her own person.

Dawson's appetite for the commission assignment was whetted, at least in part, by the fact that four spots were opening up. But she also said she sees the problems and opportunities associated with communications today about where the problems and opportunities associated with energy were 10 years ago. "I can't think of a better place to avoid the mistakes in communications that were made in energy than at the FCC," she said.

Each individual commissioner then, to varying degrees, is a power center in his or her own right. But the key to the commission is the chairman.

The chairman sets the tone. The chairman manages the staff, controls the agenda and speaks for the agency. The chairman is not only first among equals, he or she is more equal than the others. And Fowler, the University of Florida College of Law graduate who once worked for radio stations in Florida in a variety of jobs and now represents broadcasters and private radio licensees, would appear to be broadcasting's kind of chairman.

It is an article of faith with him that those who are regulated should have "fair" access to the chairman and the agency. He feels the agency has much to learn from them, and cites the expertise of the industries involved.

Furthermore, he is deregulatory and pro-business in his approach. He seems to regard government as an intruder in business, even a dangerous one, for he believes that the societies that enjoy the most personal, political and social freedom are those with maximum economic freedom. And his unabashed sympathy for "business" is said to derive from his belief that the welfare and happiness of in-

FCC interregnum: waiting for Reagan

Ferris plan for retirement still needs White House OK

The Ferris chairmanship at the FCC is officially in eclipse. Chairman Charles D. Ferris was not present at the commission meeting on Thursday, and is not expected to be much in evidence for the next 11 weeks, as he accumulates the time needed to enable him to qualify immediately for retirement benefits. This would be in accord-ance with an arrangement he reached with the White House (Broadcasting, Jan. 26).

Ferris last week said he had written to President Reagan on Jan. 21, submitting his resignation effective April 10. He said in his letter that he would refrain from acting in all new matters in order to free himself to negotiate employment with a law firm without creating a conflict of interest.

Commissioner Robert E. Lee, the senior member of the commission, will serve as acting chairman until Reagan's choice of a chairman—not yet announced—joins the commission.

The arrangement will enable Ferris, who will be 48 on retirement, to begin drawing a government pension immediately. Otherwise, he would be required to serve the remaining three and a half years of his term. The minimum age for early retirement is 55. Resigning as chairman a post served the pleasure of the President, not being reappointed constitutes involuntary separation and can be used to qualify for immediate pension benefits.

If Ferris were simply to leave government, he would not begin to receive his pension until he is 62. And if he were to die before he reached that age, his wife would not receive the survivor's annuity of 55% of his pension.

Ferris, who now earns $55,387, will be receiving a pension of about $21,000 a year. That is about 14% less than the $25,000 he would be entitled to if he were leaving government at age 55.

Ferris last week said the long lead time he has obtained in his resignation is not unique. He cited the example of Harold M. Williams, chairman of the Securities and Exchange Commission, who told the White House he intended to resign on March 1. However, Williams's lead time does not tie in with a plan to gain a government pension.

While Ferris may be creating a precedent as far as FCC commissioners are concerned, the steps to accommodate his pension requirements are not without some precedent at the commission. In 1971, Henry Geller, who was being moved out of his job as general counsel following the Republican capture of the White House in 1969, needed more than a year of additional service to qualify for early retirement, so then-Chairman Dean Burch created a law job for him as special assistant. He served in that post for two years; it was abolished, and he went on pension at age 49. But whereas Ferris expects to be largely out of sight for the 11 weeks, Geller remained much in evidence.
individuals depends on the ability of the business that employ them to grow and prosper.

Citizen groups, too, would probably find Fowler approachable. And he has supported the commission's efforts in equal employment opportunity matters. But those who know Fowler do not detect in him the same degree of sympathy for citizen groups that is evident when he speaks of the virtues and value of business.

The degree to which Fowler will continue on the pro-competitive course marked by the commission under Ferris remains to be seen. Certainly there is nothing about Fowler to recall the full-speed-ahead approach of Ferris. Those who have observed Fowler and are aware of the Reagan administration's priorities do not look for a reversal of the commission's pro-competition policy. But there also are those who predict the commission will adopt a more questioning attitude toward change—the kind that broadcasters have been urging on it. For one example, some transition team members expect the commission to take a closer look at the technical implications of the commission's proposal to drop in 400 VHF assignments at short spacing.

And Fowler's only known statement on what will probably be the single most important issue at the commission in the next few years—domestic broadcast satellites—is at least ambiguous. In a response he prepared for then-candidate Reagan to a series of questions posed by the National Association of Broadcasters last spring, Fowler/Reagan said: "The new and exciting technologies on the horizon are not necessarily incompatible with our present broadcast system," with its local service orientation. But he also wrote that the Communications Satellite Corp.'s proposal for satellite-to-home broadcasting—which has been introduced in Westinghouse—should be evaluated by Congress as well as the commission. Furthermore, according to Fowler/Reagan, "in any evaluation, we would want to ensure that the public is not deprived of quality programming obtained from the over-the-air broadcast sources."

Then there is the controversial issue of the commission's championing of a move in the western hemisphere to reduce AM channel spacing from 10 kHz to 9 kHz. There is no reason to believe Fowler differs from most of the other members of the Federal Communications Bar Association who are critical of the proposal, which the commission has advanced as a means of increasing the number of AM stations and, thus, of creating new opportunities for minorities. Fowler has been quoted as saying the plan needs more study. He is understood to believe it may be a less effective means of achieving the desired goal than are the efforts of the NAB to provide minorities with the financial assistance they need to acquire stations. That at least would be consistent with his general philosophy.

Speculating on how individuals named to the commission will perform is a risky occupation. Speculating before they are even named is probably hazardous. But enough seems to be known about Fowler to believe that, if he is named chairman soon, broadcasters will feel they are experiencing an early spring.

First step in Westinghouse, Teleprompter deal passes FCC

Action leads busy agenda; Turner wins temporary transponder extension

The FCC last Thursday granted Westinghouse Broadcasting a temporary waiver of the FCC crossownership rules, allowing Westinghouse to buy approximately 28% of the stock of Teleprompter Corp.—the first step in its quest to acquire 100% of the major cable MOS at a cost of $646 million.

With the waiver in hand, Westinghouse purchased on Friday 4,757,000 shares of stock from Teleprompter's major stockholders for approximately $181 million ($38 per share), as previously agreed (Broadcasting, Oct. 20, 1980). Westinghouse plans to become sole owner of Teleprompter by purchasing "from time to time" stock on the open market.

The sellers of the stock include Jack Kent Cooke, chairman and chief executive of Teleprompter; the Weather Corp.; Hughes Aircraft Co., and a number of members of the board of directors.

The waiver was needed before Westinghouse could acquire the stock. Teleprompter operates 13 systems within the service areas of four Westinghouse Television stations: KDRA-TV Pittsburgh, KYW-TV Philadelphia, WGBZ-TV Boston and KPIX-TV San Francisco. FCC rules prohibit such cable-broadcast cross ownership.

The waiver request was passed by a 5-0 vote (with the concurrence of Commissioner Abbott Washburn) on the recommendation of the staff. In presenting the item, Randy Nichols, chief of the Cable Bureau, said the waiver is effective only until the FCC makes its "full review" of the merger when it considers the transfer of microwave and CARS licenses. Depending on the outcome of that review, Nichols said, Westinghouse will be given a "reasonable amount" of time either to sell the 13 systems or the acquired stock and comply with the crossownership rules.

To win the waiver, Nichols said, Westinghouse has agreed to place the newly acquired interest into an "irrevocable trust," that will remain in the indirect control of the Teleprompter board until the deal wins final FCC approval.

Nichols suggested that Westinghouse would have been in a bind had the FCC denied the waiver request. He explained that the sale of the stock was not conditioned on any approval by the FCC, but solely on the implicit approval of the Justice Department, which it granted by announcing that it would not take any action against the merger. Had the FCC denied the request, sellers of the Teleprompter stock might have forced Westinghouse to close on the stock transaction and place it in violation of the FCC rules.

Nichols said he was not "very happy" with the arrangement of the deal and warned others not to count on "routine" grants of waivers.

A number of individuals and organizations have opposed the merger in filings to the FCC. Nichols said, on media concentration and antitrust grounds. They will be considered, he said, in the context of the FCC's review of the entire merger. He also discounted the contention of some that the granting of the waiver would prejudice the later proceeding.

Also last Thursday, the FCC extended temporary authority to the Cable News Network to allow it to continue distributing its programming over Satcom I, RCA's primary cable satellite (Cable Net One), for four additional months, until Sept. 30, 1981. It denied CNN's request for a three-year extension, however.

CNN had authority to use the bird until May 31 by virtue of an extension granted last November, of an original six-month authorization. The FCC has been unable to grant CNN permanent authority because of a suit pending in an Atlanta federal court that raises doubts as to whether CNN is entitled to a transponder on the primary cable satellite.

After CNN was bumped from Satcom III, the intended primary cable satellite that was lost in space, CNN filed the suit against RCA claiming that RCA breached

Parting. Tyrone Brown's career as an FCC commissioner came to an abrupt end during the FCC's open meeting last Thursday. He excused himself midway through the common carrier agenda saying that with just two days of his FCC tenure left he announced his resignation. Four weeks ago (Broadcasting, Jan. 12), he was uncomfortable about voting on the important items remaining on the FCC's agenda.

Although surprised by Brown's action, the meeting's acting chairman, Robert E. Lee, praised Brown for the "great contributions" he had made to the work of the commission and to telecommunications. He said that he truly sorry to see him go and hoped to see him back in government one day. (Brown has taken a job with the law firm of Bestor & Johnson.)

Responding to the applause of the crowded meeting room, Brown said: "It has been a very challenging, very rewarding experience and I leave with nothing but good feelings."
picking one system based on the volumes of data the FCC has amassed would not have to be undertaken.

The FCC, apparently unwilling to shift the focus of its rulemaking adopted last July, rejected the appeal. The original comment has been extended twice. The due date for comments is now Feb. 9. Replies are due March 9.

- Over the objections of Jewish and Italian community groups in New York, the FCC unanimously approved the transfer of WEVD(AM) New York from the Forward Association to Salem Media Corp. for $8 million. The community groups objected to the transfer, fearing that Jewish programing and Italian-language programing would be axed by the new owners.

Assurances from Salem that the Jewish programing would be increased and the Italian-language just slightly decreased was enough to persuade the FCC to grant the sale. It is unlikely that proceeds from the sale would support the Jewish Daily Forward, a Yiddish-language daily newspaper.
High costs of holding off spectrum expansion push NAB into budgetary red

Joint board approves $50,000 additional reimbursement for chairman; insuring Fritts's candidacy; organization out of closet on 9 kHz opposition; DBS and LPTV viewed with concern; ANPA seeks help against AT&T

Fiscal 1981, which ends April 1, is likely to be a deficit year for the National Association of Broadcasters, whose joint board of directors met last week in Scottsdale, Ariz. NAB probably will exceed its $7.1 million budget by $120,000 to $150,000, due largely to extraordinary expenses incurred for research in fighting off FCC attempts to enlarge the radio spectrum.

The NAB is in no financial trouble, however, according to its directors, because it has substantial investments earning high returns, rental income from its Washington headquarters building and revenues estimated at $1.5 million last year from exhibits held in conjunction with its annual convention.

As expected, the NAB directors adopted a FY 1982 budget of $7.8 million. That figure does not include additional outlays, including $50,000 for increased reimbursement to the next joint board chairman, $15,000 in additional funding for international activities and open-ended funding to extend the life of the Radio Allocations Task Force for another year.

By a vote of 29 to 11, with three abstentions and five absences, the joint board at its opening session Monday approved a revised resolution authorizing increased reimbursement to the next joint board chairman. The sum is to be paid to the chairman's company and will supplement the full reimbursement already paid for expenses.

Passage of the controversial resolution paved the way for election of Edward O. Fritts, of Fritts Broadcasting, Indianapolis, Miss., the present radio board chairman, to the joint board chairmanship next June. It also maintains the board's practice of rotating radio and TV board chairmen in the joint board chairmanship.

Action on the resolution came after more than two hours of discussion with virtually every board member participating. Although discussion was intense, it was not acrimonious, according to those participating in the executive session. Abstaining from the voting were NAB President Vincent Wasilewski, Fritts and Marion Stephenson, NBC Radio. Recorded as voting against it were Leslie Arrives, WIVB-TV Buffalo; Thomas E. McKinney, Sheridan Broadcasting, Pittsburgh (the only radio director opposing the resolution); William R. Brazzil, WTOJ-(TV) Miami; Reid Chapman, Indiana Broadcasting Corp., Fort Wayne, Ind.; W. Frank Harden, State Telecasting Co., Columbus, Ohio; Peter B. Kenney, NBC Washington; Robert King, Capital Cities Communications, Philadelphia (the incumbent TV board chairman who would have been in line for the joint board chairmanship had the resolution not been adopted and if Fritts subsequently withdrew his candidacy); Gert H.W. Schmidt, Hart-Hanks Communications, Jacksonville, Fla.; Mark Smith, Landmark Communications,

Las Vegas; Walter M. Windsor, WETF-TV, Orlando, Fla., and Thomas Bolger, WMTV-TV, Madison, Wis., the present joint board chairman, turned the gavel over to President Wasilewski so that he could speak against the resolution.

Commenting on why he voted against a resolution favored by most radio directors, McKinney said he had an affinity for "volunteerism."

In another action taken at Monday's joint meeting, the board voted to continue its program of sponsoring "town meetings" in which industry representatives meet with members of the public to establish a dialogue. The board scheduled a meeting for March 31 in Lexington, Ky., and voted to schedule another in the fall at a city to be selected later.

The joint board also approved an increase in benefits for the NAB staff, including a "thrill" plan meant to encourage personal saving by allowing NAB to match 25% of an individual's savings of up to 6% of his or her salary. For example, if an employee saves $1,200 from a $20,000 salary, NAB will contribute another $400.

Also approved was a proposal by radio board member Jerry Lee, WEZI-FM, Philadelphia, to urge cooperation by broadcasters with a campaign by the Advertising Council to promote increased productivity by American business. Broadcasters will be asked to participate by airing public service announcements and a committee will be named to implement the plan.

William Lilley III, CBS Washington vice president, presented his science and technology committee's report on new technologies (Broadcasting, Jan. 26). Lilley emphasized that his committee's mission had not been to reach conclusions, but to provide a "mosaic" of new technologies.

Included in Monday's activities was a statement from Wasilewski, who reviewed NAB's activities in the past year and outlined objectives for the year ahead. According to Wasilewski, NAB will intensify its campaign against legislation establishing performers' royalty payments. It also will support rewriting of the Communications Act and the refund of FCC license fees. It will work to defeat any proposed legislation to tax commercial broadcasting and will work toward restructuring of cable transmission rules to assure continuation of "a free localized broadcast service." NAB, concluded Wasilewski, will continue its other campaigns to safeguard the interest of all modes of over-the-air broadcasting.

Ken Shanzer, NAB vice president for government affairs, also addressed the board on Monday. He admonished broadcasters not to become complacent, now that there has been a change in administration in Washington. He urged vigilance in the maintenance of liaison at the hometown level between broadcasters and their elected representatives.

In another of Monday's actions, the joint board approved an increase in NAB's budget for international affairs, from its present $10,000 to $25,000 annually. This is in light of increased activities pertaining to radio allocations and work with the Inter-American Association of Broadcasters.

On Tuesday, the television board met. As expected (Broadcasting, Jan. 26) the board adopted a position neither opposing nor supporting DBS, but pledging to "actively raise critical underdetermined policy and technical questions which Congress and the FCC must evaluate fully before taking any decision action on DBS."

In a second expected action the TV board voted not to oppose the development of low-power television service but to advocate eight changes in the FCC's proposal for its establishment. The changes would enlarge broadcasters' opportunities for participating in low-power television by eliminating comparative preferences for noncommercial, minority and "first in line" applicants; eliminating restriction on radio ownership of LPTV stations; preserving the STV "rule of four" requiring four free services in markets before pay LPTV stations may be authorized; establishing comparative preference for free translator service providing otherwise unavailable broadcast service; eliminating fairness and political broadcasting obligations; placing the burden of showing noninterference to broadcast stations on LPTV licensees and requiring LPTV licensees to cease operating until noninterference is shown; strengthening technical operating requirements to insure against interference to broadcast stations, and grandfathering mandatory carriage rights for existing translators.

Robert Marbut, president and chief executive officer, Harte-Hanks Communications, and Prescott (Scott) Low, publisher of the Patriot Ledger, Quincy, Mass., represented the American Newspaper Publishers Association at a special session on Tuesday. They pointed out the commonality of interests among broadcasters and newspaper publishers in an age of digital transmission and other technological advances. Marbut, chairman of ANPA's telecommunications committee, and Low, chairman of its government affairs committee, attacked AT&T and its associated companies, saying the conglomerate has installed 81% of the nation's telephones and, with fiber optics, could soon complete its wiring of the entire country.

Marbut used a "magic mirror" display to demonstrate a futuristic home center, with a terminal serving as television and computer and performing numerous functions. The danger lying ahead for broadcasters and newspaper publishers, according to Marbut, is that AT&T could become an "all-inclusive" common carrier.

Both ANPA representatives urged a system of cooperative effort by the NAB and ANPA staffs to resist the expansion of telephone companies of all sizes beyond their common carrier function. They also urged support for legislation, such as that proposed during the last Congress by Representative Timothy Wirth (D-Colo.), to preclude AT&T from expanding new common carrier services.

On a motion by Jerome Lansner, director of NAB's code authority, the board adopted a liberalization of its standard for credits allowed on long-form programs.

On Wednesday, the radio board met,
and after more than three hours of discussion, adopted a resolution opposing U.S. proposals to reduce AM channel spacing from 10 to 9 kHz. Until now, NAB has not opposed 9 kHz proposals outright, but has been perceived by most observers as working strongly against them.

The radio board also reaffirmed its position, adopted in January 1979, to pursue a national radio allocations policy authorizing full-time service for all broadcast stations, present and future. NAB said it "urges the conversion of existing daytime stations into unlimited time facilities . . . without significantly diminishing service by other classes of stations."

NAB's Radio Allocations Task Force, chaired by Arnold Lerner of WFLH Inc., Lowell, Mass., will implement studies to gather evidence against 9 kHz proposals, the breaking down of clear channels, and proposals to allow for new, reduced coverage classes of AM and FM stations. Outside consultants have already advised the board that implementation of 9 kHz separation could cost the radio industry from $20 million to $39 million. Non-technical costs could range from $95,000 to $225,000 per station, while some set owners would have to replace incompatible receivers—an estimated $500,000 worth among the population at large.

The radio board also discussed its concern with low-power television as a radio competitor and about direct broadcast satellites' possible effects on radio. Ben Hoberman, president of ABC Radio, and Beck-Ross Communications' Martin Beck urged studies of the ramifications of satellite transmission for radio. Mention was made of a satellite service that has introduced two TV and 17 radio services into a single German market.

Radio directors tabled a proposal to combine the Broadcast Pioneers Hall of Fame with the NAB Distinguished Service Award. They also discussed the possibility of inviting record manufacturing companies to participate in NAB's Radio Programming Conference, scheduled this year for Aug. 16-19 in Chicago. No action resulted from this discussion.

The board reaffirmed its opposition to a performers' royalty fee.


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Wirth will head newly named Telecommunications, Consumer Affairs and Finance Subcommittee

The House Energy and Commerce Committee organized last Wednesday and Thursday after a stormy disagreement resulted in the elimination of one subcommittee and expanded jurisdiction for the Communications Subcommittee, Representative John Dingell (D-Mich.), who chairs the full committee, defeated Representative James Scheuer (D-N.Y.) in a move against Dingell's plan to disband the Consumer and Finance Subcommittee in favor of creating a second Energy and Power Subcommittee.

The 24 Democratic members of the full committee caucused on Wednesday (Jan. 28) and elected Representative Timothy Wirth (D-Colo.) to be chairman of the new Subcommittee on Telecommunications, Consumer Affairs and Finance. Although Dingell's proposal to expand the duties of the old Communications Subcommittee has been well known (Broadcasting, Nov. 10, 1980), there was uncertainty until last week as to whether the subcommittee would absorb all or some of the jurisdiction of the old Consumer and Finance Subcommittee.

Democrats joining Wirth on the subcommittee include Representative Cardiss Collins (Ill.), a fourth term Congresswoman who is believed to be the first black legislator ever to join a communications subcommittee. A list of other Democratic members follows, with asterisks denoting newcomers:

Ronald Motl (Ohio), Scheuer* (who chaired the old Consumer and Finance Subcommittee), Edward Markay (Mass.), Thomas Luken (Ohio), Al Swift (Wash.), Henry Waxman (Calif.) and freshman member W.J. Tauzin* (La.). Dingell serves as ex-officio member of all six Commerce subcommittees.

Republicans joining the new subcommittee are James Collins (Tex.), Matthew Rinaldo* (N.J.) (who had been ranking minority member of the Consumer and Finance Subcommittee), Carlos Moorhead (Calif.), Marc L. Marks (Pa.), Thomas Tauke* (Iowa) and freshman member Thomas Billey* (Va.). As ranking Republican on the full committee, James Broyhill (N.C.), serves as an ex-officio member.

Following his election as chairman of the subcommittee, Wirth announced three objectives: "It is my intention," he said, to "foster competition in the telecommunications industry, to deregulate where appropriate, and to provide a more technologically productive and free marketplace for consumers.

As part of those goals, Wirth said the subcommittee would work toward fostering continued U.S. prominence in electronics and removing institutional barriers to full participation by small businesses in telecommunications.
In Brief

Senior management promotions at CBS News announced last week don't spell out who will head division when president Bill Leonard's extended term is up, next year, but in meantime: Robert Chandler, VP and director, public affairs broadcasts, becomes senior VP administration, with responsibility for planning, public information, policy administration, research and resources development. Burton Benjamin, VP director of news, having "long expressed a desire to return to production," named senior executive producer, had news broadcasts, responsibility for Walter Cronkite special as well. Edward Fouhy, VP CBS News, Washington, succeeds Benjamin. Roger Colloff, VP and assistant to president, takes Chandler's current job. Jack Smith, bureau chief, CBS News, Chicago, moves into Fouhy's role. Smith's replacement has not yet been named. Chandler and Colloff assume new duties Feb. 16; Benjamin, Fouhy and Smith on or about April 1. Of this group, speculation is focused on Fouhy and Colloff as potential successors to President Leonard, whose extended term runs to April 1982.

Members of White House press corps last week proved they could, too, act like ladies and gentlemen at presidential press conferences. At request of White House news secretary James Brady, they eschewed their normal techniques of flagging the president's attention—jumping up and down and shouting—in favor of simply sitting quietly and raising their hand. Technique was intended to "restore confidence, dignity and decorum to this institution," Brady had said, to snickers of some in audience, before press conference began. And while some thought it took some drama out of session, others, like NBC's John Palmer, agreed it had made for "a more dignified" session. Idea was one of several Commission on Presidential Press Conferences suggested in report to White House (see page 56). And White House, which liked way it worked, will try another suggestion at next formal session, which will be held within month. Reporter-interrogators will be chosen by lot. However, mechanism may be designed that would give major news organizations, including networks, better than even chance to be represented. Yet another idea is to be tried this Monday afternoon—informal news session, in which President will meet in Oval Office with five or six reporters, with no broadcasting equipment present.

Universal has broken ranks with three other movie companies involved in Premiere pay cable venture. All had agreed at formation of Premiere not to sell movies to other cable programmers, but last week Universal announced "it had struck deal with Warner Amex Satellite Communications," distributor of The Movie Channel, for 17-film package. Universal's Gene Gaquinto said, "I don't think you can read anything into this." He said Universal isn't abandoning its appeal of Premiere injunction (Broadcasting, Jan. 5). Bob Pittman, vice president of programming for Warner Amex, said his company negotiated "tough" but "fair deal." Among titles in package: "The Jerk," "Last Married Couple in America," and "Little Miss Marker.

ABC and Hearst Corp. have formed joint venture, Hearst/ABC Video Service, "to produce and supply programming for specialized cable network services." First project, Beta, will be advertiser-supported basic cable service aimed at women. Initial plans call for four hours of programming five days per week. Hearst/ABC will be co-chaired by ABC Video Enterprises chief Herb Granath, and Hearst Cable Communications VP, general manager, Ray Roslin. Search is underway for president.

Signs of pick up in network TV sales that began to appear few weeks ago ("Closed Circuit," Jan. 12) have proved correct. After "tough" December and early January, "things are back to normal now," one network official said last week, with sales strong not only in prime time but in other dayparts as well. W. Halfrid Keefer, ABC-TV sales chief, said first-quarter there should approximate last year's, even though last year had Olympics to give it extra boost, and that more than 90% of second-quarter options have been picked up. Costs-per-thousand, he said, are higher than in up-front sales and higher than in scatter market at this time last year. Similarly, CBS and NBC officials reported business bouncing back, coming on strong, going good.

Multimedia Inc., Greenville, S.C., reported earnings for year ended Dec. 31 were $21,618,000, 16% more than 1979 earnings of $18,676,000. Revenues in 1980 were $139,825,000, 23% increase over $113,467,000 in preceding years. Earnings per share were $2.15, in 1980 as compared to $1.87 in 1979. In 1980, broadcasting operating revenues were $83,205,000 (up 18%); revenues from newly formed cable division were $8,950,000; newspaper operating revenues were $71,370,000 (up 13%). Multimedia also announced Jan. 23 acquisition of 20% of Tar River Communications Inc., Rocky Mount, N.C., cable company and agreement to buy remaining 80% of stock in 20% increments over next four years.

Advance on Arbitron Radio's fall rating book for New York shows WOR (1160) (contemporary) leader with 8.3 share (Metro 12-plus, Monday-Sunday 6 a.m.-midnight), followed in top five by WINS (100.1) (contemporary) with 7.1 share, WORAM (820) (talk), with 6.2, WINSAM (news) with 4.9 and WINS (news) with 4.8.

iTC Entertainment last week was claiming "highest gross on per episode basis" for reruns with more than $101 million in sales of 120 episodes of The Muppet Show. In last six months, iTC said, Muppets has been sold to more than 100 stations, including all top-50 markets.

Time Inc. expects to report net income for 1980 down 2.1% from 1979. News came in connection with Friday's offering of previously announced $159 million in convertible preferred shares. Company estimated 1980 net income at $140 million, 5% per share; 1979 total was $143 million, $5.15 per share.

Senator Ernest F. Hollings (D-S.C.) ranking minority member; Senate Communications Subcommittee, addressed Georgia Association of Broadcasters last Thursday Jan. 28, and contrasted need for deregulation and competition in telecommunications industry with need to maintain public interest responsibility traditional to broadcasting. "Let me caution that while I commend the commission for proposing these new departures," he said, "I am not poised to rush headlong into a new era of competition for competition's sake, regardless of the consequences.

Word out of Fortaleza, Brazil, late Friday was that panel of experts meeting with International Frequency Registration Board was reaching accommodation on which of two 9-kHz channel spacing plans to compare with 10-kHz. Official of Canada's Department of Communications said group had decided to study both U.S. proposal, involving shift in frequency on part of stations of no more than 4 kHz, and Canadian plan, requiring shift of up to 9 kHz, "if there is time." State Department official said his information was that "at least some of both plans" would be studied. Results will be presented to second session of Region 2 (western hemisphere) conference on AM broadcasting, to be held in Rio de Janeiro, beginning in November.

Hal Miller, 56, is taking early retirement this month as executive VP in charge of media and network programming for SSC&B Inc., New York. He is being succeeded by Lawrence Lamattina, executive VP and director of media and programming at Grey Advertising, New York.

Survey among advertisers and agencies shows 65% awareness of Radio Advertising Bureau's "Radio It's Red Hot" multimedia campaign—highest for any advertising medium's campaign and well above newspapers (46.0%), magazines (45.0%) and TV (41.5%). That was among the information scheduled for release yesterday (Feb. 1) at RAB's first Managing Sales Conference this week at Amtac hotel in Dallas.
Sure, I'm sticking my neck out with this unusual offer. But I know you'll get immediate response to NOBLE ONE's music: from listeners, sponsors and staff members. Read why I believe you'll keep it after a 30-day, no-risk trial.

Moments after our Beautiful Music is on your station, you'll hear for yourself why General Managers are making a profitable switch to NOBLE ONE. Listen longer and hear how we've balanced listenability with saleability — long-hour listening with easy selling.

It's not magic. It's the skill of VP/Program Manager Rich Wood. His 20 years of experience has increased the success of over 100 stations... and he's ready to work for you.

See why this could be just the service for which you've been looking. You'll get:

- Hand-picked, custom recorded contemporary arrangements of many titles, not just the new hits.
- A non-duplicated library that's consistently updated to promote long-hour listening and cut fatigue.
- Quick installation by Rich Wood, requiring little or no modification of your automation hardware.
- Continuous consulting to prevent problems and keep your station on top.

In addition, I've seen the "attitude" of entire stations change as they've switched from other well-known programming services to NOBLE ONE. KNPT in Newport, OR; KUEZ in Yakima, WA; WVOY in Charlevoix, MI; WMUM in Marathon, FL; and KYFM in Bartlesville, OK.

1981 could be your station's best year with increased ratings and profits; a stronger, more promotable image and better listener response.

Pick up your phone, call me collect right now and find out how soon you can try NOBLE ONE Beautiful Music on your station, at my risk, for 30 days. If you're not completely satisfied, return our service. The deal is off; you'll owe nothing.

General Managers:
Call me, Bur Franks, immediately for immediate results.
Call collect: (714) 236-0209

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The November numbers are in, and it's a fantastic Sweep for TV's most exciting musical variety series! SOLID GOLD is delivering solid gold audiences in 21 foreign countries plus over 160 U.S. markets covering more than 90% of the country.

In fact, it's a top-of-the-charts first for America's number one music hour, hosted by Dionne Warwick and featuring top superstars and their current hits.

SOLID GOLD—a first in everything!
vs. Syndicated shows! SOLID GOLD tops all 15 reported shows including magazine, talk, music and comedy! Its ratings beat them all in Total Persons: Women 18-34, 18-49 and 25-54; Men 18-34, 18-49 and 25-54; Teens and Kids!*

vs. Network shows! SOLID GOLD even tops the network programs that also feature music acts and comedy — The Tonight Show, Saturday Night Live, American Bandstand, Fridays and Midnight Special — by reaching more Total Persons than any of them!**

for improving its time-period! SOLID GOLD substantially increased audiences in every key category when compared to its time-period a year ago! Households are up 11%, Women 18-49 up 49%, Women 18-34 up 66%, Men 18-49 up 23%, Men 18-34 up 33%, and Teens up 77%. It’s delivering the key demographics advertisers are looking for!***

in popularity among all new syndicated shows! The Oct/Nov TVO’s confirm audiences love SOLID GOLD! It ranks as their #1 favorite among new syndicated programs introduced this season — and in fact it’s just behind The Muppets in all first-run syndicated programming.****

Source:
Nielsen SDR Report, 9/21-10/26/81
NTI, 9/30-10/10/81
NSI CASSANDRA: Nov 79, 80
TVG, 10/29-11/26/81

Paramount salutes Operation Prime Time and the SOLID GOLD stations for this season’s most stunning success story!
Get ready for another bombardment in the home video revolution: Here come the videodisks. 1981 will see two new capacitance (needle) formats joining the laser models already introduced and—despite their incompatibility—analysts believe the resulting market will add up to more than the sum of their parts. It's still another factor to be reckoned with in the communications-entertainment-information explosion—and one that may amount to as much as $8 billion annually by the end of the decade.
The Year of the Videodisk. That's how 1981 may be remembered if the hopes and predictions of several major participants in the communications field pan out. By the end of this year, three different formats of disk player should be available to consumers under about a dozen brand labels. Already, optical laser disk units are being sold by Magnavox and Pioneer. RCA is slated to roll out its capacitance disk player March 22. And JVC promises that by the end of this year, its version of a capacitance system, to be produced in a joint venture with General Electric, Matsushita and Thorn/EMI, will hit the stores.

It's no surprise to anyone familiar with the history of a similar product, video cassette recorders, that the three different systems are incompatible. Or that in each case, enormous sums of money (RCA alone has invested over $150 million in development of its technology) are being hazarded in support of a system that just might bomb in the consumer market, being rejected in favor of one of the competitors. Or that the major factors behind each technology confidently point to their own studies to show why consumers will ultimately prefer their technology.

While the technologies may be incompatible, there is agreement on several significant points among the three schools of videodisk thought. First, all say that videodisks won't really be in competition with the videocassette recorders that have preceded them into the marketplace. The common logic is that VCR's are primarily a product for people wanting to “time shift” television programs broadcast when they're not at home or otherwise occupied, or to produce video “home movies,” and that there is a separate market composed of people who just want the playback capability videodisk offers at lower cost for both machine and program material.

Another recurring theme among videodisk makers is that the marketing efforts of competitors will actually help sales of each of the different machines. What's being suggested is, at this initial stage of the game, anything that builds consumer awareness of videodisks is good for the entire spectrum of product being offered in the field.

Finally, there's agreement that the key to any of the efforts to get videodisk players into American homes is going to be the availability and quality of software offered in conjunction with the machines. As one industry analyst John Reidy of Drexel Burnham Lambert sees it, videodisks will have to be “the low-cost razor blades that will sell the razors.”

While this may be the year marketing starts in earnest, it's not the year that will spell victory or defeat for any manufacturer—they're all in this for the long haul, and for a future market they think will take some time to develop.

A sense that the real market is some years in the future may well be the reason the companies behind the format already in the market can speak with enthusiasm about sales levels that some outside observers find disappointing. The optical players available from Pioneer at a list price of about $750 since its June entry into the market have logged unit sales “in the low five figures” the company says, confirming reports that put the level at 20,000. That's been achieved through a distribution network expanded in stages to roughly 500 outlets in 50 markets. Pioneer promises to be into national distribution by midyear.

Consumer sales have varied from market to market, Pioneer admits. “L.A.'s hot, they can't get enough players," a spokesman says, while other markets are only “so-so." New York is mentioned as another market where the pre-Christmas season was good, with the company waiting for an update of recent sales. The “low five-figure" number itself is “excellent" in Pioneer's eyes, and sales to dealers are in excess of quota.

Magnavox has been selling machines far longer, since the end of 1978, but on a limited market basis that was slow to expand. Bob Eastwood, Magnavox director of marketing and sales for videodisk and videocassette, says that by the end of 1980 Magnavox was distributing machines in some 32 markets that encompassed 60% of television households. While Eastwood won't put a number to Magnavox unit sales, reports are that they haven't been as brisk as those at Pioneer.

Eastwood will say he's projecting that there is an “extremely large" market potential out there, and cites a figure of 2.5 million unit sales as the level (for all formats) that could be hit by 1985.
That would surpass his estimate of annual VCR sales for that year—1 million to 1.2 million units.

One thing that Pioneer and Magnavox agree has been retarding sales of their units to date is the quality, both in terms of programming and manufacturing, and quantity of disks available for the laser players. To understand the linkages between player and disk manufacturers, a history of the laser system is in order.

MCA Inc. and N.V. Philips both worked on the development of what is now called the laservision optical disk technique. In it, a laser is used to scan a disk spinning at 1800 revolutions per minute on which has been recorded, in a reflective coating, the video signal. The disk is encased in a protective coating which is claimed to make the video signal impervious to surface dirt and scratches.

MCA is the parent of Universal Pictures and other communications companies, N.V. Philips the parent of North American Philips, of which Magnavox is a subsidiary. In 1977 MCA, through its MCA Discvision unit, formed a joint venture with Pioneer Electronic Corp., called Universal Pioneer Corp., which produced players in Japan that were targeted for the industrial market. (General Motors, for example, bought 11,000.)

Then in 1979, MCA and IBM formed a separate partnership, charged with handling disk production and industrial marketing. (IBM also kicked in a set of patents on information storage.) This partnership is DiscVision Associates, and it assumed the half interest in the Universal Pioneer venture that had been held by MCA Discvision.

(The association with the industrial market and the entry of IBM suggested to many observers that the real potential of optical disks lay [and perhaps was seen by the various partners as lying] in the industrial market, which could more readily absorb the higher cost of optical disks and players relative to other disk technologies, and which would also have a great interest in the extensive information storage capacity of videodisks.)

Making a laser disk is a much more complicated process than pressing an audio record or making a capacitance video disk. But according to all concerned, problems that had plagued initial production of the disks from DiscVision Associates have now been overcome. What's responsible for current accounts of defective disks, those that will fail to play properly on machines, for example, is that some of the older disks have been sitting in distribution warehouses and are only now slipping into the sales stream. Disco Vision Associates currently puts the rate of return for defective disks at 10%.

The prices of those disks, which are distributed by MCA Discvision, are currently $24.95 and $29.95 for feature films, $19.95 for the few music titles that are available. Norman Glenn, who heads programming for MCA Discvision, describes the heavy concentration of feature films in the 125 or so titles now available as resulting from the necessity that "in the early days we had to go after broad market segments." "We have to wait and see what the consumer wants" he says, before other directions can be charted.

Aside from quality, there have also been complaints about the quantity of disks being turned out. That, in theory, will be remedied by midyear, at which time two plants in addition to the present DiscoVision Associates facility should be in operation. One is a Pioneer plant in Japan, another a facility being constructed by 3M in this country.

RCA, in its forthcoming introduction of its SelectaVision player, claims to be taking steps that will circumvent such difficulties. The RCA emphasis is on a full-scale, nationwide distribution "from day one," as it's been saying to dealers. But then, that's been a long time coming—RCA Chairman Edgar Griffiths promised the first-quarter 1981 introduction back in Dec. of 1979.

The plan calls for RCA to deliver to 5,000 dealers by March 2 a minimum of three machines each for sale starting on March 22. The company won't say how many machines in total it is sending out in anticipation of the introduction, stressing that there will be a "continuing flow" of players from its Bloomington, Ind., plant. Jack K. Sauter, vice president and general manager of the RCA Consumer Electronics Division, reiterates the 200,000 figure that RCA says it plans to market and sell this year, adding "it's fair to say our advertising is designed to develop an intent to buy that exceeds 200,000." Projecting, Sauter says, "we're saying 7% of the market can be motivated to buy a disk player in the first three years." That would be about four million households.

Sauter puts the emphasis in RCA's strategy on selling a machine "developed to appeal to the broadest market segment," people who are "not interested in being interrogated or challenged by a machine." RCA's disk player uses a stylus, guided by grooves in the disk surface, to decode information recorded as pits in the electrically conductive material of the disk. Those pits vary the capacitance of the surface points, hence a "capacitance" system. Since the operation requires mechanical contact between stylus and disk, there can be no protective surface on the disk, which spins at 450 RPM. Instead it's packaged in a sleeve that provides protection outside the machine and is removed only after insertion into the player. A manufacturing advantage offered by the system is that disks can be pressed much like current audio records. However, the player can't offer the range of features found on competitors' machines, such as the optical systems, ability to freeze single frames, random access to frames, and forward and reverse variable speeds. RCA's system does have a forward and reverse fast scan, but without variable speed, and a "rapid access feature" that can locate the beginning of a particular program segment.

Sauter insists that the technical options are not what the vast bulk of consumers want. Moreover, he maintains his market research has established that the $500 price tag RCA has put on its player represents the upper limit of what consumers will be willing to spend for a disk player. That's disputed by the optical competition, one of whose marketers suggested: "The difference between $500 and $750 is not the same thing as the difference between $0 and $250."

Another suggestion, this one from Magnavox's Eastwood, is that there's a lot more room for eventual price reductions in the optical players. "We're at the top of the learning curve, just learning how to design the players. We see in the long run, maybe over four to five years, great opportunity for price reduction, as engineering design is modified, as the volume of manufacturing
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SYMPOSIUM

ON THE REGULATION AND DEREGULATION
OF THE NEW VIDEO TECHNOLOGIES

- CABLE TELEVISION FRANCHISING
- CABLE NETWORKS
   — COMPETITION OR CONCENTRATION
- SUBSCRIPTION TV
   — LEGAL PROTECTION OF SIGNALS
- LOW POWER TV—"START YOUR OWN"
- STV, DBS, MDS
- PROSPECTS FOR LEGISLATION IN
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February 20, 21, 1981  Los Angeles Bonaventure Hotel

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While Eastwood says "we are looking at various product designs," ones that might trim some features for a price reduction, the option isn't all that attractive because, with the features "almost an integral part" of the basic technology, any saving would be minor. He's convinced that for the time being "the market is mainly videophile" and that although "I can see more mass market types coming into the picture this year, the mass market won't fully develop for a year or two."

An indication of where Magnavox sees the present market can be found in the major magazine advertising campaign it has just launched. Time, Newsweek, Playboy, The New Yorker, Home Video and Popular Electronics are the publications the company feels potential disk buyers are reading.

The second thrust of the RCA effort is to have enough software available, both in quantity and variety, to make people want to buy the machines in the first place. Herb Schlosser, former NBC president, heads that effort, and says his unit, RCA SelectaVision VideoDiscs, will be able to meet an anticipated demand for 2 million disks in the first year after the launch. That's based on an assumption that each of the 200,000 purchasers of RCA machines will buy 10 disks over the course of the year.

RCA's catalogue at the time of the introduction will include 100 titles, roughly 50% of which will be feature films. At three points during the year, May, August and before Christmas, an additional 25 titles will be added. (That's a change from 1979 plans to have 300 titles available in the first year.)

Schlosser expects the average dealer to be stocking 25 titles, and the company is putting in place a "quick delivery service" that can get a customer any catalogue title not in stock "within days." The prices of titles in the SelectaVision catalogue will range between $15 and $25.

Schlosser says he's signed agreements with 70 companies for product, among them Paramount, which has licensed 85 films to RCA, and United Artists, which has licensed 100. Video music is also an area in which Schlosser expects a great deal of development, although it "won't happen overnight," maybe a year or two down the road. He's already got a video album from the rock group Blondie, an Elton John concert, and a Rolling Stones film under license.

RCA is trumpeting commitments from over half a dozen other brand names in the color television field to market video disk players based on RCA's technology. The first to come on board was Zenith, which signed a cross-licensing agreement on patents last March. J.C. Penny, Sears, Sanyo, Toshiba, Hitachi and Radio Shack have also agreed to sell machines under their own labels.

Additionally, CBS has "dedicated" a portion of its CBS Records plant in Georgia to the production of disks for the RCA format.

Consideration of the video music future brings up what some consider a serious deficiency in the RCA players to be introduced this year—they lack a stereo audio capability. Optical players as well as those utilizing the JVC format will have stereo sound capability, and their manufacturers stress that as a selling point. The RCA technology would allow for stereo—but the electronics for a second audio channel won't be in the first players. Sauter downplays the point, saying "'the average customer will play it on his TV set' with most available sets themselves lacking any stereo capability. Furthermore, he suggests, that the player's audio through their stereo amplifiers would find the stereo sound distracting unless the speakers where positioned very close to the television. However, Sauter does note that RCA will be bringing out a stereo version of its player in 1982—which has promised some to surmise that the desire to meet the $500 initial price goal might be the prime motivation. Does Sauter think consumers interested in stereo might delay purchase of an RCA format machine until 1982? "I would not be surprised if some felt an inclination to wait," he admits.

The third system that's to reach the market this year, JVC's, will do so with as complex an interrelationship of companies as the two that precede it. JVC—the Victor Corp. of Japan—was once closely tied to RCA (RCA Victor). Now JVC is largely controlled by Matsushita Electric Industrial Co., which markets consumer products in this country under the Panasonic and Quasar labels. Matsushita had been developing its own videodisk technology, which it abandoned to adopt the system of its subsidiary. In October, these two companies announced the formation of a new company, to be called VHD Electronics (after the name of the system—VHD or Video High Density) which would manufacture players in the VHD format. For the present, JVC and Matsushita will produce the players in Japan, for their own brands and for resale to GE.

As the same time the venture was formed its three partners also joined in two other joint ventures along with British-based Thorn EMI. These are VHD Programs and VHD Disc Manufacturing, with then president of EMI Videograms (a California company), Gary Dartnall, taking over as president of the new companies.

VHD, while a capacitance system using a contact stylus like RCA's, has two important differences that make it incompatible with RCA technology but at the same time permit a broader range of features. The disks do not have a groove to guide the stylus along the pitted recording tracks, instead using separate "tracking pits" laid between the main tracks to carry information used to position and guide the stylus. The disks spin at 900 RPM, twice as fast as those in the RCA system, which means each circuit of the disk carries the information for two video frames versus four in the RCA system.

Because it isn't locked into following a groove, the stylus is free to be directed laterally across the surface of the disk while the disk spins.

With that freedom, JVC claims, VHD will permit random access, still frames, and a variety of slow and fast speeds in forward and reverse. However, presently, a separate unit with special microprocessor circuitry is required to affect the random access feature in its various combinations.

JVC seems to be aiming for a marketing approach somewhere between those of the optical disk manufacturers and RCA. According to a JVC spokesman, the introduction at the end of this year will "be on a 20 major market rollout approach." The player price is to be "competitive" with RCA's system, as well as being the similarly manufactured disks. JVC says it believes the market in this country will belong to its and RCA's systems, because of the pricing factor, but its spokesman stresses that VHD offers "the options and features consumers will demand," drawing a parallel between the VCR market where "VCR buyers have pushed the manufacturers toward greater options and a greater number of features."

Out at VHD Programs, Gary Dartnall is hustling to have a line-up of products in anticipation of the launch. The catalogue promised for the launch is to have 200 titles, with a concentration on films, but Dartnall is taking a different tack from RCA in lining them up. "I thought the studios would like to market their own product," so he's negotiating to custom press disks for them through VHD Disk Manufacturing. He admits that process will amount to a subsidizing by VHD of the pressing cost but calls
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that necessary to "create the marketplace."

Dartnall argues that once they've bought players, having been attracted by the availability of films, consumers will "want more than straightforward linear programming," creating a demand for the so-called "interactive" type of programing that random-access VHD would permit. Dartnall is also working on music programing, which is no surprise considering EMI's association with music. And he stresses VHD's stereo capability when discussing the subject. However, he's not prepared to name specific projects in either film or music. (The initial announcement of the joint venture did refer to negotiations with 20th Century-Fox, Warner Home Video, Columbia Pictures, Walt Disney Productions "and other major studios."

In disk marketing, Dartnall says he's "inclined to believe" buyers would take four or five disks at the initial purchase, and maybe a half-dozen more over the next six to eight months. GE estimating 1982 industry-wide sales at under 350,000 units, calls VHD "the best system;" one combining optical features at a cost competitive to RCA's. But it won't put a price on its unit.

Aside from the joint venture partners, Japanese hardware manufacturers Toshiba, NEC, Sharp and Yamaha have adopted VHD as the format for their videodisk efforts.

Of course, the participants in the disk field won't be limited to player manufacturers and their associated companies. One such outside concern is CBS Video Enterprises, the unit of CBS Records that's exploring the new video technologies. CVE has already been turning out cassette software, in a joint venture with MGM called MGM/CBS Video (CVE handles the distribution.)

CVE vice president of business and administration Myky Hyman explains the decision to make its initial disk projects in the RCA format as stemming from "our confidence that the RCA system will be successful." But he notes that "if other systems appear commercially viable, we'll be on them too, at the proper time." Hyman concurs with the general estimates of 10 pieces of disk software annually per machine, but notes that figure may prove "conservative." And above all, he says, "people won't buy junk at any price."

The joint venture with MGM means access to that company's film library and new productions, and CVE is signing deals with independents as well, all of which will combine to give it "a strong film catalogue." At the same time, Hyman says, CVE is "heavily committed to music." But the company isn't betting on any particular division of consumer interest among film, music and other forms. CVE's music philosophy, says Hyman, is: "We want to be in a position to go where the market takes us."

Where the market might go and what it might do to existing video distribution are matters of concern to Drexel Burnham Lambert's John Reidy. He feels a key factor for the development of videodisk in any format is whether and how fast the price of pre-recorded videocassettes might drop after the widespread introduction of disks. Should that happen (which he notes other observers tend to discount), Reidy does see the potential for disks "to lose their leverage against VCR's."

But at the same time, he sees a comfortable niche into which a full-blown disk distribution system could fit within the current patterns of marketing theatrical films without seriously disturbing existing operations like pay television, but instead generating additional revenues for producers. Sodden between theatrical distribution and pay television, either cable or STV, the availability of films on disk (or cassette) would not seriously impair their value to pay television, assuming, as Reidy does, that a typical film might be bought by 10% of player owners—20 million in 1985.

Thus, producers needn't see any loss in pay television revenues from marketing their product on disk—they would be broadening their audience. Of course, Reidy says, that new distribution mode isn't going to provide any bonanza for producers—by the time it is in place, it's more likely to prove a necessary measure to offset future production costs increases.

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Supreme Court says Constitution does not ban cameras in courts

‘Chandler vs. Florida’ decision says televising of trials is not per se violation of defendants’ right to fair trial

Broadcast journalism last week recorded what some were calling a major advance in broadcasters’ ongoing effort to win the same freedom as print journalists in covering the news—and it was recorded in the Supreme Court, not always the friendliest of forums. The high court, in a 5-4 decision, held that the Constitution does not bar states from permitting radio and television coverage of criminal trials, even over the objection of the defendants.

The court, in the opinion written by Chief Justice Warren E. Burger, did not say the Constitution entitles broadcast journalists to use cameras and microphones in courtrooms, nor did it endorse the practice. But it said, “Absent a showing of prejudice of constitutional dimensions,” there is no reason to bar such coverage.

It was, in a sense, a victory for states rights. “Dangers lurk in this, as in most experiments,” Burger wrote, “but unless we were to conclude that television coverage under all conditions is prohibited by the Constitution, the states must be free to experiment.” The Supreme Court, he said, has no supervisory jurisdiction over state courts.

At issue was the rule that the Florida court system adopted in 1979, in response to a petition by Post Newsweek Stations of Florida Inc., permitting cameras in the courtroom. Florida is one of 27 states permitting such coverage, either on an experimental or permanent basis. In 21 of the states, the permission extends to criminal trials. And of those, 10, including Florida, do not require the defendants’ consent.

Thus, the decision is likely to give added impetus to the state-by-state drive to roll back the American Bar Association canon, adopted in 1937 to prohibit photographic and broadcast coverage of court proceedings. And the ABA, which refused in 1979 to change its position, is now expected to reconsider. However, there is no sign the movement will spread to the federal courts, which operate under the rules of the U.S. Judicial Conference.

The ruling was hailed as “an important legal advance for broadcasters” by Jack Landau, of the Reporters Committee for Freedom of the Press. “For the first time,” he said, “the Supreme Court is saying that the electronic media may be treated as first-class citizens in the journalism community and that they may be given the same rights as the print media to use the tools of their profession—cameras and microphones—to cover criminal trials and, hopefully, all governmental affairs.” And Jack Hogan, of WZZM-TV Grand Rapids, Mich., president of the Radio-Television News Directors Association, expressed delight at the ruling. He said it justifies the expenditures made by RTNDA and others to demonstrate that “full coverage” of a trial does not prejudice a defendants’ rights.

NBC said that it was “gratified” by the decision.

The ABA ban was adopted in the wake of the sensational trial of Bruno Hauptman, charged with the kidnapping and murder of the Charles Lindbergh baby, when the news media covering the proceedings made a mockery of court decorum. The ban was amended in 1952 to include television. And in 1964, the cause of cameras in the courtroom suffered a serious setback when the Supreme Court overturned the fraud conviction of Texas financier Billy Sol Estes, on the ground that television coverage had denied him a fair trial.

But that case, which was decided on a 5-4 vote and which generated six separate opinions, “is not to be read as announcing a constitutional rule barring still photographic, radio and television coverage in all cases and under all circumstances,” Burger wrote. It does not constitute “an absolute ban” on state experimentation with a developing technology—a technology, Burger wrote, that was “in its relative infancy in 1964, and is, even now, in a state of continuing change.” At another point, he noted that “many of the negative factors found in Estes—cumbersome equipment, cables, distracting lighting, numerous camera technicians—are less substantial factors today than they were at that time.”

The Florida plan also contains strict guidelines for the use of broadcast equipment. No more than one television camera and only one technician are allowed. Existing court recording systems are used by broadcasters for audio pickup. If more than one news organization wants to cover a trial, a pool must be arranged. No artificial lighting is allowed, and equipment is kept in a fixed position.

The court’s opinion last week involved the appeal of two former Miami Beach policemen who had been convicted of breaking into and entering a Miami Beach restaurant. Each was sentenced to seven years in prison. Because they were policemen and because they were apprehended through sheer chance—an amateur radio operator had overheard and recorded conversations the policemen conducted over their walkie-talkies while burglarizing the restaurant—the case attracted considerable attention.

Their attorneys had filed motions to bar broadcast coverage of the trial, but they were denied. Eventually, only two minutes and 55 seconds of the material that was taped was broadcast—all of it dealing with the prosecution’s side of the case.

The appeal was based chiefly on the Estes decision. Counsel for the ex-policemen—Noel Chandler and Robert Granger—argued that that decision articulated a per se rule that televising of criminal trials is inherently a denial of due process.

In rejecting that argument, Burger dealt at length with the concurring Estes opinion of Justice John Harlan, who provided
An important element in the court’s opinion upholding the Florida plan is the due process rights built into it. Burger noted that the accused’s objections to such coverage must be considered on the record; he said that not only provides a record on which an appeal can be based but also enables the court to define the steps necessary to minimize or eliminate the risks of prejudice.

Furthermore, the court does not rule out the possibility it could one day be persuaded that broadcast coverage is indeed prejudicial. The data now available does not support that proposition, Burger said. But, he added, “Further research may change the picture.”

Although the court was unanimous in affirming the convictions of the two policemen, two justices disagreed with the majority’s interpretation of the Estes decision. Potter Stewart and Byron White, who had written dissenting opinions in that case, said in separate concurring opinions that the convictions cannot be upheld unless the Estes decision was overruled—which they continue to feel it should be. They contend now, as they did in 1964, that Estes does declare a flat rule that broadcast coverage constitutes a violation of the 14th Amendment if the defendant objects.

The decision is the second out of the Supreme Court in less than a year that could cause journalists to rethink their antagonism toward the court and its chief justice. Last June, in a Burger opinion, the court held that the public and press have a right under the First Amendment to attend criminal trials (Broadcasting, July 7, 1980).

Radio dereg brought before new Congress

Two bills each introduced in Senate and House: Schmitt-sponsored underlines FCC’s recent rulemaking

Legislation deregulating radio was introduced in both the Senate and House last Tuesday (Jan. 27).

Senator Harrison Schmitt (R-N.M.), ranking minority member of the Senate Communications Subcommittee, introduced S. 270, deregulating radio. Co-sponsoring S. 270 were Senators Bob Packwood (R-Ore.) and Howard Cannon (D-Nev.), chairman and ranking minority member, respectively, of the full Commerce Committee; Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, and Senators Larry Pressler (R-S.D.), Ted Stevens (R-Alaska) and Ernest Hollings (D-S.C.), the other two Republicans and the ranking minority member of the Communications Subcommittee.

Schmitt’s bill affirms the FCC’s recent

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Chairwoman for a day. Former broadcaster Senator Nancy Landon Kassebaum (R-Kan.) chaired the Senate for first time in her legislative career last Tuesday, Jan. 27. Senate rules allows President Pro Tempore, presently Senator Strom Thurmond (R-S.C.), to hand over gavel for day to any Senator. Kassebaum is daughter of Alf M. Land- on, owner of Alf M. Landon Radio Stations, Topeka, Kan.
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He emerged from the sea... this water-breathing alien.

He was swept out of his home... the lost city of Atlantis... and onto the beach.

The best in adventure!
The best in action!
All-family audiences.
Flexibility—fitting all time periods.

20 Hours Available immediately.
Reporters’ notes, outtakes upheld as privileged by Supreme Court

High court refuses to review appeals court decision supporting CBS in refusal to turn over ‘60 Minutes’ material not aired

The Supreme Court’s decision in the cameras-in-the-courtroom case (see page 43) was not the only action by the court last week that broadcast journalists and lawyers considered a victory. A second, in a case involving CBS’s 60 Minutes, was the court’s refusal to review an appeals court decision holding that journalists have a qualified “privilege” not to disclose unpublished material, including television outtakes, in their possession in criminal cases. It is the same qualified privilege that applies to confidential sources.

Two of six men under indictment on a variety of fraud charges had appealed the ruling, by the U.S. Court of Appeals for the Third Circuit, in an effort to obtain a broad range of material accumulated by 60 Minutes in preparing a 16-minute segment on the franchising of Wild Bill’s Family Restaurants, which was broadcast on Dec. 3, 1978. The piece, “From Burgers to Bankruptcy,” alleged that executives of the New Jersey chain attempted to defraud investors of millions of dollars. Gerald M. Cuthbertson and Paul L. Gorin wanted the material to help prepare their defense.

The appeals court ruling (Broadcasting, Aug. 4, 1980) was not a complete victory for CBS. It affirmed in part a trial court’s contempt citation imposed after CBS refused to comply with an order by a trial court to turn over material for its inspection, in chambers. The material included film and either audio tapes or written transcripts of interviews with prospective witnesses and actual or potential Wild Bill’s franchisees.

But the appeals court reduced the amount of material CBS would be required to surrender. It directed CBS to turn over to Judge Herbert Stern “all verbatim and substantially verbatim statements” of witnesses the government intends to call at the trial. The judge would then weigh the significance of the evidence against CBS’s First Amendment privilege. Material on interviews with persons who were not to be called as witnesses, the court said, need not be made available.

The element in the appeals court decision that CBS welcomed particularly and that helped persuade it not to seek Supreme Court review—and to oppose the request of Cuthbertson and Gorin—was the language extending the qualified First Amendment protection courts have afforded materials from confidential sources.

Some of the witnesses had agreed to Justice Department requests to waive any claim to confidentiality; but CBS had maintained it had the right to determine whether or not to make the material public. And the appeals court tended to agree. It said that “the compelled production of a reporter’s resource materials can constitute a significant intrusion into the newsgathering and editorial processes,” adding, “Like the compelled disclosure of confidential sources, it may substantially undercut the public policy favoring the free flow of information to the public that is the foundation for the privilege.”

Cuthbertson and Gorin saw things differently in their request for Supreme Court review. They said that “recognition of any kind of journalistic privilege in a criminal case amounts to an unconstitutional burden on the right of defendants to a fair trial.”
Telecommunications deregulation planned for New York by Carey

Both telephone company and cable rules are slated for examination

Governor Hugh Carey of New York has indicated that his administration will press for relaxation of rules governing telecommunications, including cable television and telephone service.

Carey referred to the plans in a single sentence in his State of the State Message in which he said: "We shall undertake a comprehensive program of telecommunications deregulation." The governor was not specific about his plans, but aides said he will seek a bill to allow the state's Public Service Commission to deregulate specific areas of the telephone industry as competition becomes feasible. Such a bill was defeated last year.

George A. Cincotta, executive director of the New York State Cable Commission, said he was not sure of the cable areas in which the Carey administration would be seeking deregulation. He acknowledged he has been asked to cooperate with Alfred Kahn, the former PSC chairman, who has been named by Carey to look into the issues that would be affected by cable television deregulation.

Standards:

STV rules, FCC has ruled that mutually exclusive applications for subscription TV authorization (STV) (against either another STV applicant or standard commercial TV applicant) will be judged on basis of existing comparison standards for full-service commercial TV applicants: (1) diversification of media control; (2) integration of management and ownership; and (3) efficient use of spectrum. Commission said it will also consider revision of existing STV rules—including rule requiring STV decoders be leased to customers and rule limiting maximum permissible hours (28) of scrambled programming per week per station.

Pull 'em back, President Reagan has withdrawn number of nominations made by former President Carter and left unconfirmed when Congress adjourned. Two nominations—of Reuben Askanease and Melba Patillo Beals—had been made to 15-member board of Corporation for Public Broadcasting for terms expiring March 26, 1986. Nominees, both independents, would have succeeded Donald E. Santarelli, Republican, and Lucius Perry Gregg Jr., independent, whose terms have expired but who continue to serve. Carter had attempted to make recess appointments of Askanease and Gregg, but board said he lacked that authority, and Askanease said he did not want appointment. Other nominations withdrawn were those of John A. Gronouski, Democrat, for reappointment to Board for International Broadcasting, which he served as chairman, and Thomas R. Donahue to succeed late George Meany as member of board of Communications Satellite Corp.

Picking lame ducks. "National Association of Democratic Broadcasters" is nickname given NAB last week by Republicans on Capitol Hill, who wonder at NAB's recent hiring of three people from Carter administration. Dan Wexler, former assistant director, ACTION, and Carol Randles, former White House staff member, joined NAB government relations department; and Roy Wilcox, also from White House staff, joined NAB public affairs department.

Ferris on FCC. Before change in administrations, FCC Chairman Charles D. Ferris submitted to White House, at its request, list of agency's accomplishments. "I am very proud of our recent success in removing regulatory barriers to greater entrepreneurial initiative and wider consumer choice in communications," Ferris said, listing among other things: encouragement of new domestic services by satellites, elimination of extensive regulation of receive-only satellite earth stations, repeal of rule limiting subscription television stations to one per community, adoption of steps to increase number of AM and FM radio stations as well as television stations, and actions that helped double number of minority-owned broadcast stations over past two years.

Third try. Senator William Proxmire (D-Wis.) addressed Senate on Monday, Jan. 19 concerning S.22, "First Amendment Clarification Act," he introduced earlier this year (Broadcasting, Jan. 12). In addition to repealing Section 315 of Communications Act, bill would remove FCC's authority to revoke license of broadcaster who fails or refuses to allow candidate for federal office to buy reasonable amounts of broadcast time. It would also loosen public broadcasting's mandate to provide programming "with strict adherence to objectivity and balance in all programs or series of a controversial nature." Proxmire has introduced similar bills in last three Congresses.

Grade B divestitures. National Association of Broadcasters has requested FCC not to require divestiture of television stations co-owned with cable systems located within their grade B contours—as commission proposed to do last summer. NAB said, "imposition of a divestiture requirement at a time when the underlying crossownership prohibition is subject to review would be grossly unfair, patently arbitrary and capricious." Marsh Media argued that all prohibitions on ownership of co-located television stations and cable systems should be repealed as unconstitutional (Broadcasting, Dec. 22, 1980). Department of Justice, however, strongly supported commission's move in direction to ensure vigorous competition between cable and broadcast industries. If said waivers should be granted only when television station and cable system involved do not actually serve same communities or when divestiture would not promote commission's goals of increased competition or diversity of viewpoints among media sources.

Final appeals. Supreme Court has closed off protection some corporations hoped courts would offer them in their battles with regulatory agencies. Court, in 8-0 ruling in case involving Federal Trade Commission, said only final agency actions can be appealed to courts. This is position that FCC, FTC and other agencies have consistently maintained and that, in case of FCC, is rarely challenged. At issue in case decided by Supreme Court was Standard Oil challenge of FTC decision in 1973 that agency had "reason to believe" eight companies had conspired to fix refinery prices and to harm smaller competitors. Standard Oil's appeal was based on charge reason-to-believe finding was politically motivated, and U.S. Court of Appeals for Ninth Circuit held that challenge could be heard. But Supreme Court said "reason-to-believe" finding is only preliminary step, that Administrative Procedure Act provides for appeal only of final agency action.

Rating Share Homes Total Women Women 18-49 Women 25-54

Metromedia Producers Corporation
From Weisbaden to Washington

Broadcast media followed hostage story through to welcome home celebration in nation's capital

Broadcast journalists kept up their coverage of the former hostages last week—breathing easier once Jan. 20 had passed (Broadcasting, Jan. 26), but continuing to follow their return trip home that began when the hostage plane left Iran on Inauguration Day.

Within regularly scheduled news broadcasts and special reports, ABC, CBS, NBC, the Cable News Network and others covered the ground travelled by the former hostages, from Weisbaden to West Point to Washington and elsewhere.

ABC News on Sunday (Jan. 25), for example, televised reports on the former hostages' departure from Frankfurt and arrival in Shannon; arrival at Stewart Air Force base, and on to West Point, where coverage was restricted to insure privacy for family reunions, forcing reporters to rely on look-out points and telescopic lenses.

Coverage wasn't limited to hard news. On Sunday CBS-TV had a special report, Homeward Bound, including coverage from Germany. But its For Our Times series, for example, took a softer slant as four clergymen examined the moral implications of Iran's actions.

And on radio, the Mutual Broadcasting System's Larry King Show featured an interview with former hostage Marine Sgt. John McKeel. The show, guest-hosted by Ben Baldwin of Mutual's Houston affiliate, KTRH(AM), included a call-in portion which, suggested Mutual, "allowed America to talk with a hostage on a one-to-one basis for the first time since their return." McKeel also disclosed on the program that he and the other Marine hostages had devised an escape plan communicated to others through codes and notes.

Of all the network specials, the one drawing the most attention was ABC's America Held Hostage: The Secret Negotiations, first aired in 20/20 and Nightline slots on Thursday (Jan. 22) and exploring the twists and turns that took place in the more than 14 months of negotiations. The program was rebroadcast in prime time last Wednesday (Jan. 28) with updates, including interviews with former Carter administration aides Hamilton Jordan and Jody Powell.

Anchored by ABC's Paris Bureau Chief Pierre Salinger, the special contained interviews with almost a score of foreign intermediaries who worked at various points to obtain the hostages' release, as well as with former Iranian Foreign Minister Sadeq Ghotbzadeh. After the initial broadcast, some charges made were disputed but others were supported by officials involved.

Various news organizations claimed various beats. CNN, for example, said it was the only news network to have live coverage of the freed hostages visiting Shannon, and later said it was first with a picture of the former hostages at the Thayer hotel on the grounds of West Point. ABC was another that claimed a journalistic coup as the story continued to unfold—this one as Barbara Walters interviewed Morehead Kennedy and his wife as he broke the news that one of the hostages had attempted suicide during captivity.

CBS News also was claiming exclusive interviews, such as those obtained by Liz Trotta and Morton Dean with former hostages Kathryn L. Koob, Elizabeth Ann Swift and Victor Tomseth in Germany.

From a bulletin on Saturday (Jan. 17) through midnight Tuesday (Jan. 27), NBC News claims—in addition to its radio coverage—the TV network had more than 12 hours, 35 minutes of special programming on the hostages and their return. That ranged from a special, Home Are the...
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Presidential press conferences slated for change

Report recommends a number of ideas to eliminate circus atmosphere of reporters vying for attention; Reagan tries one out at first conference

The presidential press conference, an institution that has developed out of the peculiar nature and needs of the Presidency and the press, is in need of repair, in the view of a commission organized to study it. Its key recommendation for remedy—frequency—"The more often a president meets reporters, the greater the interchange, the less chance there is for communications to break down." The Commission on Presidential Press Conferences, which was headed by former Virginia Governor Linwood Holton and Ray Scherer, RCA Washington vice president and former White House correspondent for NBC, calls for "a regular monthly press conference," available for television coverage and open to all reporters, on a first-come, first-served basis. The recommendation may seem obvious, but it is among the most difficult to implement. The commission also recommended that the President "keep his mouth shut." The manner in which presidential press conferences are presently conducted on live television... is what so many viewers (and participants) find appalling," the report says. Besides suggesting that the President recognize only those reporters who raise their hand and sit quietly, the report says that questions at televised press conferences could be chosen by lot. It notes that this system has worked well on presidential trips out of Washington. The reporters whose names are picked at random are listed in the order picked, and the President calls on the reporters in that order, and allows follow-up questions.

The commission was created by the Miller Center Project, an institution located at the University of Virginia and charged with the study of all aspects of the Presidency. The study was financed with a grant from the Markle Foundation. Its function was to review material collected in a preliminary stage of the study of presidential communication with the public, and to develop recommendations on the future of the presidential press conference.

In the commission's view, the process of communication by the presidential press conference has broken down in recent years. And it assigns blame to all participants—"the Presidents in the Vietnam and Watergate years who appeared "devious and distrustful" in their relations with reporters, and to the reporters themselves whose numbers "have swelled to record proportions in recent years" and who have "on occasion demonstrated more an instinct for the jugular than for journalism."

Thus, rather than providing understanding of the issues, the report says, "press conferences have conveyed only confusion."

The recommendations regarding frequent, regularly scheduled formal and informal press conferences are designed to serve what the commission regards as different needs. The formal monthly conference, it says, would permit the President to talk directly to the country and to the world. It would also serve the function of "displaying a President's continuing mental and physical vigor," as shown by his ability to handle a series of unpremeditated and probing questions with the nation as witness. The informal weekly conference, in which the President would go off the record, the report says, "provides an opportunity..."
for more reflective, candid discussions of issues and events." It would enable the President "to educate the public indirectly" and provide reporters with the background information they need to "ask more informed questions."

Speakes said Reagan is considering a variety of informal press conference formats—the "curbstone" kind, in which reporters buttonhole him on the street; "Oval Office press conferences," in which reporters and the President could engage in a relaxed exchange, and "out-of-town press conferences." He also said the President "might come down and brief reporters in the briefing room."

Besides Holton and Scherer, the commission includes members who served in the White House or in the press that covered it—James Rowe, a member of President Franklin D. Roosevelt's staff; Carroll Kilpatrick, who covered the White House, from Roosevelt to Ford, for the Washington Post; Douglass Cater, who was Washington editor for the now defunct The Reporter before joining the staff of President Johnson; Julius Duscha, former Washington Post correspondent who now heads the Washington Journalism Center; Robert Perpoint, of CBS News, president of the White House Correspondents Association, and Felicia Warburg Rogan, who is active in journalism and community affairs in New York City and Charlottesville, Va.

Not so secret anymore, ABC last Wednesday (Jan. 28) devoted all of its prime time to an updated rebroadcast of America Held Hostage: The Secret Negotiations, originally aired on 20/20 and an expanded Nightline a week earlier. Anchored by ABC News Paris bureau chief Pierre Salinger, shown above (l) with Robert E. Frye, one of the show's executive producers, the updated version featured additional information from several Carter administration officials, documents previously unavailable, and claimed further substantiation of its description of actions by U.N. Secretary General Kurt Waldheim (who had disputed ABC's version after the first telecast).

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Broadcasting Feb 2 1981
Public Broadcasting Plans a Liberal Critique of the Media

By Reed Irvine and Cliff Kincaid

Media Monitor has had a look at a secret outline of a new program that is being planned for airing by the Public Broadcasting Service. It will be called “Inside Story,” and it will star Hodding Carter III, who until recently was serving as the official spokesman for the State Department. According to the outline, Mr. Carter and his associates plan to air a weekly program that will criticize the news media.

It explains that the news media are very powerful and that they are very good at criticizing others and very bad at criticizing themselves. The prospectus states that such criticism is very much needed. Mr. Carter and his associates are going to fill the gap. They have already succeeded in convincing the Corporation for Public Broadcasting that this is an excellent idea. The Corporation has agreed to put up a cool $300,000 to help underwrite the program. The Corporation, it will be recalled, gets that money straight from the U.S. Treasury. Additional funds are being sought from other sources.

We at Accuracy in Media have been engaged in criticizing the media for over a decade. It never occurred to us that we could or should tap the U.S. Treasury to help fund our activities. Indeed, we would have rejected a federal subsidy had it ever been offered to us. We don’t think the government ought to be in the business of subsidizing either the media or their critics. Accuracy in Media has always been supported by the private contributions of its members, who now number nearly 30,000.

Since the wholly taxpayer-funded Corporation for Public Broadcasting has decided that media criticism is deserving of a generous government subsidy, we have a few questions. We note that Mr. Carter and the people who are associated with him in this project have one thing in common. They are all on the liberal-left side of the political spectrum. This is obvious from their backgrounds and their prospectus. Hodding Carter was publisher of a liberal newspaper before he joined the Carter Administration. Executive editor Ned Schumer and executive producer Don Dixon both worked for National Educational Television during its liberal heyday. Chief editorial consultant David Rubin was senior editor of More magazine, the defunct leftwing journalism review.

Their prospectus gives what purports to be a history of media criticism without so much as mentioning the existence of Accuracy in Media or the Media Institute. These happen to be the two organizations devoted to media criticism that are not on the liberal-left side of the spectrum. Neither of these organizations is listed among the groups that will be called upon for advice.

Who will this group of liberal media critics criticize? Will it be liberal CBS, NBC, and ABC? Will it be the liberal New York Times and Washington Post? How vigorously will they criticize the liberal Public Broadcasting Service, upon whom they will depend for their transmission?

We wonder if the Corporation for Public Broadcasting considered these questions when it decided to give these gentlemen $300,000 of your money.

The man behind Reagan’s debate performances

College professor Myles Martel helped devise debate strategy used by the President

When candidate Ronald Reagan punctuated his debate with President Jimmy Carter with, “There you go again,” he was using a line of his own invention. But the tactic of distinguishing his views from the President’s was an element of the strategy with which he entered the debate. And when he traversed the 90 minute encounter without engaging in a slashing attack, Reagan was heeding the advice of those around him who felt one of his objectives should be to counter the Democrats’ picture of him as a “dangerous” man.

Reagan, then, was well prepared, not only for the debate with the President, in Cleveland, but for the earlier one with Representative John Anderson (R-Ill.), the independent candidate, in Baltimore. Reagan was shown clips of Carter’s debates with then-President Ford in 1976. And he even engaged in dry runs in advance of his debates—with David Stockman (now his director of the Office of Management and Budget) standing in for Anderson and Carter. Stockman was particularly well suited for the Anderson role; he once served as the former congressman’s administrative assistant.

Some of the debate preparations have become known over the past several months. But one aspect only now receiving attention is that the Reagan campaign retained a specialist in what might be called the art of political debates—a field not yet crowded with experts—to help advise the candidate. And last week, the expert discussed some of the work he did.

He was Myles Martel, 37, a PhD in speech communication, who teaches that subject as a full professor at West Chester State College, in the Philadelphia suburbs. More to the point, he directs a political campaign debate research project at the college and over the years has advised a number of state and local candidates on the tactics and strategy of political debate.

Senator Arlen Specter (R-Pa.) and Pennsylvania’s Republican Governor Richard L. Thornburgh were among his clients.

Political debating is not the only service Martel dispenses through his Martel & Associates in Bryn Mawr. He also counsels executives in a variety of subjects—public speaking, handling the media, testifying before governmental bodies and addressing stockholder meetings, among them.

Political office holders and candidates have also sought his help in aiding their technical communications.

It was as a scholar that Martel found his way into the Reagan camp. While researching a book on political debates (“Debates in American Political Cam-
campaigns,” will be its title) Martel interviewed members of Reagan’s debate task force—Bill Carruthers, who had been an aide to former Presidents Nixon and Ford, and Frank Ursomarso, who had advised Ford in his debates with Jimmy Carter in 1976. They passed him along to top Reagan strategists, Edwin Meese III, who is now the counselor to the President, and James Baker III, who is now White House chief of staff, and he was retained, in August, to aid the task force.

In discussing his role, Martel stresses that he was not alone in the development of tactics and strategy for Reagan in his debates. He notes that some major figures of the Reagan campaign were involved—among them, Meese and Baker; Richard Wirthlin; Reagan’s pollster; David Gergen, now Baker’s deputy in the White House; Martin Anderson, who now heads the White House Domestic Council; Richard Allen, who is Reagan’s national security adviser, and William Casey, the campaign manager who now heads the Central Intelligence Agency.

But Martel did much of the staff work. For instance, he prepared analysis of the Ford-Carter debates of 1976 and the League of Women Voters-sponsored primary debates in which Reagan and Anderson participated—in Manchester, N.H., and Chicago. He also provided Reagan with a videotape debate profile of Carter (“Reagan was interested in watching those Carter-Ford clips,” Martel said. “He asked questions.”) One purpose the profile served, Martel said, was to show Carter’s “meaning.” He conducted strategy and tactics briefing sessions with the candidate, and critiqued trial question-and-answer sessions in which staff members sat in for reporters and the mock sessions in which Stockman played Anderson and Carter.

A question troubling the debate task force in advance of both debates was whether and to what degree Reagan should go on the attack. In both cases, the staff ultimately counseled moderation, although in the discussions leading up to the Carter confrontation, some aides preferred a “slashing, no holds barred” onslaught, according to Martel.

“In the case of Anderson, we decided on a pass-through strategy,” Martel said. That is, “Leave him alone unless he hits Reagan in a vulnerable area. The focus would be on Carter’s record.”

Martel was one of the aides who had urged Reagan to debate Anderson. “I felt Anderson would be taught and cocksure, and I was sure Reagan could handle him well. Anderson had trouble projecting his humanity, whereas Governor Reagan is warm, avuncular and engaging. He could project that, and gain.” That is what observers subsequently agreed happened.

As for those who counseled moderation in the Carter debate, the concern, according to Martel, was the “backlash factor.” Democrats had been attempting throughout the campaign to paint Reagan as a “dangerous” man, with a “nuke-em” frame of mind, and Martel and others felt, Reagan on the attack would foster that perception. “He should do everything not to feed that image,” Martel said.

The advisers did not simply caution Reagan to cool it. Martel and Baker, in separate memoranda, suggested a tactic for dealing with a particularly harsh attack by Carter: Project a mood of righteous indignation.

“He was especially adept at projecting that,” Martel said, “and no clearer example of his ability to do that could we point—to than his seizing of the microphone in Nashua, and saying, ‘I paid for this microphone.’” Reagan, in a high school gym in Nashua, N.H., a few days before the New Hampshire primary, was attempting to speak out against the refusal of the sponsor of a debate between him and George Bush to permit the four other candidates in the Republican primary to participate. The moderator on several occasions had called on the technician to cut off Reagan’s microphone when Reagan, referring to the fact he had paid the costs for the debate, uttered the cry that brought down the house and helped him win the primary (Broadcasting, March 3, 1980).

The “There you go again” line seemed to contain a note of righteous indignation. But it was aimed not only at responding to an attack. It was designed to draw a sharp line between the President’s views and his own. And it was a tactic learned from Jimmy Carter. Martel said that the clips of the 1976 debates showed that Carter used the technique. Martel said, “He’d begin a response. With all due respect, what President Ford said was ridiculous.”

In looking back on the Carter-Reagan debate, Martel feels those who described Carter’s performance as “tackuster” have overlooked a couple of points that worked in Reagan’s favor. One was that Reagan’s participation in a series of debates—first with opponents for the Republican nomination and then with Anderson—had given the Reagan debate team “a chance to warm up and coalesce.” The second was that Reagan was “underrated” on entering the debate. “The public thought he wouldn’t be able to do as well as he did. That worked to our advantage.”

All told, Martel spent 22 days serving as a debate consultant to Reagan, seven or eight of those days with the candidate. And he came away impressed. “He was marvellous to work with. Terrific. He was a wonderful listener. He never showed any discourtesy. His questions were penetrating. He seldom misunderstood anything.”

Reagan reciprocated some of that. Among Martel’s mementos from the campaign is a letter from the candidate—dated the day after the election—expressing his gratitude for the assistance Martel offered. “Your insight on debate strategy and general coaching were invaluable,” he said. “The debate with President Carter was in my view a critical element in our success in the election. You should feel proud of your contribution.”

Challenge for cable news

CNN’s Schönfeld says it will have to lure viewers away from ‘cheap thrills’ of free TV

“There’s room for all of us,” Cable News Network President Reece Schönfeld has assured New England telecasters. He sees cable turning entertainment back into a paid medium—with CNN as a low-rated national news magazine, two news-oriented VHF stations competing in big markets and local cable stations providing neighborhood news.

Schönfeld, who founded the Independent Television News Association before joining CNN, spoke live at WNBC-TV
Boston and answered questions from audiences there and at Connecticut Public Television, Hartford, and noncommercial WBBF-TV Providence, R.I., in a teleconference sponsored by the Boston/New England chapter of the National Academy of Television Arts and Sciences.

CNN is now reaching 4.3 million households, but Schonfeld said the service seeks neither high ratings nor any particular demographics.

"Our greatest weakness is that we're more like a magazine," he said. "We can't cover local stories." Calling a two-share fine, Schonfeld said CNN is focusing on turning soap opera fans into news-watchers.

Networks are "strip miners of the mind," he charged. "They grab your attention and avoid your intelligence. If cable news is going to work, it will have to draw audiences away from the cheap thrills of commercial television."

And Schonfeld said CNN is trying to accomplish this with simply written, colorful coverage pitched just above the level of major-market network owned and operated stations and just below the level of network news. "We're not looking for any demographics," he said. "We don't want to go for the news freaks, but for the people who now don't watch television news."

Claiming "there doesn't have to be a feeling of tension" between his operation and commercial broadcasters, Schonfeld said: "The worst thing we may do is make more people watch more television" and read less. He predicted good local stations will be much more news and public affairs oriented as pay TV acquires the best entertainment offerings.

In this scenario, Schonfeld sees room for at least two VHF's in each market—one aiming at high demographics and the other a tabloid of the air.

Cable is, however, making it harder for public broadcasting to find its own identity, he said. "PBS may be an idea whose time will never come," he stated. Schonfeld said public stations should focus more on local news and educational programming.

Schonfeld maintained that CNN has been gaining the thing it has worked hardest to get—professional respect. "You can gauge the degree of credibility we're gaining from the times we're quoted in other media," he said, citing a recent front-page New York Times article that relied on a CNN interview. He noted his operation was the only one to provide gavel-to-gavel coverage of the Alexander Haig hearings and is proud of CNN's handling of the hostages' release.

He predicted that two-way cable will be used by companies like Sears Roebuck to sell directly to customers and that pay TV's acquisition of top entertainment shows will "purify" existing stations' news programming.

"I wouldn't be surprised if the Olympics were on pay TV," he said. "That's America. That's society. That's the way it works. Nobody legislated that the Olympics should be on free."

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**The Media**

**ABC goes after five major market low-power stations**

Network files applications for 100 w stations in same five markets where it owns V's; plans to offer both pay and free special interest programs

ABC Inc. last week filed applications at the FCC to operate a low-power television station in each of the five markets where it currently owns a conventional VHF outlet. Special-interest programming would be offered on both a subscription and advertiser-supported basis.

ABC is the first of the three major commercial networks to join the low-power rush at the FCC which already has received at least 1,500 applications ("Closed Circuit," Jan. 26). CBS said it has "no plans to do that now." And at NBC, a spokesman explained that its internal studies on low-power possibilities are not yet complete.

Requested by ABC were 100 w stations in New York (on ch. 19), Chicago (ch. 69), Detroit (ch. 44), Los Angeles (ch. 68) and San Francisco (ch. 30). Should higher power eventually be allowed, ABC also put in its bid for 1 kW level.

ABC asked the FCC to waive its translator station rules to allow pay services as well as commercially sponsored programming. Within its low-power pay/nonpay mix, ABC said programming could include feature films, sports, specialized news formats, business and stock market services and cultural and educational fare for both children and adults.

With its filing, ABC told the FCC that it "does not concede that either the originally proposed ownership restrictions or interim processing procedures are proper or lawful." ABC said it will deal with those issues "in other appropriate ABC comments or pleadings."

In announcing its FCC applications, ABC also gave word that it is urgent its TV network affiliates "to consider filing similar applications for low-power television stations in their own markets. This development, assuming FCC authorization of such facilities, could create potential for new program services."

ABC also stressed that the low-power proposals "are intended to complement its existing programming services" and that "advertiser-supported free broadcasting" is ABC's "primary business."

The proposed low-power stations, however, are only one step by ABC into new TV services, ABC already has an upcoming "Alpha" cultural service for cable in partnership with Warner Amex Cable Satellite Entertainment Corp. And this week, it announced plans for "Beta," a cable service with Hearst Corp. geared to women (see "Top of the Week").

Although ABC would not elaborate on its low-power intentions beyond its FCC filing and press release, there was speculation that ABC may have a satellite network in mind with ethnic programming a major programming element.

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**Journalists ordered out of Poland**

With world attention drawn to the release of the hostages, few people noticed that Poland has ejected almost all American correspondents in the country (BROADCASTING, Jan. 26).

All three networks were told Jan. 22 that their correspondents and camera crews must leave the country. No reason for the expulsion was given by authorities. Each of the networks was in the process of keeping some type of permanent representative in Warsaw, and ABC had announced that it was planning to open a full bureau in the capital.

William Mildenke, ABC manager for news coverage-Europe, said the Polish ban is the latest in "censoring the news by visa." He said that trying to cover important foreign news stories is becoming increasingly difficult, and thought that the UNESCO debate on press freedom had led some governments to inhibit news coverage through immigration controls.

American journalists are banned from a number of countries. The most important of these was the ban on almost all Western broadcasters in Iran, for most of the past year.

Many print journalists have been ordered out of Poland as well, including reporters from the Associated Press, the Los Angeles Times and Time magazine.
Pulpit politics gets mixed blessing at NRB-NAE meeting

Issue keeps resurfacing at Convocation ’81 in Washington; FCC’s radio deregulation praised

Forty years ago, religious broadcasting was mainly isolated radio programs that were further isolated in early morning and Sunday afternoon times.

Last week, more than 2,700 persons associated with—or selling to—religious broadcasting gathered in Washington, a living testimonial to the emergence of faith via the electronics media. In addition, another thousand-plus were on hand from the ranks of government, the media and secular fields, lending more credence to the respect for religious broadcast’s big numbers, increased influence and growing political ambitions and/or power.

The occasion was Convocation ’81, a joint session of the older National Association of Evangelicals and its offspring, the National Religious Broadcasters.

Once before, in 1976, the two organizations had joined for their national conventions. That year, one of the guests was President Ford. Last week, the former hostages’ visitation to the nation’s capital pre-empted Convocation ‘81 from President Reagan’s already jammed schedule.

However, the hostages’ return did not lessen the turnout for the Tuesday morning congressional breakfast when approximately 70 senators and representatives showed up. Featured speaker was the Rev. Jerry Falwell, whose Moral Majority has been given varying degrees of credit for influencing the November elections. Those who anticipated a political speech from Falwell were disappointed. He did, however, urge evangelicals to be power-conscious, and added: “I am an optimist about America today. On Inauguration Day there was a mood of optimism sensed by many, a mood many told me they had not felt in a long time.”

The focus came back to Falwell a few hours later at the FCC luncheon. That, too, attracted large numbers that included an almost full complement of commissioners, staff and three former chairmen.

This time, retiring Commissioner Tyrone Brown warned of Moral Majority provincialism that he felt could be more divisive than unifying in our society. He ruffled a few feathers, elicited some praise but did not appear to disconcert Falwell, who was present (see page 62).

Dr. George Sweeting, president of the Moody Bible Institute, had some stern words for those who “confuse the gospel” by mixing politics with it. He spoke at the opening plenary session Monday morning to urge that media complement, not undermine, world evangelization. He cited these dangers in “media ministries”: adding or subtracting from the gospel, substituting entertainment for the word of God, promoting bigness at the expense of individuality, and engaging in extravagant spending and excessive lifestyles.

The mixing in of politics however, was advocated later Monday by the Rev. D. James Kennedy of Fort Lauderdale, Fla., who also serves on the Round Table, a group for religiously conservative activists.

He maintained that the public had been brainwashed to believe that there were constitutional prohibitions against political activity by religious groups.

On matters more directly associated with the day-to-day operations such as deregulation of radio there was happy accord.

The FCC’s radio deregulatory action last month drew praise from David Hofer of KDFC (AM) Dimula, Calif., president of NRB.

“It frees stations from preparing unnecessary reports,” he told a Monday morning plenary session, “Research by the FCC staff clearly proved that stations were willing to provide adequate programing without being required to fill out voluminous reports. This research was the basis for the deregulation docket.”

He did say that it will bring added competition that “will cut down on your outreach.”

Hofer’s sentiments were echoed Tues-

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Station

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day by NRB Executive Director Ben Armstrong, who called it a “breakthrough” that “surprisingly” was not viewed as such by some religious groups who feared it will eliminate sustaining time.

Earlier, Armstrong pointed out that paid programming now represents 92% of all religious broadcasting time.

He also reported that in addition to the present NRB monthly magazine, there will be a newsletter to permit quicker reports on current events to the membership. Armstrong drew a ripple of applause when he affirmed that NRB was dedicated to moving away from “religious showmanship.”

Broadcast evangelist Billy Graham received the Religious Broadcasting Hall of Fame award, the highest honor bestowed by the NRB. Presentation was made Wednesday night at the closing banquet at which Graham was featured speaker. In his address, Graham put himself on the side of those with reservations about the new surge of political activism by fundamentalists. Graham also warned of the danger of lost perspectives while spreading the gospel by radio and television.

NRB also conferred Awards of Merit for excellence in station operations to WDAC-FM, Lancaster, Pa.; WFGW (AM) Black Mountain, N.C., and Triniti Network, a national network with headquarters in Tustin, Calif.

NRB Milestone Awards were given to ICBIAM (AM) Quito, Ecuador, which began on Christmas Day, 1931; Charles Leaming, St. Petersburg, Fla., who last November celebrated the 50th anniversary of his Faith Gospel Broadcast; The Lutheran Hour, on the air since October 1930; Bible Fellowship Hour, Montrose, Calif., which started in June 1930 from Amarillo, Tex., and Howard W. Ferrin, member of the first NRB executive committee, who has been in religious radio for 54 years.

A record 315 exhibitors were included in the Church & Media Exposition with the largest exhibit being that of Panasonic. It used 1,000 square feet to show its newest in TV and audio gear. Toshiba had a similar exhibit. Other leading manufacturers included GE, Crown International, Ampex, Thomson CSF, Electro Voice, Otari, Bogner, Quality Media, Midwest, Fujinon and Compact Video Systems.

Religious programing organizations, book publishers, service companies, educational institutions, service companies, a music licensing organization (BMI) were among those at other spaces.

Registration for Convocation '81 by Wednesday totaled 2,714. Of that figure, NRB accounted for 1,600 and NAE 700. Media, students and others made up the balance. NRB, meeting by itself in January 1980, had a registration of more than 1,200.

In other NRB business matters:

NAE and NRB will revert to separate conventions next year, with the NRB meeting Feb. 7-10, 1982, at the Sheraton Washington, according to Executive Director Armstrong.

David L. Hofer was re-elected for a third one-year term as president. He heads a slate that includes Robert Ball of Inspirational Broadcasting Corp. as NRB first vice president; Jerry Rose of WCFC-TV Chicago, second vice president; Paul Ramsey of Northwestern College Radio, Roseville, Minn., treasurer, and Eugene R. Bertram of Lutheran Bible Translators, Orange, Calif., secretary.

The building task force committee strongly recommended moving NRB national headquarters from Morristown, N.J., to the Washington area with a deadline of Jan. 1, 1984.

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Parting words of an FCC commissioner

Tyrone Brown charges Moral Majority with ‘them/us’ racist attitudes in speech to religious broadcasters convention

Tyrone Brown used the occasion of his last formal appearance as a member of the FCC last week to warn the nation’s religious broadcasters against what he said were the divisive preachings of the Moral Majority. He said the theme running through the “polemics ... is the provincial notion that people are to be divided into ‘them’ and ‘us’, with minority Americans falling into the ‘them’ category.”

Then he said, “I fear that unless this theme in the catechism of the Moral Majority is eliminated, that force could become another code word for racism in our society.”

To Brown, the Moral Majority is a threat to continued advances by minorities toward equality, opportunity and toward a better life. He said it even counsels retreat...
from the teaching of the brotherhood of man.

Brown delivered his speech at the FCC luncheon of the National Religious Broadcasters annual convention in Washington, standing at a podium only a few feet in front of the Rev. Jerry Falwell, the television minister and chairman of the Moral Majority. Falwell organized the political action group in June 1979 to support candidates who share the views of religious fundamentalists.

The audience gave Brown a standing ovation, but the speech startled many in attendance and angered some. "It was a cheap shot," said one religious broadcaster who had been on the dais but refused to rise from his seat to applaud. "I’ve carried Jerry Falwell on the station for years, and he’s never said anything racist." Robert Hall, the NRB’s first vice president, who presided at the luncheon, offered an immediate response following the speech, one that seemed designed to defend the religious broadcasters against charges of divisiveness. "We are all one with Christ.

But before delivering the benediction, B. Sam Hart of the Grand Old Gospel Hour, who is black, offered a different perspective on what he called astonishing statements. "We as Christian broadcasters should open our eyes to the fact that he (Brown) is not alone. Thirty million think that way. We should do what we can to become sensitive to what they think."

And Brown received support, privately at least, from one of his colleagues who said: "It was a gutsy speech, and deserved to be made."

Falwell himself seemed completely undisturbed. He said he had heard criticism of the sort expressed by Brown many times. And, when asked for comment, offered the kind of response that has served him in the past. He expressed respect for Brown but said Brown didn’t know the facts. "He didn’t take the time to find out. We have thousands of blacks in our organization and hundreds of black ministers," Falwell said. "There is no basis for the charge the Moral Majority views the world in terms of ‘them’ and ‘us’."

Brown, whose resignation was effective Saturday (Jan. 31), focused on the Moral Majority in expressing concern about the future of efforts to wipe out racial discrimination in the country. He was confident the FCC would continue to implement policies aimed at advancing the causes of minority employment and ownership in broadcasting after his departure. "The commitment is institutional and will continue," he said.

But he added that regardless of governmental policies aimed at overcoming "the impact of generations of discrimination against nonwhite minorities in this country, our objectives cannot be achieved unless they are embraced by the mass of the people." And the evidence, he feels, is that they are not. He sees the evidence in examples of discrimination in employment of the federal government itself, in broadcast programming and in the comments of those who would too easily dismiss as unjustified the frustrated yearnings of blacks, Hispanics and other minorities for a place in the economic sun of our society.

And he sees it in the Moral Majority. Although it is identified in some quarters with "the profound religious revival under way in this country," Brown said, it is not the same. In the spiritual movement, he senses "a grass-roots effort to return to spiritual values," in the Moral Majority, "a theme that counsels retreat from our national commitment to equal opportunity, retreat from the goal of raising the living standards of the poorest among us who all too often are minorities, and retreat from the religious principle that all of us are brothers and equal in the sight of God."

The passages concerning the Moral Majority may not have been the only ones that unsettled some in his audience. Brown caused some uneasiness when he noted that, "unfortunately, some very few among you appear to be most interested in exploring the miracle of the electronic media to extract dollars from the overly gullible under the cloak of false piety. Every profession has its con men, and yours is not immune."

But that did lead to the only sentence in the speech that provoked applause: "In this connection, I would emphasize that any governmental involvement in religious broadcasting is largely unnecessary and must be kept at the barest minimum."

Brown was introduced by FCC Chairman Charles D. Ferris, himself a lameduck, who was lengthy and effusive in his praise of the departing commissioner. He called Brown "our intellectual beacon" and "our ethical conscience."

At present, the IRS taxes only dues paid to organizations involved in a "substantial" amount of grass-roots lobbying. Although the new tax cannot be expected to bring in significant amounts of tax revenues, it could impose a heavy new paperwork burden on organizations, which would have to begin accounting for sometimes insignificant amounts of grass-roots lobbying.

Of greater import to the NAB, according to its comments, is the IRS’s new definition of grass-roots lobbying, which would include media editorials that could be perceived as intending to influence legislation before or expected to be proposed to Congress. Newspapers and radio and TV stations would be obliged to account separately the cost of producing such editorials, and to refrain from listing that cost as part of the cost of operations on corporate income tax returns.

This new definition, commented NAB, can be interpreted as contradictory to the fairness doctrine, "which obliges broadcasters to provide programming devoted to the discussion and consideration of public issues" and has been interpreted as requiring broadcasters to reflect "a view with respect to the desirability of legislation and to communicate it in a form... so as to reach individuals or members of the general public." According to NAB’s comments, "the broadcaster would then be threatened with additional taxation if certain editorial views are expressed."

Proposed IRS rulemaking criticized

New definition of grass-roots lobbying would include media editorials; threatens First Amendment, contradicts fairness doctrine, according to NAB

The Internal Revenue Service found itself flooded last Monday (Jan. 26) with comments filed on a proposed rulemaking that could significantly change the agency’s definition and taxation of grass-roots lobbying. Among numerous organizations filing comments on deadline day was the National Association of Broadcasters (Broadcasting, Jan. 26).

The rulemaking, published in the Federal Register on Nov. 25, 1980, would oblige organizations to account to their members the percentage of their activities involved in grass-roots lobbying. Those members would then be precluded from deducting from their income tax a corresponding percentage of membership dues paid to those organizations.
pressed and on the other contemplate the possible loss of its license if such views are not editorially voiced.”

In addition to commenting on behalf of its members, NAB commented as a non-profit, tax-exempt organization. It joined what will probably be a final total of more than 200 trade associations, local chambers of commerce and companies in condemning the proposed rulemaking because its wording is vague and because it threatens to inhibit a right guaranteed by the First Amendment.

“The NAB and similar organizations qualifying for tax-exempt status regularly share significant, specialized information with their colleagues in the same and related fields of endeavor,” said NAB in its comments. Taxation of such activities would create “administrative and technical burdens that seem certain to result in a severe chill on any activity in any way suggested by the proposed rules.”

NAB joined most other organizations commenting in urging the IRS to withdraw its proposed rulemaking or, at the very least, to hold a public hearing on it.

The American Advertising Federation also filed comments opposing the proposed rulemaking, concluding: “It is our view that the existing IRS regulations are overly restrictive and seriously hinder public debate on important policy issues. In our view they should be liberalized, not strengthened and made more burdensome.”

We are pleased to announce that Jay Bowles has joined Blackburn & Company, Inc. as broker, effective February 1.

Formerly Deputy Director of Broadcast Services for The Associated Press, Jay brings over twenty years of valuable experience and contacts in broadcasting, print and networking to our firm. Jay will be in Washington through April and will then be headquartered in our Atlanta office, and he looks forward to serving his many friends in the industry.

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Oklahoma City. They have no other broadcast interests. KCKI is 1 kw daytimer on
1300 kHz. KSER is on 93.3 mhz with 3 kw and antenna 170 feet above average ter-


WQZQ(FM) Mossyock, N.C.-Chesapeake, Va.: Sold by Chesapeake Communications
to Suzanne Griffith (51%); her husband, Clyde (4%), and Loren Preheim (45%) for
$275,000. Seller is owned by James G. Messier, Edward G. Kemmit and Kenneth
F. Smith. Smith also owns WYDC(FM) Berryville, Va. Others have no other broadcast
interests. Clyde Griffith is former program syndicator in Philadelphia. His wife and
Preheim are hospitable administrators. They have no other broadcast interests.
WQZQ is on 91.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker:
Blackburn & Co.

CABLE

Cable systems serving northern Mississippi and western Tennessee: Sold by Warner Amex Cable Communications to Essex Communications for estimated $3.4 million. Seller is fifth largest MSO, joint venture of Warner Communications and American Express Co.; Gustave Hauser is president. It has also sold systems in Missouri and Nebraska (see below) as divestments that Warner Amex says are consistent with its major-acqui-
sition policy. Buyer, owned by Dave Pardoner, and Paul Field, owns 13 systems serv-
ing 16,000 subscribers in Michigan, Maryland, West Virginia, Mississippi and Ten-
nessee. Sold systems pass 8,400 homes and serve 5,500 subscribers. Broker:
Daniels & Associates.

Cable systems serving Albia, Denison, Guthrie Center and Sac City, all Iowa; Tarkio, Rockport and Fairfax, all Missouri, and West Point, Neb.: Sold by Warner Amex Cable Communications to Heritage Communications for estimated $3.1 million. Seller is major MSO (see above). Buyer is publicly traded, Des Moines, Iowa-based MSO headed by James M. Hoak, president. Heritage has 100 systems in 115 communities serving 170,000 subscribers. It also owns KSBM(FM) Creston, Iowa. Sold systems pass 8,500 homes and serve 5,000 subscribers. Broker: Daniels & Associates.

Cable systems serving Fort Sill, Okla.: Sold by International Satellite Services to Cardiff Communications for $2.2 million, including assumption of $800,000 in liabilities. Seller is owned by Gerald Proc-
tor, applicant for new TV in Medford, Ore. Buyer is principally owned by Stanley Searle and Pat Pogue, also principals in KDRF(FM) Spearman, Tex., and cable systems in Kansas, Texas, Oklahoma and Missouri. Fort Sill system serves 3,480 subscribers.
New technologies, new problems

Post-Newsweek's Chaseman fears deregulation invites police state; urges national plan to protect individual privacy and First Amendment

Government and business were urged last week by Joel Chaseman, president of Post-Newsweek Stations, to devise solutions to problems that are emerging with the rapid development of the new technologies.

He told a group gathered at the Town Hall of California in Los Angeles that the new technology is raising urgent and fundamental questions about individual privacy, mass communications, the First Amendment and the corporate state. And he contended government regulators are not capable of answering such important questions, thus jeopardizing traditional freedoms and foreclosing opportunities for the country.

"The fundamental issues are what basic principles will govern the structuring of our national and international systems, how they will be structured and who will own them," Chaseman asserted.

He said until the development of computers, optical fibers and satellites, it was easy to define the roles of editor, publisher and marketer, and people could distinguish between newspapers and the Yellow Pages, for example. He added that now various entities can say they are in the information business, including an insurance company, banks, Xerox, Exxon Oil, as well as the television networks, local stations and the Washington Post.

He said some of the new technologies will compete with one another for space in the spectrum. New program distribution modes, he said, should meet the test of whether or not they will be a legitimate public use of valuable spectrum.

"When the FCC chairman argues that 'marketplace forces' offer the best mechanism available to allocate spectrum among competing uses, he argues for a regulatory scheme at odds with the Communications Act he is charged with administering," he insisted.

Chaseman pointed out if past spectrum allocation decisions had been made on a demand basis, there would be no public television services and UHF would "never have gotten off the ground." He noted it was the FCC that insisted on planning ahead for educational stations and for eventual UHF development.

Chaseman raised a number of questions he said grew out of the technology common today to many companies. Some questions he posed: When radio and TV stations print news and information services, are they to be treated by the government as a traditional broadcaster, or what public policy should apply? If newspapers, magazines, the telephone company or IBM are delivering information and data on the phone lines into homes, what are the First Amendment protections of each and which is to be regulated and which not?

Other questions he raised concerned copyright, program piracy and privacy. He speculated that the computers of a cable company and charge-card firms will have access to such information as what people watch, where they go, what they read and the size of their income.

"This is not simply a marketplace to be deregulated and left free to govern itself," Chaseman said. "This is an open invitation to corporately police state, free only to those who will monitor our homes and our business through the new information and communications systems on which we will increasingly depend. The subject is not so much deregulation as it is the development of a coherent national plan for the best public use of the conflicting new technologies."

Markey's warning: Keep cable franchising clean

House Democrat uses NECTA forum to comment on 'rent-a-citizen,' telco ownership issues

Congress may be forced to get involved in the cable television franchising issue if "rent-a-citizen and other dubious schemes continue to surface," House Communications Subcommittee member Edward J. Markey said.

The Massachusetts Democrat told a New England Cable Television Association meeting that he and most of his congressional colleagues would prefer to stay out of the franchising area altogether and that he hoped the National Cable Television Association would continue cooperating with the National League of Cities on devising "reasonable" industry guidelines.

But Markey said Congress won't hesitate to intervene if what he called "the gold rush" to get cable franchises isn't undertaken legally and ethically.

Markey said he and some colleagues feel that the Communications Subcommittee should wait until the Justice Department's suit against AT&T is resolved before getting involved in the controversy over whether telephone companies can own and operate cable systems within their service areas in rural areas.

Markey suggested that the cable industry develop its own privacy guidelines for two-way systems, saying that he would not be surprised if bills on that subject are introduced this year.

He concluded with the hope that cable TV, which he said "stands on the verge of revolutionizing home life," will use its "amazing technological advances to offer subscribers the diversity of choice we hear of so often, yet so rarely receive."

January 14, 1981

Whatever's Fair, Inc. has completed the sale of the assets of radio station WQHI (FM) Jeffersonville, IN. (Louisville, KY.) to The Other Corporation a company associated with WEBN Cincinnati

The undersigned initiated this transaction and represented the seller in the negotiations.

THE TED HEPBURN COMPANY Cincinnati, Ohio
Digital is the word at SMPTE

The association's annual TV conference will examine different systems in its search for a compatible worldwide standard

Many of the broadcasters and equipment manufacturers assembling in San Francisco this week for the annual television conference of the Society of Motion Picture and Television Engineers will get a peek at what may be the future of television.

They will be privy to a test and demonstration of a digital television system, part of the SMPTE's ongoing effort to coordinate development of digital television technology around the world and, it is hoped, mold it into a single worldwide digital standard.

The conference, which runs for just two days starting Friday morning (Feb. 6) at the St. Francis hotel, will be a forum for discussion of innovative digital techniques under its theme of "Production and Post-Production in the 80's": but the four-day test and demonstration, set up through the cooperation of four SMPTE subgroups at KPIX-TV in San Francisco, precedes it and may upstage it.

The first two days will be devoted to a test in which some 150 experts from around the world will be asked to make subjective comparisons of scores of television picture production produced by various proposed digital standards. To insure the veracity of the tests, the judges will not know what set of standards is producing the picture. Their responses will be compiled and will form a data base which SMPTE and foreign groups working on digital standards can draw upon.

Down and out. American Bandstand fans in Wilmington, N.C., found themselves dancing to an empty screen Saturday, Jan. 24—and they may have to wait until March to dance again. At 1:07 p.m. a National Guard fighter jet crashed into the transmitting tower, knocking the ch. 3 station off the air. And, according to George Diab, president of Clay Communications Inc., licensee of the station, it may take a month to get a 350-foot temporary tower in place to allow the station full broadcast at two-thirds of its station's normal 100 kw.

The F-05 suffered damage to one of its wings, but the pilot landed safely at the U.S. Naval Air Base in Patuxent, Md. According to a U.S. Air Force spokesman, the fighter craft belonged to the 13th Tactical Wing of the District of Columbia National Guard. The spokesman said the incident was under investigation.

Diab said the station is planning to file a claim against the government and estimated that damages will be "in the millions."

Many of the judges, along with hundreds of others, will get a chance to take a look at the digital system and a demonstration of the effect of the various standards during the second two days. Fifteen companies have contributed gear to the project. The digital videotape recorder used for the demonstration will be the experimental machine devised by Sony.

Another future television development emanates from the laboratories of NHK in Japan. At a Saturday morning conference session, NHK's Takashi Fujio will present a paper on high-definition television and demonstrate the 1,125-line television system developed by his company.

Based on preregistrations, attendance at the conference should be at least 800. But because of the influx of foreigners invited to participate in the digital demonstration, the total may end up higher than that, a spokesman said.

The technical papers, the mainstays of all SMPTE conferences, have been divided into four sessions. The Friday morning session will address digital video recording. At this session, William Connolly of CBS, chairman of the SMPTE study group on digital recording, will report on his group's survey of videotape recorder users. Friday afternoon will be devoted to new camera technology and related digital techniques.

The Saturday morning session will be dominated by the NHK presentation and
other papers on high-definition television, but a representative from Tokyo Broadcasting System will lead off with a paper on multiplex television sound. The Saturday afternoon session on the all-digital studio will be highlighted by a panel with the organizers of the digital demonstration who will, in the words of the panel's moderator, consultant Frank Davidoff, "explain what it means, what we were trying to do and what significance it has for the future."

There will be an exhibition to supplement the sessions, but, as always, it has been restricted to companies that make products related to the conference's theme. The exhibitors: Adda, Anperex, Ampex, Amtron, Cinema Products, CMX, Colorado Video, Digital Video Systems, Dolby Labs, Fujinon Optical, Grass Valley Group, Grinnell Systems, Harris Video Systems, JVC Video Products, Merlin Engineering Works, MCI/Quantel, NBC America, Sony Corp., Sound Genesis, Telecine, Thomson-CSF, Toshiba and Vital Industries.

Live or on tape, ENG is ENG

That's decision of NLRB judge in union dispute over minicams

A National Labor Relations Board judge has found that there is no real difference between covering an event live with a minicam or taping it for later broadcast. The conclusion is of more than academic interest. It resulted in a finding that the National Association of Broadcasters Employers and Technicians violated the National Labor Relations Act in a dispute with members of a rival union, the International Alliance of Theatrical Stage Employees and Moving Picture Operators, and Metromedia Inc., at Metromedia's KTTV/KVYT Los Angeles.

The complaint alleged that NABET had failed to abide by a ruling issued by the NLRB in 1976, holding that ATSE members are entitled to operate minicams in news gathering assignments. In that decision, the board did not specifically refer to live coverage.

NABET seized on that omission in opposing ATSE use of minicams to provide live coverage of election-night happenings in 1978. NABET filed grievances and then sued Metromedia in an effort to force it to submit the grievances to arbitration, with the object, according to the complaint, of forcing the company to assign minicam coverage of news events to NABET rather than ATSE-represented employees.

Such actions, NLRB Administrative Law Judge James S. Jensen concluded, are unfair labor practices, for they constitute a refusal to "honor or abide by the board's decision" in the earlier proceeding.

Jensen said that his review of the case convinces him "that there is no difference between the technical operation of the minicam when it is videotaping and when the picture it takes is transmitted live to viewers through a cable connected to a common carrier or by microwave. The manner in which the common carrier transmitted the picture taken by the minicam has no bearing on the board's [earlier] decision."

Dishing it out. Communications Technology Management, Springfield, Va., has purchased two 10-meter transmit-receive earth stations from Scientific-Atlanta for approximately $500,000. Earth stations will be incorporated into three-dish facility in Springfield for use in development of informational cable services and sale of uplinking and downlinking services on shared-use basis through associated company. MetroSat. Third earth station, already in operation and on site, is being leased from Cable Satellite Public Affairs Network (C-SPAN) and has been upgraded to match capability of two new dishes. Each will be steerable and capable of transmitting simultaneously on four different channels. Site is also being leased from C-SPAN. As part of lease agreement, CTM will take over choice of uplinking C-SPAN programming. First of new earth stations should be operational within next couple weeks, according to CTM's operations manager, Dean Topps. Facility should be fully operational in 90 days. CTM is also setting up common carrier network, intended primarily to provide microwave links between city and suburban facility, but also capable of providing point-to-point services within city. MetroSat and MetroNet will be able to handle voice, data and video.

Transponder sale. First cable programmer to buy transponder on Western Union's Westar V's Satellite Syndicated Systems, which will pay $14 million over next 10 years for one of 24 transponders on bid slated for late 1982 launch, according to SSS president, Ed Taylor. Down payment of $3 million is due in 1981. Taylor said SSS could have bought transponder for $8.2 million if it had come up with that amount in advance of launch. Transponder is unprotected; protected transponder would have cost $11.2 million in advance. Taylor said, in effort to finance future satellite projects, Western Union has been selling portions of existing and proposed satellites. American Satellite Co. last year purchased 20% of Westar V and just two weeks ago Dow Jones & Co. announced its purchase of two transponders on satellite estimated $23 million.

Common denominator. Regardless of differences in new television media, all rely on same receivers. According to Electronic Industries Association, 10.6 million color television sets were sold in 1980, 32% more than 1979, but slightly fewer than record 10,236,319 sold in 1978. Sales of black-and-white sets also increased slightly, from 6,254,601 in 1979, to 6,295,516 in 1980. Total television set sales -- 16,461,792 -- were highest since 1972. Videocassette recorder sales, according to EIA, soared in 1980, rising nearly 70% over previous year. 804,653 VCR's were sold in 1980 compared to 475,396 in 1979.

Buying back in. CSI Electronics Inc., manufacturer of line of AM and FM transmitters, has been purchased by its founder Bernard Gelman, and Ken and Betsy Cameron for "around $500,000" from International Technical Products, according to Gelman. Gelman founded CSI in 1975 and sold it later to ITP but stayed on as president. Cameron is former Chief Engineer for group broadcaster, Amatroo Group. He and his wife, who is communications attorney, also own Broadcast International, dealer in new and used broadcast equipment. Gelman said marketing structure of company is unaffected by deal with Electrex Company, Miami, handling Latin American market. CSI will move from Boynton Beach, Fla., to new offices in Boca Raton, Fla., midNovember of this month.

Up and up. RCA Broadcast Systems has announced across-board increases averaging 8.1% on RCA-manufactured radio and television broadcast equipment. Increases are effective Feb. 9.
New hand for the helm at RCA

Bradshaw’s first priority will be management succession; Silverman’s future at NBC hangs on question of “how long do you wait for results?”

Thornton F. Bradshaw, the designated successor to Edgar H. Griffiths as chairman and chief executive of RCA (Broadcasting, Jan. 26), said last week that Fred Silverman’s future in the presidency of NBC is tied to a question of “timing.”

“Fred Silverman is hard-working, he has a 24-hour-a-day dedication, and he is extremely talented,” Bradshaw told Broadcasting. “But as you know, results are what count. The only question is timing. How long does a person get before the results are in?”

Bradshaw added that “he has no preconceived notions about timing.” He also said, in answer to another question, that he did not expect that changes would be made in the NBC presidency before he arrives on the scene.

He is due to take over as chairman July 1, when Griffiths is to become chairman of the RCA board’s finance committee and a consultant to the company.

The announcement that Griffiths had asked to be relieved as chairman and chief executive, effective July 1, and that Bradshaw, president of Atlantic Richfield Co. (ARCO), and a member of both the RCA and NBC boards, had been chosen to succeed him, was made prematurely, on Saturday (Jan. 24), because word had got out that Griffiths was being ousted. The announcement had been scheduled for last Monday, after Griffiths had notified top RCA executives and Bradshaw had had a chance to advise his own board of directors.

The official word did little to allay speculation, which generally divided into two schools. Bradshaw, RCA spokesmen and others said the changes were the upshot of Griffiths’s having told members of the RCA board many months ago that he would like to retire when he reaches age 60 in June. The other theory was that Griffiths’s stubborn, “loner” style of management had brought frequent run-ins with RCA board members to the point that he was either asked to stand aside or did so rather than continue in that kind of situation.

“Either way,” one observer said, “you can figure that board members’ dissatisfaction was at the root of it.”

Preoccupation with the bottom line, an autocratic management style, his hiring and much-publicized firing of Maurice Valente as president last year, failure to find a new president and heir apparent, and the controversial handling of the firing of Jane Cahill Pfeffer as NBC chairman last summer all worked against him, in the opinion of many close observers.

His principal critics on the RCA board were said to include Donald B. Smiley, retired head of R.H. Macy & Co., and George H. Fuchs, RCA executive vice president for industrial relations. Smiley headed the RCA board’s management organization and development committee, which worked out the changes in command with Griffiths and Bradshaw.

The changes are subject to approval by the full board at its next regular meeting, Feb. 4, but this approval is expected to be virtually automatic since nine of RCA’s 14 board members are on the committee that proposed it.

For Griffiths’s successor, the committee turned to a man said to be in many ways “Griffiths’s opposite.” A former Harvard Business School professor and business consultant who has been president of ARCO since 1964, Bradshaw, now 63, was described as an executive with a strong sense of social as well as financial responsibility. A long-time associate on the RCA board put it this way: “Brad understands that a company like RCA has a public responsibility as well as a profit responsibility—and that the two responsibilities are inseparable. He has an outstanding record as a business executive and is universally admired as a human being.”

For his part, Bradshaw told Broadcasting that although July 1 is the date for the
Valente last June, less than six months after he hired him (Broadcasting, June 23, 1980). The functions of president and chief operating officer have been handled since then by an officer of the company, headquartered by Griffiths. Other members are the RCA executive vice presidents and board members: George Fuchs (industrial relations); William C. Hittinger (research and engineering); Julius Koppelmann (RCA American and RCA Global Communications, distributor and special products, picture tube division and RCA Service Co.); Frank A. Olsen (Herz Corp.) and E. H. Pollack (consumer electronics, solid state, SelectaVision videodisk and government and commercial systems).

Unofficial sources said last week that there are at least two key NBC posts whose incumbents are to be evaluated and perhaps replaced, as well as one NBC vacancy to be filled.

The vacancy is the chairmanship, unfilled since the Pfeiffer firing last year. Though there is no chairman, there is a vice chairman, Richard S. Scali, who moved into that post when forced to retire as president of CBS News at age 65. There has been speculation that he might be moved up, but his word to a reporter last week was: "Disregard it. To the best of my knowledge, there are no changes involving me on NBC."

The biggest NBC post up for appraisal of course is the presidency, where Bradshaw said the key question is "How long does a person get before the results are in?" Silverman, recruited for the job by Griffiths to get NBC-TV out of third place in the network ratings race, has been president since June 1978. NBC is still in third place in prime time, and third or under pressure in most other dayparts as well, though with the new schedule started since the first of the year there has been improvement in prime. Silverman's three-year contract was given an 18-month extension last year, ahead of time, but Silverman has been quoted as saying he will leave of his own accord if ratings don't get substantially better in the next two or three months. Griffiths has been his most vocal and most influential supporter.

If Silverman leaves or is ousted, the question is who would succeed him. There is no real agreement on the answer. Robert Multholland, president of the NBC-TV network, is mentioned as one possibility. Herbert Schlosser, who was removed from the NBC presidency to make way for Silverman, and who since has been RCA executive vice president in charge of programming for the RCA SelectaVision videodisk project, has also been nominated in speculation. Some Wall Street analysts see RCA's Fuchs a possibility.

The second NBC post that observers believe will get close attention from Bradshaw and his associates is that of president of NBC Entertainment, now held by Brandon Tartikoff. Though Silverman has hired Tartikoff (for his programming skills and has devoted much of his time to that area, the Entertainment division president is nominally—though probably secondarily, with Silverman on
hand—responsible for the product on which ratings depend.

Many Wall Street analysts suggested that NBC was the prime concern behind the change in RCA leadership, but they did not fault Griffiths on the job he has done in building RCA sales and profits. Only days before plans for the change were announced, RCA reported 1980 net income reached a record high of $315.3 million, up 11% above 1979 results on a 7% increase in sales. NBC’s earnings were said to have declined but nevertheless the broadcast unit remained, with Hertz, one of the two biggest contributors to RCA profits. And NBC’s earnings would have been up from 1979, the company added, except for the $19.1-million after-tax loss of the Moscow Olympics.

The RCA board of directors also took pains to cite corporate accomplishments under Griffiths, who, its statement noted, “has served RCA for the past 33 years with total dedication.”

Among the accomplishments: record profits each year, dividend increases in each of the last four years after remaining unchanged for nine years; the $1.35-billion acquisition of CIT Financial Corp., “the second largest action of its kind in American business history”; bringing RCA into “a very strong position to achieve leadership in the emerging videodisk business” record investments in research and development to build toward the future and a major restructuring including selling off some businesses in order to concentrate on four prime areas: broadcasting, finance, vehicle renting and communications, and electronics products and services.

“RCA and its shareholders,” the board concluded, “owe Ed Griffiths a debt of gratitude for the effective manner in which he has positioned RCA to meet the challenges of the coming years.”

Griffiths was reported last week to be “in Florida for a few days” and unavailable to reporters. But before he left, associates asserted, he let it be known that he did not intend to be a lame-duck chairman between now and July 1. He made that clear, they said, at a Monday luncheon with 14 key RCA executives.

The luncheon meeting had been called as a forum at which he would announce his plan to step aside and be succeeded by Brashaw, officials said, but the hurried announcement over the weekend blunted the surprise effect. “He made it very plain,” one executive said, “that he will be running the company until July 1.”

Brashaw also said he expected Griffiths to keep an active hand in. Griffiths particularly wanted to stay on, he said, for the introduction next month of the RCA SelectaVision videodisk player on which RCA is said to have spent more development money than for any other new product in its history, including color TV. “I think he was particularly anxious to stay through that,” Brashaw said, “because he has been very close to it and wants very much to be in on the big show.”

RCA is a bundle of opportunities and a fascinating challenge,” Brashaw said, adding with a laugh: “I think I’m glad to undertake it.”

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Broadcast, cable growth predicted in ’81 by Commerce

‘Industrial Outlook’ sees revenue increases for electronic media, rise in broadcasting’s share of ad expenditures, 33% growth in pay cable revenues

The television, radio and cable industries will grow by 13%, 11% and 17%, respectively, in 1981, according to an advance copy of the “U.S. Industrial Outlook,” to be published next month. The “Outlook,” an annual industrial forecast by the Department of Commerce, predicts that television broadcasting’s net revenues, which amounted to $8.9 billion in 1980, should increase by 13% to $10 billion in 1981; the forecast says radio revenues, which were $3.3 billion in 1980, will increase 11% to $3.7 billion in 1981.

The forecast predicts that the number of cable subscribers, which totaled 17.3 million at the end of 1980, should increase by 1.7 million in 1981. Subscriber revenues ($1.7 billion in 1980) should increase 17% to $2 billion in 1981, the forecast says.

Broadcasting’s share of total advertising expenditures will also increase, the forecast says. Broadcasting, which received about 27.7% of the total advertising dollars spent in 1980, should increase its share to 28.3% in 1981. Television, which received an estimated 20.8% of the total advertising dollars spent in 1980, should increase its share to 21.4% in 1981, the forecast says.

Radio should hold on to the 6.9% share it had in 1980.

The forecast also predicts that expenditures for broadcast advertising will continue to rise through 1985 to about $28.6 billion, with television getting about $22 billion of that. Television revenues should increase at a compounded annual rate of 14% to $16.9 billion; radio’s revenues should increase over the same period to $5.7 billion, reflecting a compounded annual growth of 11.5%, the forecast says.

Though the economy may still be in the dumps, advertising revenues should increase because national brand-name advertisers, which provide 73% of television’s revenues, “tend to maintain their television advertising budgets during economic recessions to preserve their market shares,” the forecast says.

The forecast further noted that advertising expenditures for television, which reached $11.5 billion in 1980, will increase 12.6% to $13 billion in 1981. Television network advertising, which totaled an estimated $5.2 billion in 1980, should increase 13% to nearly $5.9 billion in 1981—yielding the networks the same 45% share of the television advertising market they had in 1980.

National and regional spot advertising, 28% of the total television advertising, reached $3.2 billion in 1980; it is predicted to increase 12% in 1981 to $3.6 billion. Local television advertising, 27% of the total TV advertising, accounted for $3.1 billion in 1980; it is expected to increase 12% in 1981 to $3.5 billion.

The forecast also says that ad expenditures for radio, which in 1980 were an estimated $3.8 billion, should increase 11% to $4.2 billion in 1981.

The forecast notes that the number of persons employed in radio—93,500—should increase by 1% in 1981. Average revenue per employee, which is estimated to have been $35,400 in 1980, should rise to $38,900 in 1981. Average revenue per station amounted to an estimated $420,000 in 1980. No comparable estimates of employment in television broadcasting or cable were provided.

Also according to the forecast, local advertising, which currently provides about 74% of radio’s revenue, will provide the
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same percentage in 1981. National and regional spot advertising, which currently furnishes about 20% of radio's revenues, and network advertising, which currently provides about 6% of those revenues, should retain that relationship through 1981, the forecast notes.

The forecast also predicts that the number of pay cable subscribers will increase 30% in 1981, to 8.5 million. It estimates that there were 5.5 million pay cable subscribers in 1980, for an "estimated penetration of 38% of all cable homes." Also, the forecast notes pay-cable revenues, estimated at $600 million in 1980, are expected to increase 33% to $800 million in 1981. By 1985, the forecast says, the number of pay cable subscribers is expected to reach 16 million. That increase reflects a compound annual growth rate of 19.7%, the forecast says.

Westinghouse-Teleprompter merger questioned by New York City group

Petitions questioning the Westinghouse-Teleprompter merger proposal have been filed at both the municipal and state levels in New York by one of New York City's oldest "good government" groups—The City Club of New York. The club is asking the city Board of Estimates and the state Commission on Cable Television to conduct inquiries and hold public hearings on the requests for transfer of Teleprompter's franchise in the city's borough of Manhattan that will have to be approved prior to any merger.

The petitions suggest a merger between the two companies "may have grave impact on the city's interests in diverse, competitive and economical communications services," and ask that the government bodies examine "whether such an unprecedented large-scale merger of carrier, content and hardware interests will serve the public interest..." or instead create "captive consumer markets" for software and services and "captive cable system markets," presumably for Westinghouse hardware.

Describing the rationale for the petitions, the club says: "At the heart of the public interest is the yet unresolved question as to whether cable companies, which are the only television transmission services generally available to the public within their franchised areas, have the right to control all programs and services they choose to carry."

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**Programming**

Specialization the key to TV's future

That's the message from Harvard conference; DBS and cable will give networks run for the money

Market segmentation and the mysteries of future audience demands were the main themes of a Harvard communications conference—with entertainment and news-oriented executives agreeing that the traditional mass audience simply doesn't exist any more.

"There's no such thing as a target audience," said Ed Bleier, executive vice president of Warner Bros. Television. "Smaller, more specialized interests in households mean a need for more specialized marketing."

Other than increasingly segmented markets, Bleier told his business school audience that he hasn't the "toughest notion" of where television will emerge in coming decades. But he said he had a hunch that new information services will come into the home "on the back of the video game."

Also concerned with market fragmentation was Sy Yanoff, general manager of Westinghouse's WABT-TV Boston. He predicted that the 1980's will bring a reaction to "monolithic institutions. If commercial television continues to try to appeal to a mass audience that never really existed, then commercial television is doomed to go the way of the Saturday Evening Post, Life and Look."

The alternative? "Localism," said Yanoff. He foresees more emphasis on planting—because he feels that no matter how many programs technology may bring to peoples' sets, creative ability can't expand.

While Yanoff believes FCC regulations will foster more television "plurality" by diversifying ownership, ABC-TV vice president for administration, Leonard Maskin, complained that the FCC has been so "dazzled by the prospects of the new technology" that it has tilted toward cable television and therefore undermined the 1934 Communications Act's emphasis on public service.

Maskin asserted that the networks aren't just for the status quo, and don't oppose cable, but simply "ask that all the teams play by the same rules, and then let the marketplace determine the winner."

Maskin said his network's plans for cultural programming are simply an acknowledgement of audience segmentation—that commercial television can't appeal to all markets. But Tony Cox, senior vice president of Home Box Office, sees those plans as a "devil in disguise" whereby the networks will eventually move into more general cable programming.

Cox predicted that pay cable's nine million subscribers will grow to 16 million by 1985, with nine million of these watching a second level of pay service to make a $25 million market in four years.

"We've grossly underestimated the consumer's appetite," Cox said. "We don't know what the price ceilings are—people are easily paying $25 a month."

Cox hopes HBO's ability to buy good product will convince film distributors not to cut it out of the market, because "we're vulnerable to the movie companies, which provide the guts of our business." He asserted that HBO helps, not hurts, interest in film-going because movies on the small screen will never replace the theater.

Satellite Television Corp.'s vice president for business development, George Billings, said the Comsat direct broadcast satellite subsidiary remains committed to develop a nationwide capability to take advantage of what he termed an "explosion" of the market for subscription TV service.

Billings called films "the locomotive of our train" but said Satellite Television would counterprogram on other channels with sports, culture and foreign language offerings.

Predicting that antennas to bring satellite offerings into homes will eventually cost $200 to $300, he sees cable operators installing DBS equipment more economically to supplement their distribution patterns.

Stating that "we're not so much in the satellite business as in the entertainment and information business," Billings said Comsat's application presents the FCC with a number of complex issues. He added that although the regulatory atmosphere is a vital part of his firm's prospects, the governmental climate is favorable.

Regulatory matters were also on Larry Wangberg's list of Cube challenges for the 1980's. The Warner Amex senior vice president is concerned about regulation on the federal, state and local level, high interest rates in a capital-intensive industry, and competition from satellites, videodisks and home videotape recorders.

Warner Amex is "at the beginning stage of finding out what tiering (different levels of offerings to subscribers) can mean to our industry," he said. The company's information retrieval service (BROADCASTING, Jan. 12), Wangberg said, is a mere scratch in the surface—a first step in bringing the library into the home.
In the marketplace. Operation Prime Time’s first series, *Solid Gold* music variety hour, has been extended for 1981/82 season by OPT and Paramount Television. Plan is for 45 first- and seven repeats. Stations also are being offered four additional *Solid Gold* episodes this season (including one repeat) to run through Sept. 10. For flow into 1981/82 season, Viacom Enterprises is distributing *The TV Star* half-hour magazine-stripe version of *Star* tabloid. Available for September from SJC Productions, regular features include "celebrity tidbits" from James Brady; "Dear Meg" with advice, and forecasts from Kabrina Kincaid, "psychic to the stars..." *Escape*, prime-access half-hour with dramatic recreations, interviews, newsreel footage and still photos of actual participants, is being offered by Lexington Broadcasting Services on barter basis for Bristol-Myers. Pilot, telling "real story of Billy Hayes’s ride on the Midnight Express," is available for broadcast between March 6 and 15. NBC-owned stations will air it. Bristol-Myers has two minutes nationally; local stations sell three- and a-half minutes... Returning with another first-run season is Goodson-Todman’s *Match Game*, distributed by Victory Television. Among buyers are WJW, WTV in New York and KJTV Los Angeles... Michael Douglas, whose Big Stick firm already has film deal with Columbia Pictures, now has formed TV production company that also will work with Columbia. Ira Barmak, VP in charge of long-form television packaging for ICM, joins Douglas’s TV company as executive VP. Veteran of pay-per-view fights with two Leonard/Duran matches, Warner Amex Cable Communications’ Gabe series in Columbus will offer subscribers Ken Norton/Gerry Cooney fight along with three other bouts Feb. 23... Former heavyweight champ Floyd Patterson will analyze action... First-run *Siegel Streaking* strip with New York talk veteran Stanley Siegel and off-network *Soapy and Cher Comedy Hour* are being offered by Ted Bates advertising agency, with Ken the Air as distributor. It’s time bank plan; stations get shows in exchange for commercial time for Bates clients.

Around the clock. Prism, regional pay cable network based in Philadelphia, is expanding service to 24 hours per day, seven days a week beginning March 1. Prism currently programs about 12 hours each weekday and all day on Saturdays and Sundays. (There are 30% movies and 70% sports events.) According to President Jack Wimmer, Prism now serves 65 systems (185,000 subscribers), over microwave networks in eastern Pennsylvania, southern New Jersey and northern Delaware. It has rights to about 90 games of three Philadelphia professional sports teams: Phillies (baseball), Flyers (hockey) and Seventy-Sixers (basketball).

3-D comeback. Nearly one-third of current subscribers of SéléctV in Los Angeles tuned in for 3-D movie double-bill last month, according to spokesman for STV outlet. Almost 31% of system’s 75,000 subscribers reportedly watched Dec. 19 telecast, compared to about 40% who paid to see Sugar Ray Leonard-Roberto Duran boxing match last November. SelectV says it plans more 3-D screenings this month and will schedule more if subscriber response remains high.

Debbie goes Hawaiian. *Aloha Paradise*, Spelling-Cramer production starring Debbie Reynolds as manager of Hawaiian resort hotel, joins ABC TV schedule in two-hour series premiere Wednesday, Feb. 18, at 8 p.m., running Wednesdays at 9-10 p.m. thereafter. That’s slot now held by *Tutti*, which moves to Thursdays 9:30-10 p.m., effective Feb. 5, and *Soap*, going on “brief hiatus.” *It’s a Living* is bumped off schedule by *Tutti* move, network says its “future is to be determined.”

Turner turns to syndication. Turner Broadcasting System, Atlanta, has formed Turner Program Sales Inc. to distribute to commercial and public TV stations programs produced by TBS and others acquired by company. As of today (Feb. 2), TBS will place into syndication three programs produced by superstation WTMJ-TV Atlanta. (Up Close: portraits of well-known figures; *Tutti*, a new comedy hour and *Masters Water Ski Championship*, highlights of international water ski competition.) From Turner’s Cable News Network comes *Freeman Reports*, interviews with newsmakers; *Moneyline*, daily report of financial business and consumer news; and *Lee Leonard Show*, hour program of news, interviews and reviews from New York, Los Angeles and Washington. Tom Todd, Southern manager of Time-Life Television, named director of domestic syndication for TBS.

Irish on Sportschannel. Chicago’s Sportschannel, regional network that is division of Chuck Dolan’s Cablevision, Long Island, N.Y., has signed multiyear pact with *Notre Dame* for coverage of minimum 25 of school’s sporting events per year. (Deal doesn’t include school’s football games.) Chicago-Sportschannel already has Chicago White Sox package. Cablevision’s New York area Sportschannel operation also gets to carry *Notre Dame* games.

Anniversary. As Black Entertainment Television celebrates one year of operation, it is serving 544 cable affiliates reaching over 5.3 million homes. It has signed 15 major advertisers to support black-oriented programming, led to systems each Friday night (11 p.m. to 1 a.m. EST) over Satcom I, transponder 9.
In his study, Gerbner analyzed 814 prime-time and 606 weekend-daytime dramatic network programs from 1969 to 1979.

From his content analysis, Gerbner found that:
- Science makes up 1% of all news items, but that science and technology themes appear consistently in about half of all dramatic network programs.
- Science, though not limited to any particular genre, appears more frequently in serious and action dramas than comedies. "Consequently," the study says, "science is also more likely to be associated with violence.
- Scientists comprise less than 1% of prime-time working characters.
- Scientists tend to be shorter, older, colder and less attractive than others in the character population.
- On children's programs, scientists are

Heavy TV viewers likely to look down on science, says Annenberg study

The more commercial television Americans watch, the more distrustful they may become of science, according to a study by George Gerbner of the University of Pennsylvania's Annenberg School of Communications.

Especially "susceptible" to the "relatively negative" images of scientists presented are the young, the well-educated, the middle-aged and higher-income individuals—the very individuals the institution of science depends upon to fill its ranks in the future and fill its coffers in the present. And because of the "dubious imagery" of science presented by commercial television, "we may have a serious national problem standing in the way of better understanding and support of science," Gerbner says.

Crossing over. Recording artist Kenny Rogers enters radio syndication business with formation of N.K.R. Productions, based in Los Angeles. Heading company for Rogers is Ron Nickell, who recently left TM Special Projects, where he was vice president, general manager for two years. First project for N.K.R. will be preview show and simulcast of 1981 televised Grammy Awards, project similar to one Nickell coordinated last year for TM.

Getting together. Savalli & Schultz Inc., radio station representative, has bought Jack Zwaska Associates, consulting firm for radio music license fees. Zwaska Associates will operate in independent Division under Jack Zwaska, president, with headquarters at 515 Madison Avenue, New York, 10022, where Savalli & Schultz is located.

Changing camps. Shamrock Broadcasting's WNNW-Detroit, rock station for last 10 years, changed format last week to country. Station has been competing with decreasing success against three other rock outlets: WRIF, WRIF-FM, and WRIF-FM. It now will try "mainstream country" against Golden West Broadcasters' WOKM, formerly WOKM, which drove its only competition to another format 12 weeks after it switched to country in 1979.

Religious entertainment. Faith Made Them Great, 30-minute weekly religious program, is being offered by Bart McLendon Broadcasting, Dallas. Program began airing last November and is now heard on over 60 stations, including WORX New York, KBOM San Diego and WQAM Miami. Sponsored by Campus Crusade For Christ and distributed free, program features stories of famous people and their experience with faith. Bart McLendon, son of former broadcaster Gordon McLendon, also produces annual country music special, Hickory Creek Reunion.

Enter the "Juke-zine." Company called New Vinyl Times has introduced device called "Juke-zine" in three Los Angeles area record stores as response to what company says is radio station reluctance to introduce new kinds of music. Device is rededined juke box which plays new records over store's sound system for 25 cents each. A free "magazine" tells potential buyers about the album. Spokesman says some area FM stations are interested in statistics on what's being played, and at least one syndicator is considering a New Vinyl Times top-10 radio show. About 190 units will be installed in major record chain (Peaches) later this year.

All-gay station next? Among "Top 20 Predictions" for 1981 made by broadcast consultant Paul Drew is that "at least one" station will launch all-gay format and it will prove a success both with listeners and advertisers. Drew also sees songwriters toning down pervasive lyrics as part of the country's growing conservative mood. Other predictions include: flat profit picture for radio stations; growth of country, religious, and Spanish-language formats, and announcement of first all-satellite radio station. Drew Enterprises is based in Hollywood.

Country mecca. Country music artists Ronnie Milsap, Joe Bandy, Jerry Lee Lewis, Mickey Gilley and Johnny Lee will be among guests on Westwood One's new weekly radio series, Live from Gilley's. One-hour show made premiere Jan. 12 and is carried by 230 stations across country, including WJJD, WJJD-FM, Chicago, KHJ, KNX, KMIC, Los Angeles, KGW, KXAN, Dallas and KERR, Houston. Concert series is produced by Westwood One in association with Gilley's Communications, Inc.

First lives. The top five songs in contemporary radio airplay, as reported by Broadcast's PlayList: (1) The Tide Is High by Blondie on Chrysalis; (2) Starting Over by John Lennon on Geffen; (3) Celebration by Kool and the Gang on De-Lite; (4) I Love a Rainy Night by Eddie Rabbitt on Elektra; (5) Hey Nineteen by Steely Dan on MCA. The top five in country radio airplay: (1) I Feel Like Loving You Again by T.G. Sheppard on Warner Brothers; (2) Nite To Five by Dolly Parton on RCA; (3) Southern Rain by Mel Tillis on Elektra; (4) Who's Cheatin' Who by Charly McClain on Epic; (5) I'll Be There by Gail Davies on Warner Brothers.
Ratings Roundup

Despite Super Bowl XV on competitor NBC-TV, CBS-TV came through with another prime-time victory for the week ended Jan. 25. The game’s 44.4 rating and 63 share bolstered NBC’s average but only as far as a close second, “Super Sunday” in fact, was NBC’s only winning night.

For the entire prime-time schedule, CBS won with a 20.4/31 to NBC’s 19.9/30 and ABC-TV’s 18.0/27.

The Oakland versus Philadelphia Super Bowl broke no rating records. It tied with Oakland’s last time in the Super Bowl in 1977.

Super Bowl action wasn’t the only program to make Jan. 19-25 an unusual week. On Tuesday (Jan. 20), all three networks covered the return of the former hostages from 8 to 9:30 p.m. with ABC highest in the ratings at 22.3/31 to CBS’s 21.2/30 and NBC’s 18.1/25 (Broadcasting, Jan. 26). Since both NBC’s and ABC’s coverage was sustaining (without commercial interruption), only CBS’s score was counted in the average.

Hostage coverage wasn’t the only sustaining program of the week. From 7 to 8 p.m., against the first prime-time hour of the Super Bowl, ABC sustained the animated special Scooby Goes Hollywood, in effect shoring up its overall average from what likely would have been low numbers. By comparison, CBS went with its normal hit, 40 Minutes, and managed to come up with only an 18.0/25.

Elsewhere, the hour ABC sold to the Inaugural Committee for the All-Star Inaugural Gala Monday night at 10 p.m. provided good one-shot ratings: 22.3/37.

The 20

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<th>Program</th>
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<td>Super Bowl XV</td>
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<td>Dallas</td>
<td>CBS</td>
<td>34.4/38</td>
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<td>M<em>A</em>S*H</td>
<td>CBS</td>
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<td>Trooper John, M.D.</td>
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<td>Super Bowl XV</td>
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<td>All-Star Inaugural Gala</td>
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The Final Five

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<td>NBC</td>
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<td>Oklahoma City Bees</td>
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<td>NBC Magazine</td>
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...portrayed to be less rational and stable “and much more violent” than other characters.

The study further notes that older and lower-income people are much less likely to have a favorable image of science, no matter how much television they watch. But light television viewers among the younger, middle-aged, better-educated and higher-income individuals had significantly more favorable images of science than heavy television viewers from similar backgrounds.

Premiere market:

Premiere and pay-TV market uneasv detente

HBO executive Fuchs, in light of court injunction, sees peaceful co-existence for a time

Heading off speculation that the joint-venture involved in the Premiere pay-TV network may want to withhold their motion picture product from Home Box Office and the pay-TV market, HBO programming senior vice president Michael Fuchs predicted “a period of normalcy” while Premiere’s operations are stymied by a court injunction.

Fuchs told a meeting of the Television Critics Association in Hollywood: “We don’t have a business without the movie companies, and I believe they need us. I cannot fault them from trying to seize the distribution and trying to take over the business. I think it’s a damn good business, but I think the court has shown that’s not the way to do it.”

Instead, Fuchs emphasized, “we have to exist peacefully.”

The HBO executive estimated pay TV companies will spend $250 million this year on motion picture product, closing in on network feature acquisition budgets and making purchases by syndication TV “minuscule” in comparison. Fuchs hinted that if he were a movie producer he’d want to see that pay TV money coming in from the product,” even if he were involved in the Premiere venture. The four studios that joined Getty Oil Co. in backing Premiere are Columbia, MCA (Universal), Paramount and 20th-Century-Fox.

CBS claims most women TV viewers

CBS Television staked a claim last week as the leading network among young women viewers while continuing its dominance among all women viewers during prime-time television.

Basing its claim on the November 1980 Nielsen sweeps, CBS said for the first time in many years it had supplanted ABC among younger viewers. CBS said that among women 18-49, it showed a 22% increase to 7,810,000 per prime-time minute while ABC declined by 14% to 7,120,000 and NBC by 9% to 5,580,000.

In the 18-34 women group, CBS’s audience climbed by 24% to 4,662,000 while ABC’s fell by 12% to 4,581,000 and NBC’s fell by 15% to 3,244,000. Among women 25-54, the CBS prime-time audience grew by 16% to 7,060,000 viewers, as against an ABC dip of 10% to 6,210,000 and NBC loss of 8% to 5,150,000.

For total households, according to Nielsen figures in the November 1980 sweeps, CBS, with a 21.0 rating led ABC (19.0) and NBC (16.6). CBS said Arbitron measurements for total households were similar: CBS, 21.1; ABC, 19.2 and NBC, 16.5.

48-hour Nielsen

Nielsen Station Index has introduced a new report that provides a fast performance summary and competitive analysis of individual television markets.

Called Advance Management Report, the new service is customized to each station’s specifications and can be delivered within 48 hours following the regular NSI Viewer In Profile Reports for the market.

The report includes each station’s programming by half-hour, DMA household rating and share and two client-selected demographics for each half-hour, ranking of all programs by DMA homes, an alphabetical listing of all programming in the market. The service is available to all NSI clients.
FIELD COMMUNICATIONS RECORD HIGHS FOR NOVEMBER

All five FIELD COMMUNICATIONS stations achieved record November ratings. In three major markets the other two. As one of the largest independent TV station groups, we deliver over 7,918,000 households weekly in five of the top ten U.S. markets. It's no wonder more and more people are watching FIELD COMMUNICATIONS. Represented nationally by Independent TV Sales.

A subsidiary of The Katz Agency, Inc.

Subject to qualifications stated in report.

FIELD COMMUNICATIONS

A subsidiary of The Katz Agency, Inc.

Independent TV Sales
The world was trying to put itself back together as 1946 began, and so was American broadcasting. That first year after World War II saw FM and TV proponents renew efforts to secure places among the media. There also came a jolting judgment by the FCC that it should assert itself more forcibly in programming. And the broadcasters' gadfly, Jimmy Petrille, stepped up his demands for his American Federation of Musicians.

The FCC took a long step into programming in March after it had studied accumulated data on broadcast content and decided that the road to license renewal was littered with unkept promises. The commission's attempt to establish license renewal criteria based on broadcasters' performance was contained in a 139-page report, "Public Service Responsibility of Broadcast Licenses." The color of its cover gave it its nickname, "The Blue Book." In the document, the FCC said that in the future it would look with "particular consideration" upon four public service categories: "the carrying of sustaining programs, including network sustaining programs; the carrying of local, live programs; the carrying of programs devoted to the discussion of public issues; [and] the elimination of advertising excesses."

Irate broadcasters immediately fired back, accusing the FCC of censorship. National Association of Broadcasters President Justin Miller labeled the FCC's new policy unconstitutional, while the FCC continued to maintain that its procedure was necessary for an overcommercialized radio industry. Vitriolic arguments lasted all year as the FCC and broadcasters debated the Blue Book's premises and implications.

Broadcasters cited the Blue Book's sometimes inconsistent program analyses and charged that the work was a reflection of the views of Charles Siepmann, a former BBC program director and vocal supporter of the British system of broadcasting, who was active on the FCC staff that drafted the Blue Book.

Representative Richard F Harless (D-Ariz.) voiced radio's concerns, saying: "It was certainly not the intention of Congress at the time the FCC was established to place within its hands complete control of radio programs. The FCC has a definite function in administering the engineering mechanics of radio. To permit the government agency to dictate the types of programs that radio stations could provide would be contrary to the doctrine of freedom of the air. To have governmental review of radio programs would definitely be a violation of freedom of speech. We might as well have a review of the contents of newspapers."

Despite the charges on both sides, acting FCC Chairman Charles R. Denny, at the NAB convention in October, pointed out that of the 322 station applications pending for renewal at the time the Blue Book appeared, the FCC, by September, slated only seven AM's for hearings (WBAL, Baltimore; KBX Muscatine, Iowa; KOIL, Los Angeles, KMAC and KONO, San Antonio, Tex.; WIBG, Philadelphia, and WTOL, Toledo). By November the FCC had winnowed the list down to WTOL, KMBC and KONO. Despite the broadcasters' alarms the FCC never revoked a license based upon the program considerations codified by the Blue Book. Even WBAL, Baltimore, which the FCC had made the horrible example of its report, received a license renewal, although columnists Drew Pearson and Robert Allen had petitioned for WBAL's facilities under the FCC's "comparative consideration" clause and the case was not resolved until December 1951.

AM clear channels came under fire in the postwar expansion. Charging radio service to rural areas was unsatisfactory, regional broadcasters and a number of farm groups requested in January that the FCC break down the clear channels. Arguing for the status quo and even higher power for his clients, Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, reasoned that "the only way in which the farmer's signal can be improved over large areas . . . so as to reduce the static which mars or destroys radio reception for him, is through stronger radio signals resulting from the use of higher power."

The FCC, partly in response to the flood of new station applications, altered technical specifications to allow more sta-
One of Our Boys Shoots the Moon

HE'S ONE of "our boys"—that young fellow, Jack DeWitt, who shot the moon by radar.

Lt. Col. John Hibbett DeWitt Jr., who was responsible for the first contact with the celestial body by radar, is well-known in radio as the chief engineer of WSM Nashville.

A radio "ham" since he was in child's play, Jack has been in commercial broadcasting since 1922, when, as a lad of 16, he built Nashville's first station.

Announcement Friday of the scientific achievement which makes Jules Verne's wildest flights look commonplace, had radio folk gobbling for practical application of the 2.4 second radio roundtrip covering nearly half a million miles. It was generally agreed the discovery will have great military, strategic and scientific value. Ultimate results might be detailed topographical mapping of distant planets and—in warfare—destruction of superstratospheric missiles which might grow out of the V-bombe technique developed by the Nazis during the last war. These, however, reached an altitude of only 60 miles. The problem of the moon, which was two days of hearings, the FCC voted to keep FM in 88-108 mhz range.

The FCC, after sorting out service among the petitioners, approved 375 conditional FM grants by April.

CBS, during the clear channel hearings and much to the distress of clear channel supporters, presented plans for a nationwide FM network of more than 200 local stations headed by five superpower AM stations that would provide nighttime coverage to remote areas. CBS estimated such a system would cost $10.8 million for installation and $4.8 million in annual operating expenses.

The FCC in June changed the designation for FM community stations to class A, and concomitantly raised their power from 250 to 1 kw. The FCC in July agreed to set aside for one year every fifth class B (high power) FM channel in order to permit those still in the military to apply for an FM grant. Questioning the legality of the FCC's move and counting it as lost time, most of the broadcasting industry opposed the plan.

Certain supporters of FM were vociferous in their arguments for its future, despite the setbacks of the war and the move "upstairs." According to FM invenitor Edwin Armstrong, the war, "vested interests, habits, custom, and legislation" retarded the FM revolution that he had doggedly predicted. Not to mention the shortages of receivers and broadcasting materials.

None of this, however, dampened the ardor of FM supporters. When the seven-year-old FM Broadcasters Inc. was dissolved by parent NAB at the latter's October convention, a new independent FM association rose from those ashes. The NAB felt it could not promote one segment of broadcasting to the possible disadvantage of another. The new organization, under Judge Roy Hofheinz, Texas station owner, said its goal was to use "proper present FM to the public." And the set-buying public was showing signs of interest. RMA members in December estimated FM receivers to compose 20%-25% of all production for 1947.

When radio counted its receipts, 1946 came in as another in a string of record years. Net time sales were $331,764,404, a 6.9% gain over 1945. When radio manufacturers counted production, 1946, despite material shortages, was a bountiful year. In 1945 only 500,000 home radios were sold; $20 million were sold and virtually no auto sets were on the market. In 1946 14 million home sets worth $700 million were sold and 150,000 auto sets worth $9 million. At the end of 1946, 35 million home radios and 6 million auto radios were in use.

Television was in the early throes of a dispute over standards. CBS continued to advocate its color system which featured a color wheel and in September petitioned the FCC to adopt standards and authorize color operation of stations in the UHF fre-
quencies. CBS argued that its system could be a home reality in one year, while RCA, promoting its all-electronic color system, listed 1950 as the earliest date for home use. CBS, after successfully transmitting a color television program from New York to Washington and back, claimed to have proved that "today's coaxial cable system can carry TV programs in full and vivid color... that color nets can be formed as rapidly as black and white networks." RCA, claiming to have perfected electronic color, called its system the greatest advance in television since the development of the cathode-ray. "Comparing electronic color with mechanical color," stated RCA President David Sarnoff, "is like comparing a straitliner with a horse and buggy." But Sarnoff still warned that color television comparable to black-and-white service remained five years away.

By July 1946 the FCC had authorized 23 new commercial stations, bringing the total to 30. This number would have been higher but for the color battles and for the prospect of unprofitable operation until an audience could be created.

NBC predicted that TV would lose $8 million over the next four years. Faced with those figures, many applicants hesitated or withdrew. By June, 72 television applications, almost half of those filed since licensing had resumed in October 1945, had been withdrawn.

To offset the expense, some people, like E.F. McDonald Jr., president of Zenith Radio Corp., Chicago, which received one of the first commercial TV station grants, advocated pay TV. He claimed that advertising could never support a medium as expensive as television. "Radio has succeeded with its present commercial setup," McDonald argued, "because it is cheap, but there is no indication that television will be the same... If there were five or more stations in one city, the cost of providing each with hours of daily entertainment produced to motion picture standards would be $2.7 billion per year. This is more than U.S. business spends on every form of advertising combined."

Other problems that marred TV development included relatively expensive receivers and equipment combined with a relatively small production of television sets and telecasting equipment due to parts and materials shortages. By October, television manufacturers promised 20,000 sets for Christmas, with prices ranging from $169.95 for Viewtone's seven-inch console to $2,400 for DuMont's 20-inch console.

By the end of the year, station equipment manufacturers hoped to have some products available. DuMont offered a transmitter that included a control console, modulation monitor and frequency dissector for $59,400 for use on channels 1-6, with 5 kw video and 2.5 kw audio output, and for $64,350 for use on channels 7-13, with 3.5 kw output for both audio and video. GE offered for $11,600 a new studio camera that weighed 75 pounds and came complete with a hydraulic lift.

Even with shortages and expensive equipment, there were some television firsts in 1946. Besides the transmission of both black-and-white and color over long-distance coaxial cables, 1946 brought the telecasting of such events as the opening session of the UN Security Council at Hunter College, New York, and the Joe Louis-Billy Conn heavyweight title fight from Yankee Stadium in New York. Bristol-Meyers, in October, pioneered as a network series advertiser by sponsoring a travel film series, Geographicaly Speaking, on WNTY New York and WIP in Philadelphia via NBC-TV.

Television also was eyewitness on a limited scale to other history when RCA installed two TV cameras three miles from the Bikini atoll explosion site of the second postwar testing of the atomic bomb. It also placed TV receivers on four ships that carried officials and observers, as well as on two planes over the Pacific island. But that was the extent of the live TV network at Bikini. American television stations used film flown from the scene.

Radio was more immediate in its report from Bikini. David Dietz, science editor for Scripps-Howard newspapers, reported the facts for NBC radio. "The detonation was heralded by the expected flash of light..."
Future of Color Video in Hands of FCC

CBS Faces United Opposition From Many Sources

By J. FRANK BEATTY

THE immediate future of color television in the upper frequencies—a future that CBS insists can be a bright one if the FCC permits early commercial operation—awaits Commission decision. Today (Monday) members of the FCC, along with staff experts, are viewing developments in the color art during an inspection of CBS and Dr. Mont laboratories in the New York area.

CBS faced the united opposition of many other television developers at FCC hearings last week on its application to start, immediately, commercial color in the 480-920 mc (uhf) band. The present split band (vhf) ranges between 44 and 216 mc.

Case In Detail

CBS has developed sequential (mechanical scanning) color as against RCA's simultaneous (all-electronic) method. The network, however, merely asks the Commis-


The Challengers...

CBS COLOR BATTERY (l to r): Joseph H. Runn, vice president and secretary; Kenneth L. Youd, senior attorney; Donald Horsten, research; Julius Brauner, general attorney; Nathan I. Halpern, executive assistant; Adrian Murphy, vice president; Frank Stanton, president, William B. Lodge, director of general engineering; Earl H. Gammons, Washington vice president; Lawrence L. Lowman, television vice president; Dr. Peter C. Goldmark, director of engineering research and development, and inventor of the present CBS color system.

..... The Defenders

THIR RCA array (l to r): R. D. Kelt, in charge of television system research, RCA Labs.; E. W. Engstrom, research vice president; C. B. Jolliffe, executive vice president in charge of RCA Labs.; O. B. Hanson, NBC vice president and chief engineer; A. F. Van Dyck, assistant to Mr. Jolliffe; R. E. Shelby, in charge of development, NBC. In the rear: A. V. Bedford, G. H. Brown, RCA Labs.; G. I. Beers, RCA Victor.

-Broadcasting, Dec. 16
... From a charge of plutonium when the bomb undergoes nuclear fission a temperature of 100,000,000 degrees is generated... Eight minutes after the atomic cloud had touched the ground a height of 22,000 feet. At this time, it was about 14,000 feet in diameter," William Lawrence of the New York Times reminded listeners: "We should be thinking of the bomb today as the greatest problem facing the world, and how to stop it from being used at all against cities, against men and women, against navies, against air forces."

When the war ended and the era of the atomic bomb was over, an interest in radio documentaries developed. CBS established a documentary unit under the direction of Roben Heller. One project, organized in 1946, was called One World Flight, named in honor of Heinz Willke's "One World" slogan in the 1943 presidential campaign. To produce it, Norman Corwin visited 37 countries in four months, and he collaborated with Fred Friendly to produce I Can Hear It Now, an album of recorded reminiscences that later became the documentary radio series, Hear It Now. Journalist Drew Pearson became noted for exposes, especially for his attacks upon the Ku Klux Klan and Eugene Talmadge, former governor of Georgia.

On the entertainment side of radio, more detective shows debuted. Phillips H. Lord, who created such successes as G-Men, Gangbusters, Counter Spy, and Mr. District Attorney, presented Police Woman in 1946, the true story of events in the life of Sergeant Mary Sullivan of the New York City Police Department. The fictional Sam Spade and his faithful secretary, Effie Perrine, first appeared in CBS's The Adventures of Sam Spade on July 12.

Sky King debuted in 1946 on ABC and combined adventure with moderate suspense in a family-oriented setting. Swooping down in his plane, "The Songbird," Sky would fight trouble and rescue Penny and Clipper from much evil as could be put into 15, and then later, 30 minutes.

The networks continued to excel in comedy shows. Jack Benny moved back into the number-one spot (up from fifth in 1945), and Fanny Brice provided the new name in the top 15 of popular programming.

Prewar radio favorites began to reappear. Merwyn Bogue, Kay Kyser's "Ish Kabibble" character, broadcast again. Red Skelton resurrected his "Junior" character on Tuesday nights for NBC. Eddie Duchin became the pianist-emecee on Kraft Music Hall, and Johnny Desmond sang on ABC's New Follies. Henry Morgan renewed his biting humor and jibes at sponsors on ABC broadcasts.

To complete the range of programs, the networks presented Helen Hayes in First Lady of the Theater; a Saturday night dramatic series on CBS; Dick Powell in Rogues Gallery, an adventure series on MBS; Benny Goodman in The Benny Goodman Show, a Monday-Friday song review for NBC, and Milton Berle in The Court of Petty Grievances, a short-lived comedy series on CBS. To measure its audiences, radio relied on Hooper, Nielsen, and the Cooperative Analysis of Broadcasting, but CAB in July suspended service after 17 years.

Arch Oboler, a writer whose fame was established by radio, nipped at the medium that helped to feed him. He declared: "Humbug fills our free American air. From early morning until the last spot announcement... an amazing assortment of evasions, half-truths, and untruths activates the Kilocycles. Nostrums for every bodily function are jingled and jangled to rhythm and rhyme. Not an ache from head to toe is left unpropped by the blow of advertising humbug. You may ask what this has to do with radio writing. Simply that some of us can't write honest radio under such circumstances... We must clean house... Those manufacturers, such as the soap manufacturers, should profit from the general want for those commodities, not from outright untruths."

Humbug may have filled the air in Oboler's opinion, but godlessness did not. Three San Francisco AM stations (KQW, KRO, and KFRC) denied air time to Robert Harold Scott to present atheistic views. The FCC, although denying Scott's petition for the revocation of these stations' licenses, warned that "if freedom of speech is to have meaning... it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve." To the displeasure of 5,000 letter-writing listeners, Scott in November received time from KQW San Francisco.

To the displeasure of broadcasters, James Petillo, head of the American Federation of Musicians, sought to impose new labor conditions on broadcasting. Petillo saw networks as a cause of musician unemployment at the affiliated stations and wanted standby musicians hired. He wanted broadcasters to compensate for use of transcribed programs, limit transcribed shows and recordings, pay additional fees for rebroadcasts, ban music that originated outside the U.S., and refuse noncommercial educational programs, among other demands. Congress, in April, passed the Lea Act that made it unlawful to force hiring of unneeded personnel, to pay more than once for a service, or to pay for services not performed. In defiance of the Lea Act, Petillo ordered AFM members not to play for combined AM-FM programs and not to play for TV unless paid at radio scale or above. Petillo argued: "Television is not going to grow at the expense of the musicians. As television grows, the musician is going to grow with it or we are not going to assist in its development."

To test the Lea Act, Petillo called a strike against WAAF(AM) Chicago when it refused to hire three unneeded AFM members. The good faith of the AFM with the station, he charged the AFM with violating the Lea Act, the Sherman Antitrust Act, and other laws, but Federal District Court Judge Walter La Buy, in December, ruled that the Lea Act was unconstitutional. Broadcasters took an appeal that they eventually won, but Petillo struck deals with some adversaries. The AFM accepted the record manufacturers' offer of a 37 1/2% increase in musicians' pay, and the transcription firms accepted the AFM's demand for 50% more for musicians, or $27 per man for 15-minute programs.

A long-standing issue by the networks: live broadcasts fell by the wayside when Bing Crosby signed a new contract with ABC. Crosby signed at $30,000 a week to transcribe his show for Philco to eliminate the necessity of rebroadcasting for a different time zone.

The history of 1946 also shows: ABC bought King-Frelind Broadcasting Corp. (WXFD Detroit, WOJ Grand Rapids, Mich., and the Michigan Radio Network) for $3.65 million. William Paley, back from service at SHAPE headquarters in Europe, moved up to the chairmanship in January, and named Frank Stanton to succeed him as president (Paul Kesten, who had been executive vice president, was named vice chairman, but—in ill health—resigned later that year). Donald Flamm, one-time owner of WMCA(AM) New York, who argued that he was forced to sell his station (see 1944), won a $350,000 verdict against Edward J. Noble, ABC board chairman. Westinghouse, routing its Stratovision (see 1945) as ideal for TV, reported that usable signals, relayed by airplanes at altitudes of 25,000 feet, had been picked up 150 miles away. John H. DeWitt, chief engineer of WSM(AM) Nashville, reported that he had bounced a radar signal off the moon during his wartime service with the Signal Corps.

With black-and-white television gaining popularity, color ahead, and FM a slow but inevitable contender for markets, broadcasters looked to their ever-increasing domains and checked the FCC's Blue Book. In the meantime, Americans continued to listen to AM, wait for FM, and hope for less expensive and better programed TV.

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**Stay Tuned**

1. Which FCC commissioner was criticized by Senator Homer Capehart for a "brazen effort to sabotage the FBI in its efforts to uncover communists"?
2. Who was the comedian who insisted on hocking a network vice president in his broadcasts?
3. What was Phonovision?
4. How did the Supreme Court rule on the Lea Act that AFM's Petillo defined?
5. How did the FCC react to the explosive growth in radio stations numbers?

The answers next week, in "1947."
As compiled by Broadcasting Jan. 19 through Jan. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFA—Antenna For Communications ALJ—Administrative Law Judge alt.—alternate ann.—announced ant.—antenna aur.—aural aux.—auxiliary CH—critical hours CP—construction permit D—day DA—directional antenna Doc.—Document ERP—effective radiated power HAAT—height of antenna above average terrain kHz—kilohertz kw—kilowatts m—meters MEO—maximum observed operation value mw—megawatt mod.—modification N—night PSA—presunrise service authority RCL—remote control location S—Scientific Atlanta SH—specified hours SL—studio location TL—transmitter location trans.—transmitter TPO—transmitter power output U—unlimited hours vis.—visual v—watts -- non-commercial

New Stations

<table>
<thead>
<tr>
<th>AM station</th>
<th>City, State</th>
<th>Ownership</th>
<th>Call Letters</th>
<th>Frequency</th>
<th>Date of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CQI, Columbus, OH</td>
<td>CQI Communications Corp</td>
<td>OH</td>
<td>CQI</td>
<td>820 kHz</td>
<td>Jan 10</td>
</tr>
<tr>
<td>WTV, Toledo, OH</td>
<td>WTV Broadcasting Corp</td>
<td>OH</td>
<td>WTV</td>
<td>1670 kHz</td>
<td>Jan 10</td>
</tr>
<tr>
<td>WLL, Long Island, NY</td>
<td>WLL Communications Corp</td>
<td>NY</td>
<td>WLL</td>
<td>880 kHz</td>
<td>Jan 12</td>
</tr>
</tbody>
</table>

AM applications are summarized in the table below.

<table>
<thead>
<tr>
<th>Call Letters</th>
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<tbody>
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<td>1670 kHz</td>
<td>Jan 10</td>
</tr>
<tr>
<td>WLL</td>
<td>880 kHz</td>
<td>Jan 12</td>
</tr>
</tbody>
</table>

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed</td>
<td>On air</td>
<td><strong>CPs on air</strong></td>
<td><strong>CPs not on air</strong></td>
</tr>
<tr>
<td>Commercial AM</td>
<td>4,572</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>3,267</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Educational FM</td>
<td>1,085</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total Radio</td>
<td>8,824</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

**Special temporary authorization **

*Includes off-air licenses

For the Record

**Legal counsel:** Jerome S. Boros, consulting engineer; Cohen & Dippell, partners; Michael J. Forman (100%); Forman is applicant for commercial TV stations in Las Vegas; Tuha, Okla.; Denver, Colo.; and Galveston, Tex. Forman also owns Tavita Corp., applicant for TV station in Seattle and Portland. Ann. Jan. 5.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Frequency</th>
<th>Date of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTAC</td>
<td>1670 kHz</td>
<td>Jan 10</td>
</tr>
<tr>
<td>WTV</td>
<td>1670 kHz</td>
<td>Jan 10</td>
</tr>
<tr>
<td>WLL</td>
<td>880 kHz</td>
<td>Jan 12</td>
</tr>
</tbody>
</table>

**Legal counsel:** J. L. Keating, partner; Forman is applicant for commercial TV stations in Las Vegas; Tuha, Okla.; Denver, Colo.; and Galveston, Tex. Forman also owns Tavita Corp., applicant for TV station in Seattle and Portland. Ann. Jan. 5.

**Applications:** For the record, the FCC has received applications for new stations in Seattle and Portland. The applications are from Tavita Corp., a company owned by Jerome S. Forman, to operate TV stations in Seattle and Portland. The company has also applied for a station in Las Vegas, as well as in other cities.

Additional applications for new AM stations have also been filed, including one in Columbus, Ohio, and two in Toledo, Ohio. These applications are being processed by the FCC.

**FCC Tabulations:**

The tabulations show the current status of applications for FM and AM stations as of November 30, 1980. The table includes the number of applications that have been granted, the number that are pending, and the number that have been denied. The table also includes information on the frequency of operation, the date of application, and the date of authorization.

**Summary of Broadcasting:**

The summary provides an overview of the number of stations that are on the air, the number that are not on the air, and the total number of authorized stations.

**Special Temporary Authorization:**

Some applications for temporary authorization have been granted, allowing stations to operate without a permanent license.

**Includes Off-Air Licenses:**

In addition to the on-air licenses, some stations have off-air licenses that they can use to broadcast programming without a full-time presence on the air.

**Broadcasting Feb 2 1981 82**
Ownership Changes

AM applications

- WKEM(AM) Fremont, Ne.-Seeks assignment of license from Gold Coast Broadcasting Co. to Sandia Broadcasting Inc. for $125,000. Samuel E. Friedman et al. Seller is also licensee of WLEQ(AM) in New York, N.Y., for $100,000. Buyer is Jack Broder, in WMDM(AM)-WDOY(FM) in Laurel, Del.

- KJW(AM) -KXSY(FM) Waynesboro, Mo. (AM 1390 kHz, 1 kW-AM, 1 kW-FM, 1 kW-AM) -Seeks transfer of control of Pulaski County Broadcasters Inc. from Lee N. King, James Dodds and wife (100%) to Clayton S. and Mildred C. Howlett (50% before, 100% after). Consideration $50,000. Principals: The Dodds have no other broadcast interests. Buyer: Howlett's at least one third majority owner.

TV applications

- WRHP-TV Richmond, Va. - Seeks assignment of CP from Neighborhood Communications Corp. to TeleVision Corporation of Virginia for $56,658. Trustees of NWCTC, which is majority principal: Buyer: Thomas K. McDonald, president (100%); John A. Trinder, vice-president (100%); Edward J. Lowrey, secretary (100%); and Joel Cooper, treasurer (100%). Also Amplifier Corp., New York, N.Y., (100%).

- KZTV(AM)-KYDS(FM) Newport News, Va. - Seeks assignment of license from Gold Coast Broadcasting Co. to Sandia Broadcasting Inc. for $125,000. Samuel E. Friedman et al. Seller is also licensee of WLEQ(AM) in New York, N.Y., for $100,000. Buyer is Jack Broder, in WMDM(AM)-WDOY(FM) in Laurel, Del.

Facilities Changes

FM applications

- WMRF(AM) Milwaukee - Seeks CP to make changes in ant. sys.; change TL to 3 miles north of First Capitol Dr. on N. Humboldt Ave., Milwaukee. Change of type of ant.; decrease ERP to 20 kw.; decrease HAAT to 608 ft.; and change TPO. Ann. Jan. 16.

- WKG(AM) Los Angeles - Seeks CP to make changes in ant. sys.; change salary to 18.5 kw.; decrease HAAT to 270 ft.; and change TPO. Ann. Jan. 16.


- WLOL(AM) Pipestone, Minn. - Seeks CP to change type of trans.; increase ERP to 100 kw. and change TPO. Ann. Jan. 16.

- WZSHE(AM) Grotia, N.C. - Seeks CP to change type of trans.; change type of ant.; increase ERP to 100 kw. and change TPO. Ann. Jan. 16.

- WMWO(AM) Redwells, N.C. - Seeks CP to change type of trans.; change type of ant.; increase ERP to 100 kw. and change HAAT to 700 ft. and change TPO. Ann. Jan. 16.


- KWWC(AM) Vernon, Tex. - Seeks CP to change type of trans.; increase ERP to 2 kw.; decrease HAAT to 138 ft. and change TPO. Ann. Jan. 16.

TV actions


Allocations

Grants

- Clinton and Baldwin, Ark. - In response to petition by Weber-King Radio proposed assigning 92.1 mhz. to Clinton, as its first FM assignment, and directed the University of Central Arkansas to show cause why its license for KUCA(FM) (91.5 mhz., char. 217C), Conway, Ark., should not be modified to specify 93.1 mhz. char. 217C, if its public interest would be served by adoption of proposed assignment. To Clinton, comments due March 16, reply April 6 (BC Doc. 79-13). Action Jan. 13.


- Mayfield and Wickliffe, Ky.; Blytheville, Ark.; and Henderson, Ten. - Granted to a limited extent petition for reconsideration by Sudbury Services, Inc., licensee of KKL(FM) (96.1 mhz., ch. 241),...
Blytheville, of a Jan. 9, 1980 order which assigned 95.9 mHz (ch. 240A) to Wickliffe and to Henderson, and substituted 96.3 mHz (ch. 244) for ch. 241 in Blytheville, ordered that KTLS (FM) shall not commence operation on ch. 242 without prior FCC authorization and terminated the proceeding (Dec. 21, 1980). Action Jan. 13.

Applications
- Fresno, Calif.—International Panorama TV Inc. seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 30 ft) to rebroadcast the signal of KTVN-TV Fontana, Calif. Ann. Jan. 23.
- Porterville, Calif—International Panorama TV seeks CP for new VHF translator on ch. 57 (TPO: 100 w, HAAT: 40 ft) to rebroadcast the signal of KNTV-TV Fontana. Ann. Jan. 23.
- Austin, Texas—Western Broadcasting Inc. seeks CP for new VHF translator on ch. 7 (TPO: 10 w, HAAT: 85 ft) to rebroadcast the signal of KXVT Broomfield, Colo. Ann. Jan. 23.
- Lubbock, Texas—Western Broadcasting Inc. seeks CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 45 ft) to rebroadcast the signal of KBDI-TV Broomfield, Colo. Ann. Jan. 23.

Grants
- Babbitt, Minn.—Iron Range Broadcasting Inc. CP granted for new FM translator on 105.3 mHz to rebroadcast WEVE (FM) Eveleth, Minn. (Action Dec. 22, 1980).
- Elly, Minn.—Iron Range Broadcasting Inc. CP granted for new FM translator on 105.3 mHz to rebroadcast the signal of WEVE (FM) Eveleth, Minn. Action Dec. 22, 1980.

Applications
- Meratecl Valley Communications for Steelville, Mo. (MO0251) new system.

Cables
- The following cable registrations have been received:
  - Warner Amex Cable Communications Inc. for Denver, Colo. (MO0186) new system.
  - Caskill Mountain Video Inc. for Stamford, Conn. (NY0071) new system.
  - Caskill Mountain Video Inc. for Hartford, Conn. (NY0073) new system.
  - Communications Cable Co. et al for Southaven, Miss. (MS0166) new system.
  - Communications Cable Co. et al for Horn Lake, Miss. (MS0164) new system.
  - Madison Television Inc. for Marlboro, N.C. (SC0083) add signal
  - Communications Cable Co. et al for Senatobia, Miss. (MS0165) new system.
  - Meramec Valley Communications for St. Clair, Mo. (MO0249) new system.
  - Meramec Valley Communications for St. James, Mo. (MO0250) new system.

Actions
- Wold Communications Inc. for Hollywood, Calif. (E2365).
- Royal Las Vegas Casino for Las Vegas (E2687).
- Hurst Cable Communications Inc. for Hurst, Tex. (E2685).
- Scripps-Howard Broadcasting Co. for Paradise, Ohio (E2689).
- Television Cable Service Inc. for Toronto, Ohio (E2692).
- Lero A. Scherman for Redonda Mesa, Calif. (E2693).
- Hi-Net Communications Inc. for Strongsville, Ohio (E2700).
- Hi-Net Communications Inc. for McLean, Va. (E2701).
- Hi-Net Communications Inc. for Rockville, Md. (E2702).
- Hi-Net Communications Inc. for Richmond, Va. (E2703).
- Hi-Net Communications Inc. for Rochester, N.Y. (E2704).
- Austin and Associates Inc. for Midlothian, Tex. (E2705).
- RCA American Communications Inc. for Vitochees, N.J. (E2715).
- The Western Union Telegraph Co. for Charlotte Amalie, Virgin Islands (WW25).

Call Letters

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Call
Sought by
KO5W Longhorn Communications Inc., Silverton, Colo.
K5AM General Broadcasting Inc., Bountiful, Utah
KFCC Cherokee Village Broadcasting Co., Cherokee, Ark.
WGBZ Fox Valley Broadcasting Corp., Fort Valley, Ga
WRPT Anadarko Broadcasting Co. Inc., Anadarko, Okla

New TV
WLW American Christian Services Television Inc., Lima, Ohio

Existing AM's
KUUK Stetson Broadcasting Inc., Wickenburg, Ariz.
WSDO Jaco Broadcasting of Southwestern Ohio Inc., Cincinnati, Ohio
WVOI Jaco Broadcasting of Toledo Inc., Toledo, Ohio

Existing FM's
KFHY KPLV Inc., Pueblo, Colo.
WFLY WFLY Broadcasting Co., Ft. Lauderdale, Fla
KDCS KDCS Radio Inc., Denton, Texas

Existing TV's
KICU Ralph C. Wilson Industries Inc., San Jose, Calif.
WSAW Forward Telecasting Inc., Wickenburg, Ariz.

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For a copy of a new research report outlining current station and market selection practices at advertising agencies, or for more information on how you can maximize the impact of your station’s identification in SRDS, contact your SRDS District Manager or call Rick Bolthoff, Sales Manager, today.
HELP WANTED MANAGEMENT

Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well-experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box A-63.

Religious Radio General Manager needed immediately for top twenty market in lowest Midwest, experience in local commercial sales. Managing sales force at largest for region, and sales have continued to rise. For more details, contact Mr. Charles Johnson, KBGM, 501 Water Street, Cedar Falls, Iowa 50613.

HELP WANTED SALES

Michigan resort area powerhouse needs three additional salespeople, each capable of generating over $150,000 per year. Great opportunity to grow with established market leader. EOE. Respond immediately to Box P-173.

Retail Sales Professionals. Sell AM or FM in Southeastern Ohio. Great opportunities to move up! Send complete resume immediately. EOE. Respond immediately to Box P-173.

Strong medium market AM/FM combination seeks a creative, problem solving salesperson to oversee entire operation. Great opportunity for growth. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702.

Growing Broadcast Group looking for experienced salespeople for east coast full-time AM/FM operation. Excellent opportunities for growth. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702.

Street Salesperson—Immediate opening for an experienced, aggressive salesperson to join our team. Must have excellent communication skills and be able to work independently. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702.

Radio Salesperson—Immediate opening for an experienced salesperson to join our team. Must have excellent communication skills and be able to work independently. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702.

BARM—General Manager with strong sales background for AM/FM in central California. Excellent growth market. Must have successful management record. Salary plus percentage. Immediate opening. Box B-16.

Manager, Midwest: opening for an aggressive, experienced sales manager. We are a growing country music station with an excellent reputation. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702.

Can you do it? Prove it and make yourself eligible... Box A-51.

Looking for religious radio executives. We own four religious radio stations in major cities across the country, and we are continuing to expand. If you have sales and administrative experience and enjoy working with a broadcasting company that features fine quality worship, contact our new associate general manager, Ed Moore 219-875-5165. Resume to WCCM, Box 307, Elkhart, IN 46515.

AOR Superstar expanding sales department. Solid growth program established, excellent earning potential and benefits. Experienced self-starter only, please. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702. EOE.

Opening for experienced salesperson, or announces/sales combination. Excellent opportunity for individual with good overall skills in copy writing, production, face-to-face selling (and preferably, on-air capabilities for conversational show). Mail tape and resume to Buddy Peeler, KPFN, Drawer 1757, Heflin, AL 36039. EEO Employer.

General Sales Manager, good pay, lovely New England small market (county coverage) AM/FM, fast growing area. Experience a MUST. Send detailed resume to Box B-25.


Immediate Sales—Beautiful central California town of Fresno. Warm climate, good family area—on the table and lakes. Send resume to WJFN, 301 State Street, Eau Claire, Wisconsin 54702.

WJLH AM & FM, La Crosse, WI, needs aggressive news director and/or promotions/announcer. 1st class, fast-paced, on-the-spot, fast action. Great opportunity to work in a wonderful area. Reply to Box A-119.

WIBX-AM, Eastman, offers an opportunity to join the strong sales staff of Central New York’s top rated AM radio station. 1st class station with a variety of sales positions for the experienced salesperson. Reply to Box A-119.

We are Casey Radio in Clinton, Oklahoma, with a coverage population of almost 200,000 and a primary service area of more than 50,000. Our format is adult contemporary and it is our goal to be the most successful AM/FM between Oklahoma City and Amarillo. We have a sales staff of 6 full time people and we have recently experienced strong growth with a lot more to come! You are perhaps the individual we seek for the position of General Sales Manager: a position that should lead to a General Manager position within a year. You are probably a sales manager of a small market station and we would be the intern step on your way to a major market. You are an experienced, street-smart salesperson in organizing, administrating and training others. Preferably you have been “trained from the ground up”, you know the systems, and you have been successful with it. Compensation includes base salary of $20,000, liberal car allowance, and a generous bonus/commission program paid through KKCC Radio Sales Manager. 16th Redhill Circle, Tilton, GA 31022. Finalists will be contacted within 10 days.

You are hard working, you are goal oriented, you are well educated and have a successful business appearance. Several of our clients need people like you. We are located in the beautiful state of Michigan, Ohio, Florida and South Carolina. Send resume in confidence to Continental Broadcast Companies, Inc., 311 13th Street, West Palm Beach, FL 33401.

Account Executive—Management Potential. We are looking for a creative, self-motivated person with leadership qualities. Market is Central Florida—GROWING! Salary, car, commission, excellent benefits. Send resume with salary history references to KCKJ/KOKG, 4351 Innovation Center Blvd, Suite 300, Lakeland, FL 33809.
HELP WANTED SALES CONTINUED

Sales Manager, established FM, explosive New England market, qualified sales staff, excellent facilities, etc. Must have sales background. Contact: Box B-39.

Beautiful San Luis Obispo, California beckons the hungry sales pro looking for money and career with AM/FM group-owned stations. We're the No. 1 combo in the San Luis Obispo-Templeton Hi and the newest, hottest AM/ FM Music. This area prosper in spite of the economy and we're growing. Send resume to: Bob O'Brien, Sales Manager, K234CN, Box 1400, San Luis Obispo, CA 93406. No phone calls please. EOE.

South Dakota-Minnesota group radio broadcaster is expanding by adding an AM/FM combo plus three new FM's in 1988. Need additional sales people. On-going sales training and personal development, keys to success and want to be successful in a dynamic company? Send your resume including salary history to: Don Schiel, Sales and Marketing Coordinator, Sorenson Broadcasting Corporation, 10016 Chaven Avenue South, Bloomington, MN 55431. Equal opportunity employer.

Sunshine-all year Westfield, Florida's dominant contemporary FM, serving the Ft. Myers-Naples area is looking for an aggressively motivated executive to sell radio in the fastest growing market. Plenty of opportunities to call on, liberal commission structure: Grow and learn with a top management: Learn call from a marketer, WPLG, Miami Radio. Send resume to: WPLG, Radio Sales, P.O. Box 823, Ft. Myers, FL 33901.

WIBO-FM, Eastman DAQ, Utica, N.Y. 25,000 watt stereo Beautiful Music Station. (Schurke format), number one cume rated by Arbitron, is adding to sales staff beginning 5/20 announcing radio sales experience is required. Send application and resume today to Dennis M. Ryan, WIBO, P.O. Box 950, Utica, N.Y. 13503, EOE, male or female.

Big Bucks, Akron OH's new radio station, WNJR has big bucks to be made by an aggressive energetic, creative and innovative salesperson. Program, including excellent draw, plus commission, expenses and benefits. Send resume to: Bill Klas, 216-677-2323 EOE.

Immediate opening as full time sales person, $14 per hour guaranteed plus 15% commission. Must have own car be willing to pay your expenses and become a part of a sales team with one of Eastern Ohio's top radio stations. KRNA is an affirmative action equal opportunity employer.

Immediate opening for experienced broadcaster, Good facilities and pleasant working conditions (West Texas town of 20,000 population.) (Would consider applications from sales combination, above average compensation for person with good qualifications.) Mail tape and resume to Buddy Reeler, KVRN, Drawer 1757, Hereford, TX 79045 EOE.

HELP WANTED ANouncERS

Our midwest group needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440 EOE.

Want To Play one-on-one with your audience? If you have a first and like one-to-one communications, you might have a job for you. We are a 24 hour MOR pop county station in a growing community with a successful 23 year history. Good working conditions, equipment and staff and management. Need someone willing to move up to a 7 a.m. shift at 97.9 minutes depending on ability and experience, EOE, Butch Luth or Paul True 1-307-862-4747.

Anticipate an opening in our announcing staff Minimum 3 years experience. Adult Personality Medium market mid-Atlantic. Very nice on-air and off-air. Don't have to know how to work a board. Box A-127.

Experienced disc jockey needed for small market country music station. Production skills required. Send tape, resume and salary requirements to WAFI, Box 324, Milford, DE 19963 EOE.

KROK (FM 94) Shreveport, LA, has an opening for an experienced air personality. We're looking for someone with good production skills, wants to work hard, willing to take direction, and can talk to today's audience. At least 3 years experience. We're a young, fast growing company with the best broadcast facilities in the area. Send complete resume and an attempt to reach Program Director, PO. Box 31130, Shreveport, LA 71130. No calls. Equal Opportunity Employer.

Mature night announcer needed for one of the most reputable stations in Iowa. Shift is all music, heavy on promotion, plus must be flexible enough to do whatever is necessary. Tape and resume to KMA, Box 500, Shenandoah, LA 51603. No calls. EOE, M/F.

Morning drive personality—Immediate opening for morning announcer. MOR 1000 Watt station. Please send resume to WMOG PO. Box 100 Brunswik, GA 31521 or call Mr. William Powers 612-288-5830.

50 KW Southern AM Country powerhouse has an immediate opening for an all night host 6 days a week. If you are looking for your final move send air check, resume, references and/or interviews to Tom Williams, Program Director, KWKM, PO. Box 31130, Shreveport, LA 71130 or call 318-868-1130 after 1 p.m. Apply now if you would like to join an organization committed to doing it right! Equal Opportunity Employer.

Religious middle-of-the-road music and information station has opening for professional, highly trained announcer. Radio WWCD is part of the network headquarted at KIIS, Minneapolis. WWCD is an Equal Opportunity Employer. Send resume, reference and a demonstration tape to 13729 Gammon Road, Route No. 2, Madison, WI 53711.


PD/Program Director If I want the best! If you send tape, resume and salary requirements, Bob Parks, KELD, 2525 North West, El Dorado AR 71730 (EOE).

We have a immediate need for an experienced personality must be bright and personable. We would like to M.O.R. experience. If you think you've got what it takes, move up to M.O.R. we welcome your resume and tape. Larry Crawford, KYXO, Box 1499, Bakersfield, CA 93301, EOE.

Metromedia's top-rated adult contemporary FM seeks a polished performer to entertain the night-time audience. We're looking for a well-rounded human being with a warm, friendly, intelligent presence on the air. Show us you can be creative within a format and document your success with adults 25-49. Deadline for tapes and resumes is February 20, 1988. Mail to Bob Hughes, Program Director, WASH-FM, Washington, D.C. 20016. No calls, please. Metromedia is an Equal Opportunity Employer.

No. 1 rated AOR powerhouse seeks morning person to work with outstanding staff of air people at WTUE. Dayton, Group owned operator provides great benefits and atmosphere, plus longevity with full Frohman. Resumes with a tape to Chuck Browning, Operations Mgr., WTUE, 11 South Wilkinson Street, Dayton, OH 45402 513-224-1501.

Afternoon Personality, 1st ticket, must do light technical engineering. Small market town with great potential. Send professional tape and resume to: WAFW, P.O. Box 32597, Fayetteville, NC 28303, EOE.

Attractive Midwest smaller market needs combo 1st phone-jock, some news and talk, nights. Experienced. EOE. Resume to Box B-21.

I-95 FM—WTKI superstars AOR has immediate opening for morning drive personality. You must have a great voice, be skilled in producing and able to blend their energy with strong CHR format. Q 107 is the low country's 100,000 kw station with limitless production. Send resume to Tracy Mitchell, Box 903—904, St. George, S.C. 29477.

Dynamic talk show personalities, MOR announcers and production people. Send tapes and resumes to Tom Kriemel, WWL, New Orleans, LA 70176.

HELP WANTED TECHNICAL

If you are a take-charge, hands-on Chief Engineer, we'd like to talk to you. Don't call unless you can supply good references who can highly recommend you. House needs a professional to work on STL and AM directional systems. Good opportunity on his way up. Call Manager, KGAK, Gallup, NM. An EOE employer.

Chief engineer needed for two New England AM's located within 40 miles of each other. Must have knowledge of automatic control systems, maintain good equipment. Send resume immediately to: WKIE Box 377, Newport, VT 05855 EOE.

Needed Immediately: 1st phone can work combo, engi or engi, sales but must, must, must maintain and deliver good equipment. Send resume immediately to: WIKF Box 377, Newport, VT 05855 EOE.

Sunshine & Opportunity Chief Broadcast Engineer for Public Radio Station (KAWC). Salary based on education and experience, excellent fringe benefits. First class radio telephone operator's license required. Experience in operation, maintenance repair of broad-casting equipment and satellite and 4-GHz satellite system. Apply to Personnel Office, Arizona Western College, PO Box 529, Yuma, AZ 85365 or call 928-745-1000 x 222, AN/AEO.

Indiana University TV's new TV station seeks a radio engineer for a 34 kw ERP FM radio station. Daily duty includes audio production, secondary, maintenance of studio and transmission equipment. First class license is required. Contact Sam Chapman 813-337-8578.

HELP WANTED NEWS

Assistant Radio News Director, University of Florida. Assistant Radio News Director needed for commercial AM/FM station to coordinate day-to-day operation of the largest radio news team in North Central Florida. Position requires good organizational and reporting skills and a background in journalism students. Minimum qualifications: Master's Degree in Broadcasting or Journalism or similar related study and one year of radio news broadcasting experience for a Bachelor's Degree or Journalism or similar related study and two years of radio news broadcasting experience. Salary $115200 plus excellent fringe benefits. Send resume and tape by February 12, 1981 to: Mr. George F. Bradley, Employment Manager, University of Florida, 357 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Attractive Action Employer.

New England AM/FM automated station seeks experienced News Director to handle all phases of news, including a morning air shift and fill-ins. Send resume and tape to: David Wight, Stations Manager, WSMN, PO. Box 1220, Sanford, MA 04073-207—324-7271, Equal Opportunity Employer.
HELP WANTED NEWS CONTINUED

No. 1 Midwest News Dept. needs full-time Farm \& Rural reporter. Salary, health benefits. Send resume and tape to: Mike Waring, KWWL Radio, Box 1300, Waterloo, IA 50704. EOE.


Radio News Reporter. Must be able to gather, process, write, and deliver local news. Journalism degree, minimum two years on-air experience, and good voice quality required. Resume to: John Lee, News Director, PO. Box 31130, Shreveport, LA 71130. Equal Opportunity Employer.

Wanted. Lifestyle-oriented newspaper for possible future openings. Send tape, resume to: Mark Elliott, KEYK/KAMG, 2929 Salinas, Wichita, KS 67204.

Heavy-hitting newsmag needs aggressive after- noon anchorman/reporter. Work hard, exercise creativity, style and judgment. Grow with 13 station group. Local news makes our name, join us and make a name for yourself. 90 miles from Chicago. $5,000 monthly. 150-000 TSI. Tape to: Mark Belling, WD, WSJ-WKIR, Box 107, St. Joseph, MO 64505. 816-893-3991. EOE/MF.

Coastal Maine. Excellent small town radio stations (MOR, CBS, sports) openings for announcer and new person. Send tape and resume: WDAA Radio, Ellsworth, ME 04605.

WUBE News, Cincinnati, is looking for an experienced broadcast journalist to do general assignment reporting and anchor some newscasts. Send audition tape and resume to: Doug Anthony, WUBE News, 225 East 65th Street, 45201. EOE/MF.

Southern Oregon's fastest growing station expanding news department. If you're experienced, and take pride in your job, send tape/ resume to: Box 3-18, Gold Hill, OR 97523. EOE/MF.

Experienced News personnel needed for immediate openings. Mail Tapes and resume to: Program Director, PO Box 8008, Nashville, TN 37207. EOE.

Large Midwest Radio-TV News operation expanding its staff. Immediate need for radio news personalities, radio news directors. Send complete resume, work samples, air-check and salary requirements first letter to: Carl Dickers, News Director, WAKR, Box 1590, Akron, OH 44309. EOE/ M/F.

Central Virginia college town seeks experienced news director who is aggressive and imaginative. With good market share, new market has the potential. Send tape, resume and references to: WXAM, PO Box 1294, Charlottesville, VA 22902. EOE.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

Creative and enthusiastic copywriting, production personnel needed for AM/FM/TV radio station. Position includes air shift, serious applicants need only apply. Send resume and tape to: Dawn P. Gaffke, Operations Manager, WSME, PO Box 1220, Sanford, ME 04073-207-324-7271. Equal Opportunity Employer.

Program Director for radio station in the beautiful Napa Valley of California. 45 miles from San Francisco. Station enjoys national one station of market. Seeking sound management and leadership ability plus on air performance. Salary requirements in letter to Tom Young, KVON, PO Box 2250, Napa, CA 94558. Phone 707-252-1440. EOE.

PD Wanted, KKKK-FM Radio in Grand Forks, ND has opening for a PD. Looking for applicants with proven track record. Adult/Contemporary format. No. 1 in seven city market. Planned growth with growing group. Tapes and resumes to: Duane Cariveau, KKKK, Box 997, Grand Forks, ND 58201. EOE M/F.

Program Director for WKMS-FM stereo radio station located in Corbin, Kentucky. Relocation assistance offered. Send resume and letter of interest to: Mike Waring, KWWL Radio, Box 1300, Waterloo, IA 50704. EOE.

Program director desired for 100 kw station serving five-state region (station offers state of the art facilities, a commitment to talent development, and a strong emphasis on line arts, jazz, and news). Good voice and the ability to work in university environment required. Experience in management and writing grants cesausible. Position begins July 1, 1981. Salary dependent upon qualifications and experience. Send resume, tape, and references by March 1, 1981 to Bruce Smith, General Manager, University Radio, Box 3527, Murray Kentucky 42071. An Equal Opportunity/Affirmative Action Employer. (M/F).

Program Director for medium market in WARM southwest Texas. Need prior experience in adult contemporary format and take charge type person. Send tape and resume to: Gary Bradford, KFNE Radio, Box 750, Big Spring, Texas 79720.

Programming consultant needed for in-person installation & training of new clients. Written and oral communication skills essential. Must be good with people. Send photo, resume, salary history, Dave Scott, Century 21 Programming, 4340 Beltwood Parkway, Dallas, TX 75234.

Houston's leading contemporary station is looking for the ultimate Production Director who can produce and coordinate our own fresh imagination and creativity EOE/MF. Box B-29. (M/F)

Program Director. Religious format. Portland, Maine. Call Fred Miller or Jane Gaff. 207-883-9595. EOE/MF.

SITUATIONS WANTED MANAGED


Tune your station into your market! I offer the highest level of programming expertise you may have thought was only available through the services of a consultant. My concept and methodology will work in any music format. My nationally-recognized name will strike fear in the hearts of your competitors. For ratings action, invest a call to Jack, 317-923-6710. Phone answered 24 hours.

Eight year professional in management, DJ production, critique with (West) Box A-172.

25 year experienced General Manager willing to relocate immediately. Currently employed, wants to increase station group from 270k to 400k Plus. Present salary $40,000 plus, percent of net. Reason for leaving, station being sold. Box A-160.

Revenue production spoken here. Young broadcast professional, seeks position in ownership, management, sales, and programming available now. Also experienced in print and video. Mike Hassan 413-584-0834.

Aggressive and hungry --- ready for major group. Let's take your challenge to create repeatable and successful promotions. Seeking small market in “home” Box B-8.


Seeking Number Two position in small/mid-market urban market. Offering leadership, motivation, teaching experience, successful small market management, first phone. Familiar all phases, strong sales and community involvement. Family man seeking long term relationship, prefer west. Currently with number one in major western market. Adequate notice required. Excellent references. Box B-31.

Twenty years marketing experience available. Leaving top 20 market position as GSM for new opportunity. Must be able to handle various level responsibilities. Co-op, PR, promotion and community relations. CRMC certified. Available as GM or GSM. Remuneration must be substantial, must be able to handle complex. For owners. Write Box 25483. Fort Lauderdale, FL 33320.

Team organizer, motivator producer. Background sales, programming, engineering, FCC, accounting. Seeking GM position, top 100 east-southeast. Let's make your station a respected winner in the community. Box B-50.


SITUATIONS WANTED ANOUNCERS

Black, male announcer excellent educational background. 3rd good delivery will go anywhere 312-477-2318 Don Reed, 556 West Atmore, Chicago, IL 60625.

Female 22 AOR. Dependable, hard working. 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2pm-8pm Monday thru Friday 4345 So. Kedvale Ave. Chicago, IL 60632.


Honest, dependable, man seeks job as D.J., for tape and resume writer. Fred Denton, 5756 S Monitor Chicago, IL 60636 or call 312-889-3542.

What happened? I have a superior tape, excellent training and you still haven’t called. Remember! The last thing a fish sees is salt water. Don’ overlook. Cilt Dwight 516-422-3599.

Twenty three year old experienced broadcaster can take heat, cold and extreme pressure, will work for JD who is a storm trooper that won’t settle for mediocrity. Andy B-170-9288.

Dependable, Aggressive, good pipes, AOR preferred. Resume for consideration. Tape 219-844-3431 or 219-844-2649.

On Your Radio. Hard-working, dependable person with good pipes wants to bring personality and higher ratings to your station. Call Tom Nolfi at 415-490-4-405-4, for tape and resume.


Experienced Top-40 and AOR disc-jockey looking for PT position in Dade or Broward County, FL. Call Fred at 305-620-2887 days. 305-653-4278 nights.

Broadcasting Feb 1981 89
SITUATIONS WANTED ANNOUNCERS CONTINUED

Dependable, hardworking, creative disc jockey ready for work—top 40. Afternoon and evening tape and resume available. Call (Crazy Bernie) at 312-421-4073 after 3 PM or at 2355 West Ohio St. Chicago, IL 60612.


Major-Market Talker with Ratings. Seeks professional growth with progressive management. Award-winning news foundation. Box B-34.

Dynamic Female. Radio-TV personally seeking position. Talk show host/woman,, western states. PO Box 49421, LA. Call 90049 or DR. A 213-272-6963.

No-nonsense newscaster. Trained in New York. Present small market that is keen productively including weekends, holidays and graveyard shifts. Call Gary, 212-987-6819 mornings.

Late Night’s Alright—Two years in small market drive and looking up. Heavy sports experience but prime interest is music research. Call Mike at 312-242-9523.

Creative EXP. announcer seeks, S, Calif. station to grow with Quality production with wit, T and R available—Jim Wagener, 320 W Alameda No. 103, Burbank, CA 91506.

Graduate with First Phone seeks opening at a station in the West. Call Bob collect 415-626-8900 evenings.

Professional female “smile” personality, BA, 4 yrs on air, 16 yrs MD, NBC area, 2/7, F/3, 212-336-7198, 9 to 10 AM. Box B-18.

5 year man on air or music or programming position small market (in: Oh; Pa; Ky; Mich; or WV) Box B-32.

Anchor. Dominant, phenomenal numbers in highly competitive market. Masters Degree, 25, proven winner who demands perfection and excellence. Box B-33.

8 year pro looking for secure announcing job in top 100. Currently successfully programming country. Experience in MOR and continue. Prefer midwest, south, southwest. Looking for environment in which wife and I can settle. Ready to go! Box B-22.

Talk Show Host seeks opportunity 10 year veteran in midwest & West. Call 1-801-375-6939.


1st Phone, creative with 5 years experience. Also extensive technical background, currently chief engineer. Will relocate for the right job. Dan Collins, 312-478-3052.


Young, dependable female will relocate ANYWHERE to do Top 40 show. For tape, resume, call Diana Mars 312-636-4350, 312-636-0925.

SITUATIONS WANTED TECHNICAL

Don’t Hire a butterfly when you need a “hawk”. FCF: first phone, audio-visual experience, communications degree. Clean-cut worker (no funny cigarettes) excellent references. Call Andy Coleman after 6 p.m. 215-972-0149.

First Phone, have experience as firm director, staff announcer and engineer. Now located in Iowa but would relocate. Box B-43.

SITUATIONS WANTED NEWS


Major mkt news director/anchor/will move medium market situation rights, awards, fame. Old O&O anchor, experienced news director. Major talk host, creative, Box B-27.

Professional play-by-play sportscaster. Heavyweight 44 years experience. Radio, television, large, small. For that special championship game or an entire season. Fritz Van, 1336 East Wisconsin, Appleton, WI 54911.

SITUATIONS WANTED PRODUCING PRODUCTION, OTHERS


Creative Music Director—Very experienced in Adult Contemporary, Soul and Top 40 formats. Multitalent award winner. Mature and outgoing-the-air personality. Excellent Copyright Writer. DJ, Brothertown, 814-269-3708.

Experienced traffic manager seeks position with a midwestern station Col Diane at 414-675-6607 after 5:30 pm.

Down ‘N Dirty or intelligent and uptown ... Major market, sales oriented, money-making News/Talk Prog. Director and Talk Host available for the “right” offer in the East. Now trapped as Program/New s Director a major southwestern station playing music. Only interested on stations need reply. Please call 717-547-6789.

Serious minded, young black announcer with 7 years all around top 40/R&B experience. Now looking for my 1st chance to program a professional oriented facility Currently on air. Excellent references. Serious inquiries only. Contact TS in NY at 212-873-3258 or 891-5980.

Major market pro with top flight management experience seeks programming position. Reply Box B-22.

Major experience wants security. Versatile full Charge organizer seeks medium market to settle. (Country) Box B-9.

Experienced Program Director available with administrative background, good track record and references. Seeking team effort/ station with a future. Box B-19.

Sports director/dj. Medium-major market. 29, 8 years experience 4 years college football and basketball. M.S. communications. 316-201-9200 Box B-24.

Operations-Program Director extensive experience in contemporary programming. Dependable, hardworking, must be able to get the job done impeccably. References Bill 803-226-1408.

TELEVISION

HELP WANTED TECHNICAL

Beautiful VHF station in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and letter to Director, Media Group, POB 550, Las Vegas, NV 89101 or phone 702-383-0245. An equal opportunity employer.

Exp. E.N.G. Maintenance engineer to repair TK76 camera Sony BVU 550 3/20. Editing equipment and operate news van. Must have 1st phone license and valid drivers license. Major market EEO employer. Send resume and references to Chief Engineer, KYAS-TV, PO Box 1780, Ft. Worth, TX 76112.

Chief Engineer, Reno, Nevada. Would you like the opportunity to install a new UHF TV station from the ground up? If you believe you can handle this kind of challenge call Bill Kessel at 817-731-8637 or write Business Communications Inc., Suite 910, Ridges Bank Building, Fort Worth, TX 76118.


National Cable Network is seeking a television technical supervisor, with 3-5 years experience in video tape editing, master control operations, production, maintenance, microwave facilities, personnel supervision. Company benefits and chance to grow along with this rapidly expanding, exciting industry. Here are resumes for 1971 Hershey Town Road, Glen Rock, New Jersey—07422, to the attention of Mr. E. Voehigter No phone calls please.

TV Engineer II WSRE TV: $431.20 bi-weekly. Graduation from high school. Four years of full-time experience in the field of radio and television electronics. Successful completion of at least one year of high school formal training in electronics may be substituted for experience up to two years on a year for year basis. Possession of a current FCC license as a first class Radio Television Operator. Application deadline February 16, 1981. Apply Personnel Department—Pensacola Junior College, 1000 College Blvd, Pensacola, FL 32504. P&O is an Equal Opportunity Institution.

Asst. Chief Engineer for Rochester, NY Must have strong experience with RCA equipment, VT’s, TCR-100 STL & XMR. Must be good and mean phone. Contact Chief Engineer, WROC-TV, 201 Humboldt Street, Rochester, NY 14610 or call 716-288-8400.
HELP WANTED TECHNICAL CONTINUED

Chief Maintenance Engineer, Assistant Chief Engineer, Truck Driver. Technically qualified with experience; 35 to 45 years in the motor industry; must be interested in the motor vehicle field, with extensive knowledge of motor vehicles, and be able to work well with people and without supervision. Must have experience in all phases of motor vehicle maintenance work. This is a permanent position with good salaries and advancement opportunities.

Television Maintenance Engineer. Experience in servicing television receivers is required. Must have a high school diploma and be willing to work evenings and weekends. Salary is negotiable. Send resume to WLBT, 123 Main Street, Jackson, MS 39201.

Electronic News Gathering Shooter. Qualified candidates should have a thorough knowledge of ENG equipment operation and techniques along with considerable experience in daily television news operations. Applicants must be able to understand and work with ENG equipment and be willing to fill out required forms. Salary is negotiable. Send resume to WBBH, 456 Main Street, Springfield, MA 01103.

SportsCar Salesman. Must have a minimum of 3 years of experience in the automotive industry. Must be able to communicate effectively and have excellent sales skills. Salary is negotiable. Send resume to WGBY, 789 Main Street, Pittsfield, MA 01201.

HELP WANTED NEWS

Meteorologist for radio station in medium market. Must be willing to work on weekends and holidays. Experience required. Send resume to WJAC, 112 Main Street, Johnstown, PA 15901.

TV Reporter/Anchor. Must be able to work in the Anchorage market. Some experience required. Salary is negotiable. Send resume to KTVU, 123 Main Street, Anchorage, AK 99501.

Television Executive. Must have experience in the television industry. Must be able to work well under pressure and have excellent people skills. Salary is negotiable. Send resume to WABC, 123 Main Street, New York, NY 10012.
HELP WANTED PROGRAMMING PRODUCTION, OTHERS CONTINUED

TV Director 3 years experience directing commercials and programs required. Send sample cassette and resume to Herb Gold, WJXK-TV Box 17000, Jacksonville, Florida 32216. A Ziff-Davis Station. An EEO Employer.

Sports Director. Corinthian-owned CBS affiliate in N.E. Indiana seeks true sports enthusiast who can report and anchor in dynamic and personalizable style. If you're a weekend person in a larger market or the main anchor in a smaller market, let me hear from you. We promote from within and have five other affiliates stationed in markets 12 to 56. Also affiliated with TVS Sports Network. Grow with a solid broadcast company. Send tape and resume to John Ireland, WANE-TV, 2915 W. State Blvd, Fort Wayne, Indiana 46808.

Brooklyn College of The City University of New York invites applications and nominations for the position of Director of its Television Center. Duties include the administration of a multi-studio complex which is planning to go open circuit within the near future. The Director will supervise all aspects of the operation and have responsibility for the effective functioning of the engineering, programming and development divisions. The successful candidate will have demonstrated ability to manage a large organization, the ability to relate to community issue-related programming and developing activities. An MA degree and 5 years management experience in communications or a related area required. This is an 11 month position. Excellent fringe benefits. Salary commensurate with qualifications and experience. Send applications and nominations by February 7, 1981 to Marilyn Harris, Director of Personnel, Brooklyn College, Flatbush Avenue & Avenue H, Brooklyn, N.Y. 11210. An equal opportunity affirmative action employer.

Pacific Northwest prime time magazine strip in the top 25 market seeks feature reporter with strong fund raising, reporting, writing and VTR editing background. Send audition cassette and resumes to production manager, KATU, PO Box 8789, Portland, OR 97209. An Affirmative Action and Equal Opportunity Employer.

Writers, Producers for new nationally distributed kids show. Please send resumes to Box B-49.

SITUATIONS WANTED ANNOUNCEERS

TV/Hosts/Weather/reporter: presently employed as fashion reporter on television's PM Magazine in midwest, traffic and weather reporter, radio, professional model. Seeking new challenge in TV. Any size market. 216-429-2888. messages 216-391-1260.

SITUATIONS WANTED SALES

Experienced Advertising salesman desires sales position, any market, any location, also have television production experience. Box B-11.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and on-the-job in maintenance and chief engineering. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2988.


Xmtr Babysit. Full/Parttime Rural area. Bob Bore, 259 St. Lebannah PA.

SITUATIONS WANTED NEWS

Sports Director. Talented professional seeks new challenge in productive operation. Currently holds similar position in Midwest market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

Sportscaster with major market on air experience seeking position with a stable news operation. Four years of experience anchoring and co-hosting. Solid organizational skills. Tape available. 213-943-3017.

News Director currently managing a staff of 30 at a strong middle-market radio-television station. Good organizer and budget manager able to improve and produce quality stable work record. Current employer best reference. Box B-47.

Network TV News Iran Researcher interested in producing investigative documentary or specials on the "January 8th Crisis" for network, local station or theatrical market. Also available for radio news. Box B-3.


Sportscaster, Innovative, hard working, poised interested? Three years in small market. Get me out of here and give me a challenge. Call Jeff, 914-848-2810.


Reporter. 1 year producing, writing and editing both news and sports segments as intern at Boston network affliates. ENG editing experience, anchor potential. Graduated with honors from Boston University. TIrless worker, aggressive, poised under pressure, streetwise. Will relocate immediately for entry level reporting position in small-medium market. Tape, resume from Ken MacLeod 617-965-6414.

SITUATION WANTED PROGRAMMING, PRODUCTION, OTHERS

Woman, 12 years on air exp. DJ & News in NYC. Market, produced Cable TV shows, seeks challenge, prefer NY metro area. 212-752-8067.

Non-DGA TV Director Emmy winner and his favorite producer available for cable assignments, either coast. Variety music, dance, magazine or talk shows. Strong in Chorma and special effects. 212-397-5867.

USC Broadcasting graduate, first phone, seeks production or engineering position. Bob 412-835-0545.

Director-News. Emmy winning professional. Creativity, strong leadership, high standards. Currently directing last-paced top-rated news medium to major market. Five years television experience. Box B-1.

Creative! Tenacious! Washingtonian diligently seeks responsible position in TV production/programming. Will relocate. C. Kadlec, Rd. Silver Spring, MD 20906 301-871-8018.


SITUATIONS WANTED MANAGER

Cable Sales Manager on West Coast, experienced in Sales, Video Systems, Production and television sales. FCC First, Broadcast Background. Box B-4.

CABLE

SITUATIONS WANTED ADVERTISING

Cable Sales Manager on West Coast, experienced in Sales, Video Systems, Production and television sales. FCC First, Broadcast Background. Box B-4.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass Communication: Assistant Professor to teach courses in broadcast management and other areas of expertise. Ph.D. and experience at a National DEG in mass communication, experience, and demonstrated teaching ability, at undergraduate and graduate levels. Interest in cable TV and corporate communication. Position begins Fall, 1981. Apply by February 15, 1981 to Charles O. Blevins, Search Committee, Department of Communication, Box 248127, University of Miami, Coral Gables, FL 33124. AA/EOE Employer.

Broadcast News Faculty Position: University of Illinois at Urbana-Champaign seeks experienced broadcast newswoman to teach courses in television news production and editing. Teaching experience and research interest in broadcast news. Send application to the Willard Search Committee, 119 Gregory Hall, University of Illinois, Urbana, IL 61801. Phone: 217-333-0709. For full consideration, applications must be received by March 1, 1981. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Instructor or Assistant Professor of radio- TV to teach television news, production. Courses include video production, reporting, and broadcast news. Also will work with RTV students in producing a 30-minute newscast aimed at local cablevision channel. Prefer Ph.D. preferred. Professional and teaching experience essential. Salary competitive. Beginning in the Fall semester (August, 1981). Application deadline: Feb. 15, 1981. Send up-to-date resume, college transcripts and three current references to: Chairmen, Department of Journalism and Radio-TV, Box 2456, University Station, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer.

Growth Opportunity for experienced broadcast technician with solid teaching experience. The Ohio School of Broadcast Technique has three immediate full time openings in the technical department of its Cleveland and Nashville schools. REQUIREMENTS: 1st Class License and extensive broadcast background and experience. RESPONSIBILITIES: include design and maintenance for up to twelve radio broadcast studios and course development, as well as classroom and lab supervision for the nationally accredited electronics program. Apply to: Director of Education, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, OH 44115 or call 216-301-3322, EOEMIF.

Radio-Instructor. Minimum of Master's degree in communication. Teaching or commercial experience desirable. Supervise student FM stations and teach courses in radio and communication. Credentials by Feb. 28, 1981 to: Dr C.E. Peterson, Jr. Provost, Baker University, Baldwin City, Ks 66006, an AA/EOE Employer.

San Francisco, FCC license 8 weeks. 3/10. Results guaranteed. Veterans Training approved. School of Communication Electronics, 612 Howard St., SF 94105. 415-392-0194.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide Street, Laredo, TX 78040. Manuel Flores 512-722-3331.

Instant Cash For TV Equipment: Urgently needed transmitters, antennas, towers, cabinets, VTRs, color studio equipment. Call John 800-241-7787. Bred Kitch, Quality Media Corporation (in Georgia call 404-324-1271).


FOR SALE EQUIPMENT


To KW FM RCA 100 wats. & stat gen., exc. condition, spares. M. Cooper 215-397-6855.
SALE EQUIPMENT CONTINUED

GE TT-25 UHF-TV Transmitter, 2 eq $5,000.
RCA TT-10AL VHF Transmitter, $30,000.
RCA TT-35CC VHF Transmitter - $20,000.
RCA TT-50AH VHF Transmitter - $12,000.
Complete film projectors - $30,000.
Sharp XG-790 Color Cameras - $1,150 (New).
IVC 500A Color Cameras - ea. $7,500.
Panasonic AK-230 Color Cameras - $15,000.
GE PE-350 Color Cameras - ea. $4,000.
GE PE-240 Film Camera - $8,000.
CVS 350 Time Base Corrector, $8,500.
CVS 304B Time Base Corrector - $5,500.
CDL VSE-741 Switcher - $2,500.
RCA TK-27A Film Camera - $12,000.
RCA TK-6 Projector - $5,000.
New Garrard Turntables, $2,000.
New Edutron C2D-2H Time Base Corrector - $5,000.
TR-22 RCA Hi-Band $15,000.
BUP-100 Sony New-Cam.
UHF Antennas - Various Models and Prices.
New 1000 foot-TV Towers - best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 606-424-3241.
Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008, Columbia, G.A. 29608.

1 1/2 yrs. old, mint condition. M. Cooper 215-379-6686.

5 1/2 yrs. old, w/hood list of spares. Proof and guarantee. M. Cooper 215-379-6686.

For Sale: 700" of rigid 6 1/8" transmission line, 195 foot sections. E. McCullum 419-684-9496.

3 RCA TR-600 video recorders with AF-600 edit controller, internal time code generators and readers, monitor, bridge, HS/HB option, five headwell panels, all compressor Machines have less than 1000 hours on head motors. Three of the five heads have been recently refurbished by Spin Physics. Available immediately, F.O.B. Chicago. All equipment is in good condition and will sell one at a time for $8,000 or $15,000 for all three. Contact Bob Olson - Chief Engineer. Fred Wies Communications, 1058 West Washington Blvd, Chicago, IL 60607. 312-738-4188.

SMC DP-1 Digital Programming Automation System. 1 Fall / 1st Quarter, 1 Fall / 3rd Quarter, 1 Fall / 4th Quarter, 1 Fall / 13th Quarter, 1 Fall / 14th Quarter, 1 Fall / 15th Quarter. 2 Single plays, switcher with remote control, cart record equipment with video display, EXTEN English text logger. Totally reconditioned in factory 2 years ago. In excellent condition. Call Jim at 414-324-4441.

IGM 740 Automation, Instantart, 2 Scully 270, 4 carousels, Revox time announce with 2 cart decks. 2 ASR tape decks, 6 racers, storage cabinet. Presently in operation, Lesnoy Nylaworks. 414-453-1430.

Continental 5 kW A.M. 5 RCA 10 kw FM, solid-state exciters Other 1 kw 10 kw A.M. & 1 kw 20 kw. All units in stock - ready for delivery. Benson International, 5948 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Complete computer terminal for Graton program logging and bookkeeping system. Considerable savings. LaVenn Patton 714-685-6555.

(4) RCA TR600S' complete with AF600 editors and remote edit panels. Machines have monitors (2) with n-mots. Contact Howard Zuckerman, Primetime Video, 8401 Santa Monica Boulevard, Los Angeles, 90038 213-484-7151.

Fidelipac No. 300 Carts - All lengths reconditioned with new tapes and new packs. In stock Guaranteed. 601-553-4664.


Equipment For Sale: 5 JVC 8000 LU, 3/4" Machines. VCR, VHS, Control Units. Total Price: $22,500. Contact Tom Wise. WOWK-TV, PO Box 13, Huntington, WV 25701. 304-525-7661.

Remote Production Cruiser: Beautiful condition, full air-conditioning, platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrage), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system, $145,000 takes it all. Call Frank Pollock, Quality Media Corporation 404-324-1271 for further details.


Wanted: Used Equipment for 5M. XMTR 921, tower antenna. Need everything. Must work and price important. 613 East Nopal, Waldie, TX 78801.


MICHELLEUS

Artist Bio Information, daily column, more personal bi-weekly letter for sample: Galaxy Box 20053, Long Beach, CA 90802. 213-438-0508.

Call letter items - Jewelry, mile plates, banners, car plates, bumper stickers, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

FM Frequency Search. $200. Larry D. Ellis, PE, Box 22535, Denver, CO 80222.

Want to have the competitive edge for your next A.R.B? Call us today: 216-326-1488.


RADIO

Help Wanted Management

WWVR Public Radio for Pontotoc County, Ms. Needs the following professional personnel:

POSITION SALARY

Community-Relations Director $10,400.00
Director of Volunteers and News $10,400.00
Director of Production, Music, and Traffic $10,400.00
Director of Engineering $12,000.00

Deadline for applications and resumes: March 1, 1981. WWVR is an Equal Opportunity Employer. Completed application description will be sent upon request. Send all inquiries to:

WWW Radio

Dunmore, W.Va. 24934

Att: R.R. Brown

Help Wanted News


Help Wanted Announcers

TALK RADIO HOST

Informed, responsible, fluent, interesting, interested, creative. Describes you and you have a background in two-way talk radio we might get together. Send resume and unreidied air check to Bob Gifford, Program Director.

WHQI Radio

1100 Walnut

Des Moines, Iowa 50308

515-288-6311

Equal Opportunity Employer M/F.
Situations Wanted Announcers

Continued

alan berg
will talk your station
to the top!

DIRECTOR OF ENGINEERING
Presently D.O.E. for group in N.E. Audio expert with 18 years major market experience including: Budgeting, construction, signal improvement, facility upgrading, purchasing, planning, operations, and organization. Sunbell preferred, but all replies considered. Box B-46.

Situations Wanted News

SPORTS BROADCASTER/DIRECTOR

Help Wanted Programming, Production, Others

Pro For Hire
College degree and five years experience as show producer. Music Director. Copy writing and production, talk show host and sales. Looking for Program Director position in small or medium market. Contact Dan Linden, 5126 N. 15th St., Apt. 113, Phoenix, AZ 85014, or phone 602-274-4950.

TELEVISION

Help Wanted Technical

WE WANT THE BEST

Help Wanted News

METEOROLOGIST
38th market immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/ME.

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 Management

LOCAL SALES MANAGER
Dominant sunbelt group owned affiliate looking for experience, tough-minded, aggressive, action-packed oriented Local Sales Manager to lead team of 6. Successful candidate should have extensive local sales management experience. Good history and personal profile in confidence. E.O.E. Box B-37.
HELP WANTED SELLING, MAJOR MARKETS, TV SALES, NEW TV NETWORK FOR EVANGELICAL GROUP OWNER

ACCOUNTING DIRECTOR

Major MSO with strong financial base and excellent growth potential is currently seeking an Accounting Director to establish accounting policies, design accounting systems, oversee consolidated financial reporting and assist in special projects. Will supervise staff of 15-20.

Ideal candidate will have BS degree in Accounting, combined with 5 years of progressive experience in similar positions. CPA and Public Accounting experience are highly desirable. Selected individual must possess excellent communication, organizational and supervisory skills and the ability to perform effectively in a fast-paced environment.

Company offers excellent compensation and benefits package. For confidential consideration please send salary requirement and resume to Daryl Crawford, Employment Manager.

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
160 INVERNESS DRIVE WEST
ENGLEWOOD, COLORADO 80112
An Equal Opportunity Employer M/F/H/V

Help Wanted Progming, Production, Others

ASSISTANT DIRECTOR CREATIVE SERVICES

Are you ready for the “New York challenge”? WABC-TV

Here’s an exceptional opportunity to take the experience you’ve acquired, promoting your local station and put it to good use at WABC-TV in New York.

If your responsibilities over the past two years have included establishing promos, goals, budgets, directing efforts of an advertising agency and working with on-air talent, we’d like to hear from you.

We offer an excellent salary commensurate with experience and a comprehensive benefits program. Send resume, in confidence, to:

Tom Hummern, Personnel Manager
American Broadcasting Companies, Inc.
40 West 56 Street
New York, New York 10023

American Broadcasting Companies, Inc.
Men and women of all races are encouraged to apply.
Help Wanted Programming, Production, Others Continued

COMPUTER VIDEO EDITOR
For state-of-the-art production facility, requiring commercial, broadcast and industrial program experience. Sony or CRX computer, 1" VTR and Squeezograph abilities desired. Contact Steven Wild, (312) 477-0586, at MAGNIFICENT VIDEO CORPORATION A TWENTIETH CENTURY FOX COMPANY

ART DIRECTOR
STRONG ON AIR PRINT AND GRAPHIC EXPERIENCE ON AIR PROMOTION AND PUBLIC AFFAIRS. PROJECTS IN ALL MEDIA.
(414) 248-1414 – Lake Geneva, WI or write RT S, Box 954 Lake Geneva, WI 53147

ALLIED FIELDS
Employment Service

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

Business Opportunity

LOW POWER TV!
Broadcast Engineer will prepare your FCC form 346 engineering for translator and/or LPTV application. Fee: Only $1,000. (707) 253-2220 try anytime or write: M. Gottlesman, PO Box 4234, Napa, CA 94558.

Professional successful broadcaster seeks equity partner for new UHF TV market of 1.2 million homes. Box B-10.

SUN BELT STATION OWNERS
Currently employed $1,000,000+ major market network & local biller with impeccable track record and working habits is desirous of relocating and investing with a station or small group in need of a top flight sales professional and manager. Will bring to this partnership total dedication coupled with a superb sales record which encompasses all phases of local and national radio sales. If you own a property in a larger Sun Belt City and wish to increase your profits dramatically, please write in total confidence to: Box B 38

For Sale Stations

BILL-David ASSOCIATES BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

• S.E. Missouri. 100,000 watts. $786,000.
• Daytimer and weekly newspaper in greater Charlotte, N.C. area. $580,000. Terms.
• E. Ky. 1000 watt daytimer. $280,000.
• FM in Texas. $250,000. Terms.
• Daytimer, speaking S.C. California, $520,000.
• VH-F-TV in Wyoming. $740,000. Terms.
• South Carolina, SE daytimer. $220,000. C.P. for fulltime.
• Sales oriented working partner to buy minority on terms in big town. FM in NW AL. $50,000.
• S. Ala. 1200 watt fulltime. $200,000. Terms.
• 1000 watt daytimer, SE KY. $300,000.
• 1000 fulltimer, Tenn. Chattanooga area, $350,000.
• 500 watt daytimer, E. Tenn. $340,000. $40,000 down.
• Fulltimer, West Virginia. $275,000.
• Daytimer, Middle Tenn. Medium size town. $290,000.
• Daytimer, Fort Worth powerhouse, $1,000,000.
• AM/FM Eastern Kentucky. $350,000.
• Daytimer, N.C. Missouri. $380,000.
• Fulltimer near Charlotte, NC. $600,000. Terms.
• Daytimer, Good dial position, Central Florida. $280,000.
• NW Florida. C.P. $100,000 at cost.
• Atlanta area. 5,000 watts. $470,000.
• 3,000 watt FM, Southern Arkansas. $380,000.
• AM/FM in NE Oklahoma. $1,100,000.
• 250 watt daytimer, NE La. $250,000.
• Cable TV, Southern Alaska. Small $10,000. Terms.
• AM/FM, N.E. Louisiana. $25,000 down.
• 500 watt daytimer. Single market station. CA resort area. $430,000.
• Fulltimer, Major market Idaho. $600,000. Terms.
• Daytimer, NC. About 50 miles from coast. $240,000. Terms.
• AM/FM in No. Mich. $190,000.
• Eastern Kentucky AM/FM, Bargain. $990,000. Terms.
• VA. Coastal, Attractive. $800,000.
• Powerful daytimer in Northern Michigan. $430,000. Terms.
• Fulltimer, Dominant, Metro. TX. $1,200,000.

Drop by our hospitality suite No. 811 at the NABOB, Clearwater Beach Hilton Inn

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
815-756-7635 24 HOURS

FOR SALE BY OWNER
AM/FM Combo in Southeast. Good established market. Only station in the county. Owner will finance—attractive terms. If you are interested in a good investment and financially responsible. Write Box B-45.

COLORADO FM'S
Mountain Areas
Write Box B-30

901/767-7980
MILTON Q. FORD ASSOCIATE
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar Ave. Suite B105 Memphis, TN 38117
700 New Hampshire Ave. N.W. Washington, D.C. 20037

FOR SALE BY OWNER
Underdeveloped full time AM, Growing, Southeastern Capital City. $500,000. Terms to qualified principals only.

H.B. La Rue, Media Broker
RADIO-TV-CATV-APPRASIALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021
212/288-0737

N.Y. STATE DAYTIMER

GREAT LAKES
AM RADIO STATION AVAILABLE
STABLE MARKET
GROWTH STATION OPPORTUNITY

$79,000 to near quarter million gross over past four years.
• Only Country Station in 4 station market.
• Respectable News and Sports Image.
• Valuable, Separate Studio/Office/Transmitter real estate.
• Excellent Technical Facility.
• 7% assumable contract or sizeable cash discount (ideal purchase for young eager broadcaster or radio oriented family, operation, or minority investor/operatoor).

Minimum: 29% cash down on $450,000-$600,000 purchase price depending on buyer's desire to acquire all or part of available real estate. Station is offered by Corporate Owner: no fees or commissions involved.

Box A-133
For Sale Stations Continued

**CHAPMAN ASSOCIATES**
media brokerage service

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1000 KW-AM, Daytime, Florida $360,000, 15% down, financing assumable at 10%, 300M pop. in Central Florida off I-4, center dial, $132 M gross, real est. included. Box A-33.

Midwest AM & FM, $484,000 cash collocations, 15% down, asking price $975,000.

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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).

Rates: Classified listings non-display: Help Wanted: 70c per word $10.00 weekly minimum. Situations Wanted, personal ads: 45c per word $5.00 weekly minimum. All other classifications: 80c per word $10.00 weekly minimum. Blind box numbers: 52c per issue.

Rates: Classified display. Situations Wanted, personal ads: $3.00 per inch. All other classifications: $6.00 per inch. For display services, business opportunities, and public notice advertising reserve display space. Agency commission only on display space.

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Media

John Sawhill, VP-Midwest sales manager, KKO-TV Sales, Chicago, joins WJAR-TV Providence, R.I., as VP-general manager; Sawhill will fill the slot formally vacated by Lucie Salhaney, Taft Broadcasting’s programing VP and president of National Association of Television Program Executives (“Closed Circuit,” Jan. 12).

Brian Pussillano, manager, CBS Television Stations’ national sales, Atlanta, named VP-general manager of CBS’s WBBM-FM Chicago.

Donald H. Mitzner, president of Detweiler Corp., Westbury, N.Y., manufacturer of products for auto aftermarket, named VP and general manager of Teleprompter Manhattan Cable TV, New York, replacing Christopher J. Conley, who has been named VP, new markets development, Teleprompter Cable TV.


Walter Kalb, director of business affairs and administrator for KTTV-VI Los Angeles’ broadcast engineering school, named VP of KTTV.

Virginia Westphal, sales manager, ABC’s WFLIP-FM New York, joins ABC FM Network there as director in charge of maintaining and acquiring affiliated stations.

Christopher Burns, VP-planning, Washington Post Co., Washington-based parent of group owner, Post-Newsweek Stations, licensee of four TV stations, joins Minneapolis Star and Minneapolis Tribune, as associate publisher, responsible for advertising, promotion, research and planning departments. Minneapolis Star & Tribune Co., newspapers’ parent, is also licensee of two TV stations.

George Loar, acting general manager, KTIV-VI St. Joseph, Mo., named VP-general manager.

Mike Crouch, business manager, WBBAM-FM-TV Topeka, Kan., joins co-owned KGTSAM Springfield, Mo., as general manager.

Dennis Mockler, sales manager, WOOXAM Jackson, Tenn., joins WJBL-AM FM Bowling Green, Ky., as general manager.

Ken Stein, general manager, WPUTAM Brewster, N.Y., named station VP.

Don Robertson, station manager, KOHOFM Waco, Tex., joins KRJAM there as general manager.

Frederic Hirsch, station manager, WVOXAM New Rochelle, N.Y., joins WMEFGA Dover-Foxcroft, Me., as president-general manager.

Rich Dixon, sales manager, WKTAM

KUUFAM Madera, Calif., named general manager of co-owned KGQAM-FM Lemoore, Calif.

Jerry Hennen, general manager and co-owner, KGWFM Clarerida, Iowa, joins KOKIAM Haron, S.D., as station manager.

William Crawford, sales consultant based in Atlanta for Photo Promotion Associates, New York, joins WSAAM Morrow, Ga., as station manager.

Richard Kelpen, announcer, KATAMI Bryan, Tex., joins noncommercial KSHU-FM Huntsville, Tex., as station manager, Carla Al- sandor, from KOWGI Orange, Tex., joins KSHU as operations manager.

Joseph Conway, VP, WCVB-TV Bristol, Va., named executive VP of license, Appalachian Broadcasting Corp.

Todd Campbell, from WOXAM-WMRFAM New Rochelle, N.Y., joins WNBAM-WF, Mass., as operations manager.

Charles Dana, account executive, WKKAM Parkersburg, W.Va., joins WADAM-WR, there as general manager of operations.

Carol Stephenson, financial analyst, CBS Stations Division, New York, joins CBS’s WBBM-FM Chicago as manager of planning.

Bronwyn Harris, senior research analyst, Cox Broadcasting, Atlanta, named research director for Cox’s WCN-TV Pittsburgh’s Elaine Horne, controller, Cox, Atlanta, assumes additional duties as assistant treasurer of corporation.

Angelo Munoz, business manager, Oakland Press, Pontiac, Mich., joins KHAS-TF Fort Worth in same capacity.

Constance Seidt, business manager, WCFLAM Chicago, joins WAWA-TV Portsmouth, Va., in same capacity.

Stanley Kaufman, general counsel, NBC Radio Division, New York, and Carl Trunk Jr., senior counsel, broadcast regulations, NBC, New York, named general attorneys for NBC law department there.

Stanley Wang, partner in Newark, N.J., law firm, Meyner & Landis, joins Comcast, Bala Cynwyd, Pa., as VP-general counsel.

Alvin Flanagan, president of Gannett Broadcasting Group, named 1980 Colorado Broadcaster of the Year, by Colorado Association of Broadcasters. Flanagan, headquartered at Gannett’s KTBV-VI Denver, is responsible for operations of 12 radio stations, seven TV stations and Gateway Productions.

Advertising

Larry Stillman, senior VP-executive creative director, D’Arcy-MacManus & Masius, St. Louis, elected executive VP Joseph Donovan, VP-director of operating services, and Curtis Olson, VP-creative director, DM&AM, St. Louis, elected senior VP’s.

John Andersen, manager of advertising and merchandising services, General Electric, Louisville, Ky., joins McCann-Erickson USA there as senior VP-management representative.

Ken Yagoda, director of television production, Foote, Cone & Belding, New York, named senior VP of agency. amed VP’s, FC&B Edward Callahan and Kathryn Deyo, associate research directors; Ira Finkelstein, director of print traffic and production, and Paul Illfand, account supervisor.

Louis Beres, senior VP-account services, Dawson Johns & Black, Chicago, joins Kenyon & Eckhardt there as senior VP-general manager of ofice.

Dorian Adams, director, media planning group, J. Walter Thompson/U.S.A., Washington, appointed VP.

ew VP’s appointed, Ogilvy & Mather, New York: Stephanie Becker and Steve Morway, account supervisors; John Hunt, associate director of media research, and Patricia Braun and Linda Fidelman, assistant media directors.

John Leonardi, creative supervisor, Grey Advertising, New York, named VP.

Frank Bernaducci, director of international

When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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media, Doyle Dane Bernbach, New York, named VP.

Art Wilen, senior VP, management service
director and member of board of directors of 
Marshalk Co., New York, named media direc-
tor, replacing Joseph Murray, who has 
resigned.

Mark Mullan, senior VP, national sales, Radio 
Advertising Bureau, New York, joins Chat/ 
Day there as executive VP-general manager of 
office.

Paul Synor, VP-creative director, McCann-
Erickson, Chicago, joins Ehrlich-Manes & 

Sheldon Jones, senior media planner, W.B. 
Doner, Detroit, named associate media director.

Debbie Crigan, assistant director of advertis-
ing and public relations for Florists’ Transworld 
Delivery, Detroit, joins W.B. Doner there as 
account executive. Michael Mitaro, market 
research analyst, Welch Foods Inc., Westfield, 
N.J., joins W.B. Doner, Detroit, as research pro-
ject director.

Pam Glaser, media buyer, Chuck Ruhr Adver-
ising, Minneapolis, joins Carmichael-Lynch 
Advertising there in same capacity.

Philip O’Connell, media supervisor, D’Arcy-
MacManus & Masius/de Guzman, New York, 
joins Nadler & Larimer there as associate media 
director.

Stephanie Levine, senior media buyer, Ally & 
Gargano, New York, joins NW Ayer ABH In-
ternational, Los Angeles, as broadcast super-
visor.

Gordon Smith, head of Gordon Smith Graphic 
Design, Charlotte, N.C., joins Abrams/Hime-
farb, Washington, as art director.

Mark Plamondon, account executive, 
Ketchum, MacLeod, New York, joins Wright-
man Advertising, Philadelphia, in same 
capacity.

Julie Martin, account executive, Tallant/Yaes 
Advertising, Denver, joins Ensslin & Hall Ad-
vertising, Tampa, Fla., in same capacity.

Gordon Sulcer, VP-director of client 
development, Blair Television, New York, 
named senior VP-director of marketing and 
will assume sole 
responsibility for opera-
tions of Market 
Development Division. 
He had shared dual 
responsibility with 
Richard Coveny, 
who has left division to head 
new John Blair & Co unit to be announced 
later. John Poor Jr., VP-director of marketing, 
RTVR, New York, joins Blair TV there as direc-
tor of its sales strategy division. John Alan 
Rohr, director of sales research, RTVR, joins 
Blair’s sales strategy division as research direc-
tor—audience promotion. New account execu-
tives, Blair TV: Frank Nolan, account execu-
tive, RTVR, New York, joins CBS/red sales 
team there; Thom Carroll, from Ogilvy & 
Mather, New York, and Lynell Alvas, account 
executive, TeleRep, New York, join ABC/green 
sales team there; Ellen Curran, from WORCNFM 
Boston’s sales department, joins Blair there: 
Mark McKinney, head of own real estate firm, 
Los Angeles, joins ACI sales team there, and 
Bradd Laschen, account executive, WORCNFM 
Rochester, N.Y., joins Chicago CBS sales team.

Robert Dudley, former president and chief ex-
ecutive officer, Meeker Television, New York, 
joins Avery-Knodel Television there as VP and 
board member. Richard Hughes, manager of 
Meeker Television’s Atlanta office, joins Avery-
Knodel there as VP-Southeastern sales man-
ger.

James Burnette, account executive, ABC 
Sports Sales, New York, appointed director, 
new sales, ABC-TV Network.

Georgann Lavelle, account executive, Ber-
ard Howard & Co., Atlanta, named branch 
manager, Sandra Parnell-Smith, account ex-
ecutive, KROKO-FM Burbank, Calif., joins Ber-
ard Howard & Co. there in same capacity.

Betty Fox, account executive, Metro TV Sales, 
New York, named manager of its new blue sales 
group. Allen Scheuer, account executive, 
Metro, and Ellen Giantz, account executive, 
Metro, assume same duties for blue group.

Mike Vernon, Bart Farber, Mike Vernon, 
account executive, TeleRep, New York, joins 
Metro TV Sales there in same capacity.

Walt Adler, account executive, KGTV-TV San 
Francisco, joins KBKX-TV there as general sales 
manager.

Bruce Fleming, VP-general manager, WELF-TV 
Saginaw, Mich., joins WAXX-TV Atlanta as 
general sales manager.

Kyle Ermolaiv, account executive, KWSW-FM 
Los Angeles, named general sales manager.

Richard Marston, sales manager, WAYS/FM/ 
WQAM-FM Charlotte, N.C., joins WSOAM/New 
Orleans as general sales manager.

Donald Gorski, account executive, CBS Radio 
Spot Sales, New York, named national sales 
manager of CBS’s wbsam-FM there. Linda 
Sneeham, account executive, Blair, New York, 
joins wbsb as local sales manager.

Ray Gursky, general sales manager, WZIA/WAM-
O-FM Pittsburgh, named national sales 
manager there for parent, Sheridan Broadcast-
ing. He will be responsible for sales and promo-
tion of Sheridan’s three radio stations.

Lou Supowitz, account executive, TeleRep, 
New York, joins WBCF-TV Pittsburgh as national 
sales manager.

Programing

Nathaniel Troy Kvit Jr., VP of video and 
special markets, United Artists Corp., named 
VP, replacing senior VP, who is re-
mainng with company to work on projects in 
other areas.

Charles Hairston, VP-programing, 
Showtime, leaves after joining company in 1978 
as head of film acquisitions, pre-buys, monthly 
program guide, and on-air promotion. Neither 
Hairston’s future plans nor successor has been 
announced.

William Josey, director of business affairs, 
Columbia Pictures Television Distribution, Los 
Angeles, joins PolyGram Television there as VP 
responsible for legal activities and overall busi-
ness affairs. Seymour Berns, former VP-pro-
duction, Columbia Pictures Television Interna-
tional, Los Angeles, joins PolyGram TV as VP.

William Sackheim, motion picture producer, 
Los Angeles, joins Universal Television there as 
creative consultant on series concepts, movies 
for television and mini-series. Chris Crowe, 
producing supervisor and co-creator of televi-
sion series, BJ and the Bear, based in Los 
Angeles, joins Universal there as writer-pro-
ducer for pilots, series and TV movies.

Bob Briner, former executive director of Asso-
ciation of Tennis Professionals, joins ProServ 
Television, Washington-based production-dis-

Promoted. Six members of executive committee of McGavren Guild Radio, employ-
owned national representative firm, have been advanced from vice presidents to executive 
vice presidents. Front row (l-r): Les Goldberg, Western division manager; Ellen Hulleberg, 
marketing and communications director; Vincent Bellino, director of finance; standing (l to r): Anthony Dupratt, central division manager; Anthony Maisano, Southern division man-
ger; and Richard Sharpe, Eastern division manager.
tribution company which markets exclusive rights to sporting events, as president.

Ron Sacks, general sales manager, Radio Arts, Los Angeles, named VP.

Named VP's at SIN National Spanish Television Network: Tom Donahue, Midwest sales manager, and Rosemary Guest and Don Parsons, senior account executives.


Katie McEnroe, marketing director, Colorado Outward Bound, Denver, joins Rainbow Programming there as affiliate relations manager for Central region. Ann Simonsen, former accounting supervisor, American Television & Communications, Denver, joins Rainbow there as assistant controller.

Mike McKown, producer, WTGD-TV St. Petersburg, Fla., joins Southern Video Productions, Tampa, Fla., as director of program development.

David Mims, news anchor, WAVY-TV Portsmouth, Va., joins Video Image Productions, Virginia Beach, as operations manager.

Terry Palmer, Northeast sales manager, TV syndication sales, Metromedia Producers Corp., New York, appointed account executive for Television Program Enterprises, New York, program arm of TeleRep Inc., TPE administers and sells various syndication program projects in which TeleRep is involved.

Cindy Walker, program director, WTVY-TV Youngstown, Ohio, joins WBBM-TV Chicago in same capacity.

Ross Reagan, program director, KUDK-FM Kansas City, Kan., named national program director for radio division of parent, Shatrock Broadcasting, which includes, four AM's and four FM's.

Andy Beaubien, air personality, WCOZ-FM Boston, named program director, succeeding John Sebastian, who leaves to form his own programming consulting firm.

**News & Public Affairs**

Mike Anthony, news director of Gannett Co.'s KSDK-TV St. Louis, named radio news director for Gannett News Service, based in Washington. He will be responsible for developing daily audio news reports for six AM's and seven FM's in Gannett Radio Division.

Mike Ferring, from Frank Magid Associates, Marion, Iowa, joins KRON-TV San Francisco as news director.

Peter Jacobus, VP-news advisory service, ABC-TV Network, New York, joins KYW-TV Philadelphia as news director, succeeding Carolyn Wean, who was named station manager of co-owned KDRA-TV Pittsburgh (Broadcasting, Nov. 17).

Dick Stone, communications and administration consultant and journalism professor, Medill School of Journalism, Northwestern University, Chicago, joins WCFL-AM there as news director.

Bruce Nichols, reporter, UPI, Houston, named manager of bureau there, succeeding Steven Reed, who was named to UPI's London bureau. Joan Mower, South Carolina state editor, Columbia, named Boston newscaster editor. Stephen Hagey, regional executive, Georgia and South Carolina, based in Atlanta, succeeds Mower. James Wiegk, regional news editor for Kansas and Missouri, based in Kansas City, Kan., named Southwest division news editor, based in Dallas. He replaces Bruce Bakke, who was named Southwest division operations manager.

Lucky Seversen, reporter-producer, KUTV-TV Salt Lake City, named bureau chief of its new Washington bureau. Tom Mitchell, assistant news director for operations, KUTV, named assistant bureau chief, Washington. Rod Decker, reporter, columnist and editorial writer, Desert News, Salt Lake City, joins KTV there as reporter. Klaus Wagner, sports director, WIZIAM Baltimore, joins KUTV as sports reporter-anchor.

Emery Kober, news director, WQRF-FM Cincinnati, joins WINS-FM there in same capacity.

David Page, news director, KTVI-TV Petaluma, Calif., joins KSFO-FM Santa Rosa, Calif., as news and public affairs director.

Dale Gauding, news anchor and assignment desk editor, WTVAM Richmond, Va., joins WTAM-TV Norfolk, Va., as news director.

Joanne Rosenzweig, independent consultant-producer, based in San Francisco, joins KFRC-FM there as community affairs director.


Richard Moore, assistant news director, WPGL-TV Miami, joins WTVI-TV Atlanta as executive news producer, succeeding Dick Byrd, who becomes senior news producer.

Graham Robertson, news editor and political reporter, KJAR-Am Phoenix, joins KPHO-TV there as news producer-coordinator.

Don Letler, news producer, WHNT-AM Huntsville, Ala., joins KOTV in Tulsa, Okla., in same capacity. Forrest Lowry, anchor-reporter, KTXYTV Austin, Tex., joins KTV in same capacity.

Willie Monroe, NBC News correspondent, based in Houston, named to NBC's Northeast bureau, based in New York.

Che' Douglas, news anchor, KFMB-Am Los Angeles, joins ABC Entertainment Network, New York, as news correspondent.

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Retirement bash, Los Angeles well-wishers help Bob Anderson (third from left) celebrate his recent retirement from NBC Spot Sales, San Francisco, after 24 years as manager there. Anderson’s party was held at San Francisco restaurant, Trader Vic’s. Some of his long-time broadcasting associates who attended were (l-to-r): Bud Carey, station manager, KNBC Los Angeles; Jeff Gilbert, manager, KNBC Sales; Anderson; Tom Straszewski, VP-general manager, KNBC; Dick Askin, director, KNBC Sales; Clifford Ford, director NBC-TV Spot Sales, West Coast; and John Frey, account executive, KTVI-TV Los Angeles.

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Broadcasting Feb 2, 1981
remains in Wallingford.

Steven Westall, telecommunications manager, Aetna Life and Casualty, Hartford, Conn., joins Times Fiber Communications, Wallingford, Conn., as new business development manager.

William Malone, VP-Washington counsel, GTE, named VP-associate general counsel-regulation, GTE's corporate headquarters, Stamford, Conn.

D. Lee Erickson, chief engineer, New Trier Cable TV, Wilmette, Ill., joins Center Communications's cable TV division, Chicago, as engineering administrator.

Fred Huwalt, electronic technician, Texas Instruments, Dallas, and Andrew Skaloy, from Cablevision, Pittsburgh, join Group W Productions's television syndication center there as engineers.

John Merrill, engineering supervisor, NBC, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as systems engineer.

Dave Easton, from NBC technical operations, Los Angeles, joins Phoenix Video Center as director of engineering.

Robert Wehrman, VP-engineering, Cox Broadcasting, Atlanta, joins Cox's WTC TV Pittsburgh as VP-director of engineering.

Carl Dentremont, program director, WMEAMI-Dover-Foxcroft, Me., named chief engineer.

Orrin Sampson, from KHTV Los Angeles, joins KXNN there as technician.

Julian Dixon, acting deputy chief scientist for technology, FCC, Washington, retires after 40 years of service. Dixon joined commission in 1940 as radio inspector and later served as electronics officer and chief of technical research division, now called Research and Standards Division.

Promotion and PR

Noel Engler, director of advertising and on-air promotion, West Coast, NBC Entertainment, Los Angeles, named VP of on-air promotion for NBC TV Network there.

Catherine O'Neill, former director of editorial services and public affairs for Group W Los Angeles, joins RCA, New York, as director of corporate affairs services.

Carmen Rohland, on-going program coordinator, SIN National Spanish Television Network, New York, joins Galavision there as promotion coordinator.

Susan Burke, writer-producer for commercial projects, Spectrumedia Group, Mountain View, Calif.-based production company, assumes additional duties as director of its station promotion department.

Ellen Manowitz, advertising and sales promotion manager, WIND/AM Chicago, named to new post of director of creative services, Post-Newsweek Distribution, Los Angeles.

Catherine Saxton, from Rowland, New York public relations firm, joins Group W there as manager of information services. Charles Furlong, writer-editor, information services department, Group W, named supervisor of internal information services.

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Broadcasting

The News Magazine of the Fifth Estate

Name

Company

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□ Home Address

City

State Zip

Type of Business

Title/Position

Are you in cable TV operations? Yes No

Signature (required)

□ 3 years $135 □ 2 years $95 □ 1 year $50
(Canadian and international subscribers add $12/year)

□ 1980 Yearbook $55.00 (If payment with order: $50.00)

□ Payment enclosed □ Bill me

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On display, Charles A. Batson, chairman, Cosmos Broadcasting Corp., Columbia, S.C., was inducted into the South Carolina Broadcasters Association Hall of Fame during the association's annual convention last Wednesday (Jan. 28) at Columbia. Batson is shown here with a commemorative plaque which, like plaques of earlier winners, will be hung in the school of journalism at the University of South Carolina, Columbia.

Allied Fields

Jay Bowles, deputy director, broadcast services, AP New York, joins media brokers, Blackburn & Co., Washington, and will later move to company's Atlanta office.

Howard Liberman, from communications law firm of Cohn & Marks, Washington, opens own office there to practice communications and copyright law.

Directors, elected for two-year terms, Society of Cable Television Engineers, Washington: Lawrence Dolan, Wavetek Mid-State, Indianapolis, and Richard Covell, GTE Sylvania, El Paso, Tex., re-elected at-large directors; Thomas Polis, Comcast Corp., Bala Cynwyd, Pa., at-large director; James Chididd, Oceanic Cablevision, Honolulu, named region one director serving Western portion of U.S.; Henry Kallina, Cable Communications of Iowa, region three director for Central region of U.S., and Jay Levergood, Scientific-Atlanta, Atlanta, region five director representing Southeast.

Muriel Humphrey, 68-year-old widow of former Vice President Hubert Humphrey, has announced plans to marry former Nebraska broadcaster Max Brown. He founded KRVN-AM-FM Lincoln, Neb., in 1951 and was stations first general manager. He still serves stations as consultant. Brown, a widower, has known Mrs. Humphrey since childhood in Harris, S.D. Private ceremony with immediate family is planned for next month.

Deaths

Edwin J. Fitzsimmons, 78, retired executive VP of now defunct Weed Radio & Television Corp., New York, died of cancer in New York Jan. 19. He was with Weed from 1943 until 1964. He is survived by his wife, Helen.

William A. Brendle, 58, associate director, press information, CBS Sports, died of heart attack Jan. 27 at his home in Cluster, N.J. He joined CBS in 1963 after having served ABC in sports publicity posts for 10 years. He is survived by wife, Frances, and five children.
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<th>Exchange and Company</th>
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**CABLE**

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**Stockma Index**

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**Earnings** figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade or given day, price shown is last traded price **(6/26/P.E. ratio computed company registered net loss ***Revenue Communications stock split 2 for 1 on February 28, 1981. **Stock traded at less than 125 cents.
Added Attractions

Broadcasting's editors and writers are at work on a number of special reporting assignments scheduled (**) to appear during the next few months. Among the more prominent prospects:

Feb 9  **  Special report on low-power TV, from A to Z. What it is. How to go about getting one of these mini-stations, how to finance and program. Who the major contenders are. And how it might change the television universe.

Mar 2  **  Broadcasting comes to bat again with its annual report on baseball rights at the local and national levels, who holds the contracts and how they intend to use them.

Mar 9  **  Pre-NATPE.

Mar 16 **  NATPE ... the year's largest program marketplace. This year, in New York, March 13-18. More than 4,000 delegates from all over the world—and a full contingent from Broadcasting—will be there.

Apr 6  **  Pre-NAB. Getting ready, getting set and ...

Apr 13  **  NAB ... going on the National Association of Broadcasters 59th annual convention in Las Vegas.

Apr 20  **  Post-NAB. Gavel-to-gavel report on the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.

Broadcasting will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting. Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
ESPN's Simmons: a real sportsman

It's hard to imagine a more natural match of individual and occupation—a self-confessed "total sports fan" running the "Total Sports Network," the Bristol, Conn.-based Entertainment and Sports Programming Network (ESPN).

To hear Chet Simmons tell his story, his love of sports goes back almost as far as he can remember. "As a kid, I used to cut sports articles out of newspapers and paste them in scrapbooks,"—scrapbooks he swears he'd still have if they hadn't been lost years ago when his parents moved.

That "kid" grew up to be someone for whom a good portion of "my basic fun and happiness is watching sports, as a viewer." In fact, as he reminisces in the quiet of his comfortable office in ESPN's bustling headquarters complex, a monitor at the side of his desk keeps Simmons posted on the latest sports developments his network has to offer.

Saying Simmons is a man who has found his niche in life isn't to call him self-satisfied. Indeed, he admits to having had "some disappointments with ESPN, disappointments he ties to possibly having set his sights too high in regard to what the infant network could do.

One example he gives is "if we have three cameras at an event, I'd love to have five,"—a situation that can be particularly frustrating for someone whose background is "20-odd years at networks with a lot of money." It's taken some time, says Simmons, but he's learning to heed the advice of friends who want him to stop fretting about what's yet to be done and to "sit back and relish what we've accomplished."

The essence of what he's accomplished at ESPN is to have built, in little over a year's time, the largest advertiser-supported cable network—a programming service available to more than 7.3 million homes, and a force that many observers of the industry credit with helping fuel the demand for cable, especially in urban areas.

This latest feat rests on a broad footing of other accomplishments in televised sports. Back in the mid-fifties, along with Edgar Scherick and Jack Lubell, Simmons was one of the three original staffers at Sports Programs Inc., the sports packager whose later assumption into ABC ignited that network's climb out of third place in the network race.

Calling Scherick "the guy who really started sports programming," Simmons believes that "the history of sports on television in the United States was generated out of that little company." It was according to Simmons. He speaks of "the ability to experiment, the opportunity to restructure and the challenge" that ESPN provided. It was, in his words "the ultimate challenge."

As far along as ESPN has already progressed, Simmons recognizes a set of hurdles ahead. ESPN, Simmons theorizes, hasn't "got the events we need to take it into the next quantum leap, when you can start seriously challenging the networks." Before that can happen, ESPN has to reach more homes, the 12 million or so that will mean 15% penetration of television homes, which is the threshold for Nielsen measurement. That measurement Simmons sees as the key to fuller access to advertiser dollars, which in turn will provide the funding to bid for events.

In the meantime, Simmons has been working to advance the cause of cable measurement, and ESPN's research efforts have proved encouraging to him.

He's pleased with the performance of certain events, boxing, NCAA football and Canadian football among them.

Other approaches the network is likely to try are event programs during lunch hours; afternoon events, especially in winter months, to catch the housebound high-school crowd; and weekend morning programming geared to the younger set, like Little League baseball and Pop Warner football.

For the time being, "it doesn't cost a whole lot to do repeat programming." But while first-run material will be more expensive, Simmons notes that ESPN's financial angle, Getty Oil (which bought 85% of the company from its founders, headed by now-chairman William Rasmussen) doesn't expect the sports network to turn a profit for several years. " Getty recognizes we're in a new industry that has to be nurtured and hand-held."

Simmons does have some complaints with some in the industry who, he feels, aren't helping nurture it. Simmons isn't pleased with cable operators taking superstations, ostensibly for their sports packages, if it is to the exclusion of his or other cable services. "Superstations aren't really cable," he says, "that form of cable just is not designed for the industry."

And Simmons, who believes ESPN is bringing a "quality programming sense" to cable, is most upset with operators who tier his service (intended as a basic service) then cherrypick ESPN programming while wrapping other sports packages around it. "Sometimes they even cut us off right in the middle of a sentence."

Looking toward the future, Simmons admits, for the time being, that 24 hours of sports may be a little much. But remembering his network days, he quickly adds "It's a luxury I'll accept."
A winner

In affirming the constitutionality of broadcast coverage of criminal trials, the Supreme Court last week repaired much of the damage that had been done in an earlier decision. Although it stopped short of reversing the 1964 court’s findings in the Billie Sol Estes case, last week’s majority decision by Chief Justice Warren Burger clearly set Estes aside as a barrier to courtroom entry.

Nobody expected this court to say that trial courts had no authority to prevent repetitions of the disruptions that broadcast people and parafernalia caused in the early stages of the Estes trial in Tyler, Tex. The journalism organizations that interceded on behalf of broadcast coverage in this latest case hoped that the Burger court would recognize that broadcast equipment and techniques had been dramatically improved since the Earl Warren court of 1964 was upset by photos of disarray in the Estes courtroom. That hope was more than satisfied last week.

Chief Justice Burger’s opinion took notice of the wide divisions of the Warren court in Estes. Although the 1964 decision was reached on a vote of 5 to 4, six members of the court felt compelled to write opinions. The late Earl Warren’s went beyond usual judicial restraint to call television in Tyler a “desecration of the courtroom.” Last week cooler heads prevailed. The Burger opinion restores perspective to the delicate job of balancing a defendant’s Sixth Amendment right to a fair trial against the press’s First Amendment immunity from governmental restraint.

That the First Amendment got an even shake last week must be traceable at least in part to the intervention in this case by a coalition of journalism organizations led by the Radio-Television News Directors Association. Surely it did not escape the Supreme Court’s notice that the RTNDA brief, eloquently arguing the case for broadcast access, was supported by the American Society of Newspaper Editors, Associated Press Broadcasters, Associated Press Managing Editors, National Broadcast Editorial Association, National Newspaper Association, National Press Club, National Press Photographers Association, National Public Radio, Reporters Committee for Freedom of the Press, American Federation of Television and Radio Artists; and the Society of Professional Journalists, Sigma Delta Chi.

The decision of last week confirms the benefits that can be attained when all media of journalism join in causes that are both common and right.

Getting it in writing

In terms of public image, RCA hasn’t had the best of luck with its principal executives since the departure of its virtual founder, chief architect and builder, the late Brigadier General David Sarnoff, Bob Sarnoff, his son, was unseated by his board of directors, and Anthony L. Conrad, Bob Sarnoff’s successor, had to resign after acknowledging he had failed to file personal income tax returns.

Now, as reported by Broadcasting a week ago and in more detail in this week’s issue, another change is coming. Ed Griffiths, who succeeded Conrad, is giving up the posts of chairman and chief executive, effective July 1, to be succeeded by Thornton F. Bradshaw, president of Atlantic Richfield Co. No one has ever faulted Griffiths for the way he has made RCA perform financially, but he has had his share of messy headlines. His firing of Maurice Valente, six months after hiring him as RCA president, and the firing of Jane Cahill Pfeiffer as chairman of NBC won no awards for diplomacy, and there were persistent reports of in-fighting between him and some of his board members.

Bradshaw brings a reputation not only as a successful industrialist but also as one with deep social and civic concerns and a sense of corporate responsibility in those areas. His interests are wide, ranging, for example, from the Los Angeles Philharmonic Association to the Aspen Institute for Humanistic Studies and the Conference Board. He seems qualified for the communications world on another score as well: Coming from the oil business, he is used to being made the bulleye in target practice by vocal and persistent critics. If all else fails, he has a five-year contract—which, as we have suggested before, is becoming an imperative in the impermanent world of chiefs of major corporations related to broadcasting.

Mixing it up

President Reagan has started meeting the press on a promising note, intending, if his first formal press conference can be taken as a model, to subdue the clamor for recognition that made so many journalists look like boors during conferences held by his predecessor. The new rule is that reporters who leap to their feet and shout for attention will be ignored. If the rule was briefly broken when a Hispanic correspondent called out: “Por favor,” his recognition by the President may be excused as a deviation for political purposes. Hispanics haven’t had much attention in this White House yet.

Not entirely by coincidence, the principle of recognizing raised arms instead of raised voices was one of several recommendations submitted to the Reagan press staff by the Commission on Presidential Press Conferences. Several other recommendations seem also to have found favor among Reagan’s aides. There are plans for variations in the ways Reagan will meet the press, including some informal gatherings with a few reporters and no microphones or cameras.

The last will draw objections from broadcast journalists, who want pictures, preferably live, to go with their reports. The suggestion here is that protests be deferred until Reagan has a chance to experiment. If the mixture that finally evolves contains a reasonable incidence of conferences available for broadcast, there can be no legitimate objection to informal conferences without broadcasting gear, as long as broadcasting reporters are invited. Occasionally journalistic purposes can be served by questioning a President who can go off the record.
It is not by accident that WOR has chosen to call itself "The Heart of New York." This great radio station has been the vital pump in the massive body containing over fifteen million people and stretching from borders of Pennsylvania to the shores of New England and the tip of Montauk Point. WOR has maintained the delicate balance necessary to make it the most effective news/talk/entertainment station in the country and the one by which most others are judged and modeled.

Consider three generations of the most famous name in broadcast personalities, Gambling reaching out and touching millions of people every morning. Look up for the most well-known bird in the city, George Meade and Helicopter 710. Turn to a friend such as Bernie Meltzer for advice, or Gene Klawan for a laugh.

Match all of this with a conscience that has dedicated a great part of every year to the underprivileged children who benefit from the "Children's Christmas Fund" and you have the station which feels from the heart as well.

RKO Radio is proud to have a station such as WOR which beats time with the rhythm of its city and has done so for over half a century.
The Evolution of the Ultimate Standard.

Chosen by major television stations and production centers for its extensive range of standard features, the M2484B Broadcast/Multitrack Console combines total engineering integrity with legendary Ward-Beck performance.

Carefully blending the characteristics necessary for television production with those inherent in 16-track recording, the M2484B has evolved into the ultimate standard console for broadcast production.

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