We thank Sol Taishoff for his 50 years of outstanding service in broadcasting.
LY FAIR

OUR PRIDE. YOUR JOY. Our pride is a family of 25 specially-selected, all-color theatrical motion pictures—MGM FAMILY FAIR. Your joy is offering the widest variety of television entertainment that every member of the family will enjoy, any time of the day or night. MGM FAMILY FAIR highlights scores of MGM's best-known, best-loved stars as some of the most famous characters ever captured on film. Plus—23 Academy Awards and nominations. Best of all, MGM FAMILY FAIR is available immediately. Contact your MGM Television representative today!

MGM TELEVISION

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All-in-One
Digital Video Effects

The MkII Digital Video Effects (DVE) is a second generation digital video manipulation system providing an almost endless variety of live and post production effects, many previously available only from separate digital systems or through costly optical techniques.

The MkII DVE was designed for the highest picture quality both in terms of video performance and subjective factors such as smoothness of motion. Among its standard effects are: continuous picture zoom from zero size to infinite expansion, rate control picture positioning, variable aspect ratio, picture slide and split patterns, programmable multi-freeze and montage effects, programmable picture flips, picture decay modes, luminance/chrominance resolution control and Video Mosaic.

What's more, every MkII DVE has several unique standard features: a complete E-MEM effects memory system, strobe title effects with decay modes, digital noise reduction and ACTION-TRAK®, a motion freeze effect.

Options to the system consist of extra input channels (up to four total) and control panel mounting alternatives.

The MkII DVE system, consisting of the NEC DVP-16(26) Digital Video Processor and Grass Valley Group MkII Control System, is available in both NTSC and PAL models.

*ACTIONTRAK is a trademark of CBS, Inc.
The Week in Brief

IN AND OFF THE RECORD □ Editor Sci Taishoff has been yewitness to — and at times participant in — the events that shaped the electronic media. In an "At Large" interview, he recalls those stories and adds some behind-the-scenes anecdotes that stayed in his reporting notes. AGES 119-142.

IFTH ESTATE FAMILY TREE □ In one artful portrayal, the roots and branches of communications, PAGES 144-145.

HALF CENTURY IN 'BROADCASTING' □ Headlines and highlights from the 2,341 issues since Oct. 15, 1931, in chronological order, PAGES 147-204.


THE PASSING PARADE OF HONOREES □ A reader's guide to who's been who in electronic communications, as reflected by "Our Respects" and "Profile" sketches in Broadcasting's 50 years, PAGES 294-311.
In 1873, Charles Phelps Taft purchased a daily newspaper, the Spirit Of The Times, and thus began a long, proud history of looking ahead.

Today, Taft presents the spirit of the times all around the world.

Our Broadcast Group communicates information and entertainment with a strong local identity to millions via seven television and twelve radio stations.

Our Amusement Park Group provides families with affordable, close-to-home fun at any of our five theme parks.

Our Entertainment Group provides worldwide audiences with the finest quality programming created, produced, distributed and licensed through a combination of specialized talents.

And to continue a history of looking ahead, our cable and satellite resources signal a vast commitment to utilize advanced communications technologies that will result in an even greater age of mass audience information and entertainment.

Among the first in the industry to do so, Taft has installed satellite earth stations at all of its television stations.
After Shiben
Who'll be next chief of FCC's Broadcast Bureau to replace Richard J. Shiben, who dropped word Friday of intention to look for better-paying job outside? Insiders say Chairman Mark S. Fowler's choice will be Lawrence E. Harris, 45, who now has lucrative private law practice in common carrier field. Among his clients is MCI Communications, which he represents in antitrust suit against AT&T. Harris is graduate of Columbia University and Georgetown University Law School. Before opening own practice he was MCI vice president, tariffs and common carrier relations. Earlier he was in Navy, worked for Army Map Service, NASA and Texas Instruments. Fowler is expected to propose Harris to fellow commissioners.

Shiben, 44, has been Broadcast Bureau chief for nearly two years of his 20-year tenure at FCC. He was made chief by Chairman Charles Ferris after intramural turmoil resulted in resignations in disagreement with Ferris drive to alter radio and TV allocations.

Loyalty bill support
Representative George Danielion (D-Calif.) is said to have voted for subcommittee passage of performer loyalty bill (H.R. 1805) scheduled for mark-up on Thursday (Oct. 15). ABC Affiliates' Government Relations Committee has sent urgent message to adio affiliates stressing need for stepped-up lobbying against bill. National Association of Broadcasters vice president, congressional liaison, James Bopham, said "situation is not quite that bad," but many in Washington say there's more inclination to pass performer loyalty measure this year in subcommittee than ever before. Danielion himself declined to say whether he has votes.

Situation on cable copyright bills, also touched for mark-up this week, is "much more fluid," according to lobbyists working that field.

Lean rations
Public broadcasters, already tightening belts to accommodate cuts in federal funding to Corporation for Public Broadcasting, will have to take up more notches if Office of Management and Budget has its say. OMB Director David Stockman notified CPB that OMB is requesting even more cuts. New OMB plan calls for budgeting CPB at $116.5 million for 1983, $95.5 million for 1984 and $85 million for 1985. CPB's 1983 appropriation was $172 million.

At OMB's request, Congress has already cut back CPB's 1983 appropriation from $172 million to $137 million. New public broadcasting legislation authorizes CPB to receive $130 million for each of fiscal years 1984 through 1986 (BROADCASTING, Aug. 3).

Capitol's own station?
Will House of Representatives get low-power TV frequency it wants to broadcast proceedings to Washington area? Representative Charles Rose (D-N.C.), who chairs Advisory Committee on Broadcasting, has officially made request at FCC. He first posed idea to commissioners at House Telecommunications Subcommittee hearing (BROADCASTING, July 27). FCC general counsel's office is exploring legal implications in licensing government entity while other offices evaluate technical options.

Being considered are LPTV as well as instructional TV fixed service frequencies. Latter would require purchase of downconverters, at cost of $2,000 to $3,000 each, by those who would receive signal.

White House, government agencies and lobbyists are among those clamoring to receive House broadcasts, now aired on Cable Satellite Public Affairs Network, but not available in unwired District of Columbia.

Getting together
Other than exhibit of J. Walter Thompson, advertising industry made little showing at Cable Software Symposium in New Orleans last week, but advertising and cable industries will meet face-to-face at two-day meeting next February sponsored by Cabletelevision Advertising Bureau. First day of meeting, slated for New York Waldorf-Astoria, will introduce advertising executives to cable's ad-supported satellite networks. Second day will teach cable operators how to sell time.

Line forms at CBS News
It now appears certain that Bill Leonard, whose contract as president of CBS News was extended one year beyond his normal retirement date, will leave by next May, when extension runs out. Successor is expected to be announced well before Leonard's departure, to allow for on-job break-in.

Front runners in speculation for job include Roger Colloff, vice president and director of public affairs broadcasts; Ed Foulty, vice president and director of news; Ed Joyce, former newsmen, now vice president and general manager of CBS-owned WCBS-TV New York; Gene Mater, former newspaper and Radio Free Europe newscaster and editor, now CBS/Broadcast Group senior vice president for policy, and Van Gordon Sauter, former newsmen now president of CBS Sports.

Bang-up fourth
Spot television in fourth quarter is running ahead of projections made by national representatives, and is expected to be 16-18% above 1980 levels. Reps say that independent stations are faring better than affiliates in general, reflecting increased business from toy industry, which had cut back on TV advertising in 1980 fourth quarter, and greater agency acceptance of independent stations.

News vs. news
"I would be real surprised if we were not the hit of the show," said Lloyd Werner, senior vice president, sales and affiliate relations, Group W Satellite Entertainment, referring to Cable Software Symposium in New Orleans last week. He claimed verbal commitments from several MSO's to carry one or both of ABC/Group W's two incipient news channels. Part of new services' attraction, he said, is early-signing bonus Group W is offering: 50 cents per subscriber per service.

Turner Broadcasting System, producer of Cable News Network and new CNN II battling ABC/Group W for cable affiliates, professes to be unperturbed. Every cable system under 15,000 subscribers taking both ABC/Group W services, notes TBS's Terry McGuirk, would have to use entire bonus to buy earth station to pick up Group W programs off Westar IV.

No time for party
Among events canceled last Tuesday in wake of Sadat assassination was VIP preview of new ABC News Washington headquarters at 1717 DeSales Street, N.W., with ABC Inc. Chairman Leonard Goldberg and President Elton Rule as principal hosts. With all news hands on Sadat coverage under direction of Roone Arledge, president of ABC News, decision was reached before noon to scrub that night's reception. About 130 guests, including cabinet members, key White House staffs, members of Congress and others had been invited.

ABC facility, representing overall cost of about $22 million, is across street from Washington's Mayflower hotel. Official dedication next month.


Church's Fried Chicken □ Begins Oct. 21 for four weeks in about 20 markets. Fringe, prime and sports programming. Agency: Batten, Barton, Durstine & Osborne, Chicago. Target: adults, 18-49.


Colibri Lighters □ Begins Nov. 27 for four weeks in 38 markets. Fringe, prime, news and weekends. Agency: Rosenfield.

There is nothing wrong with America that faith, love of freedom, intelligence, and energy of her citizens cannot cure.

Dwight D. Eisenhower
Viacom
Our Tenth Year
Eight Is Enough
EIGHT IS ENOUGH is the perfect choice for syndication success. Of the upcoming shows currently being offered in syndication for 1982 and beyond, EIGHT IS ENOUGH is the only program to finish in the top four in reaching women 18-49, teens and kids. So get the Bradfords on your side and prove that EIGHT IS ENOUGH can be your shining hour.

LORIMAR

Los Angeles □ New York □ Chicago □ Atlanta □ Dallas
Spanish accent. Kenner Toys, Cincinnati, has produced and is sponsoring half-hour television special, *The Wonderful World of Strawberry Shortcake*, over SIN National Spanish Television Network on Thursday (Oct. 15 5-5:30 p.m.). Kenner Toys is now advertising client of SIN. Agency for Kenner is Grey Advertising, New York.

First cable buy. In its first use of cable television, True Value Hardware has signed long-term agreement with Entertainment and Sports Programming Network, calling for sponsorship for an end of 1982 and options to renew for additional years. Purchase was made in-house by True Value, chain of 8,500 hardware stores.

Long, long commercial. A. Eicoff & Co., Chicago, has created two-minute television commercials for *Psychology Today* magazine. Eicoff, recently named as agency to handle advertising for magazine, says spots will attempt to generate new subscribers and increase newstand sales. Eicoff, which specializes in use of TV for direct marketing, has performed similar assignments for publications, including *Playboy Milwaukee Journal* and *Rolling Stone*.

In the works. Garan Inc., creators of Garanimals children's apparel, and New York ad agency Shaller Rubin Associates are creating TV spots for new line of Actionwear. Also coming this quarter is test campaign for Men's Wear. New ads will increase advertising budget by $1 million.

Soft spots. N W Ayer will launch latest TV campaign for De Beers Consolidated Mines on Thanksgiving during NFL football game. Promoting diamonds, spots will run for four weeks in about 12 spots programs and 20 prime-time shows. Described as "three-hanky commercials," new one uses still photographs depicting emotional scenes with new De Beers theme song in background. Radio will also be employed and designed for local dealer use.

USA awards. Marsteller. USA Network has selected Marsteller Inc., New York, as new agency for advertising and media placement. Proposed spending for ads over next year is between $1 million and $5 million. Marsteller is now planning first consumer campaign for sports-flavored network since its formation in 1977.

That depends on how you see it.

Take, for instance, the mountains of detail that surround the broadcast business. Avails, logs, sales reports, even accounts receivable and payable. We can turn them into molehills.

We're Station Business Systems. And a giant stands behind us—the Control Data Corporation.

Our systems are designed by broadcasters to give you professional service and the most advanced computer hardware, software and training available.

The only mountain you're going to make is one of profits.

For more information, call Bill O'Toole, Vice President of Sales, at 800-243-5300, or 203-622-2400.

Is this a mountain or a molehill?
Here's an offer that's short and to the point.

Diff'rent Strokes/'84

Diff'rent Strokes a TANDEM production distributed by PLUS films
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM • TAT • LSA
This week
Oct. 13-15 — Western Educational Society for Telecommunications 11th annual conference, Harrah’s, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 80032, (213) 224-3396.
Oct. 13-16 — Southern Educational Communications Association fall planning conference, Bahama hotel, Fort Lauderdale, Fla.
Oct. 18 — Connecticut Broadcasters Association annual meeting and fall convention, Hotel Sonesta, Hartford, Conn.
Oct. 18 — Radio Advertising Bureau sales clinic, Holiday Inn North, Charlotte, N.C.
Oct. 18 — Black Journalists Association of Southern California’s first scholarship awards dinner. Speaker: Dwight Ellis, vice president, National Association of Broadcasters. Sheraton Plaza LaLeena hotel, Los Angeles.
Oct. 18 — Colorado State University/Colorado Broadcasters Association 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee, Colorado State University, Fort Collins. Information: Dr. Robert MacLachlin, (303) 491-6140.
Oct. 18-17 — Broadcasters Promotion Association/Broadcast Designers Association board of directors meeting, St. Francis hotel, San Francisco.

Also in October
Oct. 21-22 — Ohio Association of Broadcasters fall convention. Columbus Hyatt Regency, Columbus, Ohio.
Oct. 24 — Women in Cable women’s career workshop. Ambassador West, Chicago.
Oct. 25-30 — Society of Motion Picture and Television Engineers 123rd technical conference and equipment exhibit, Century Plaza, Los Angeles.
American National Enterprises, fast becoming the leading independent distributor of nationwide television, theatrical and non-theatrical entertainment, is proud to offer EAGLE 1.

Its impressive, star-studded lineup of breathtaking adventures, bursting with heroes and heavies, beautiful women and hard-hitting, two-fisted action is entertaining viewers around the country.

EAGLE 1 has already been sold in over 20 major television markets and is enjoying exciting success in countries around the world.

The opportunity is now! It's yours, seize it, then soar to a new height in entertainment.

Give Charles King a call at our international offices. You'll be glad you did. It's the best entertainment package for the money, anywhere in the world.
The AP Radio Wire helps you sell the banker, the baker, the candlestick maker. With the AP Radio Wire you’ve got the kind of programming the banker, the baker and the candlestick maker want to sponsor.

In fact, AP Radio Wire users get hundreds of fully scripted programs every week—programs in business, finance, sports, politics, entertainment, the outdoors, and much, much more. They’re all produced and sent on a regular schedule so you can strip program. And they’re highly saleable to participating sponsors at fixed position rates. For example, AP’s business, financial and Wall Street programming has strong appeal to bankers, brokers, finance companies and insurance agencies among many others.

On the other hand, AP features on lifestyle and home improvement are a natural for sponsorships by decorators, boutiques and home furnishings marketers, including candlestick makers.

So, from banker to candlestick maker, when you have the AP Radio Wire, you’ve got the programming your local sponsors want to buy.

That’s why AP's almost 4,000 Broadcast me
come to think of the Radio Wire not as an expense, as an almost unlimited source of profit potential.

Let us show you how the AP Radio Wire make profit for you. We've got a short slide presentation that shows you how to do it; then we'll give research materials and selling kits to help you sign up the banker, the baker and the candlestick maker.

Write or call: AP Broadcast Services, 50 Rockefeller Plaza, New York, NY 10020, 212-621-1511. Or act your nearest AP Broadcast Executive.


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

Nov. 9-11—Television Bureau of Advertising 27th annual meeting, Fontainebleau Hilton, Miami Beach.


Dec. 2-4—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.


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


October 29-Nov. 1—Missouri Broadcasters Association fall meeting. Hilton Plaza Inn, Kansas City, Mo.

October 29-Nov. 1—Information Producers of America national conference and Cindy award banquet. Sheraton Universal hotel, Los Angeles.


October 30-Nov. 3—Society of Telecommunications Consultants fall conference. "Integrated Communications for the '80s." Sheraton Palace hotel, San Francisco.


November 1-4—Scientific Atlanta’s seventh annual Satellite Communications Symposium. Speakers include Representative Timothy Wirth (D-Colo) and Ted Turner, Turner Broadcasting System. Hilton hotel, Atlanta.

November 2-4—Information Industry Association 13th annual conference. Speakers include FCC Commissioner Anne Jones, Copley Plaza hotel, Boston.


November 5-7—National Translator Association annual low power television and translation convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South Street, Salt Lake City, Utah, 84111. (801) 237-2823.

November 5-7—Broadcast Education Association seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.


November 7-10—Association of National Advertisers annual meeting. Speakers include Leonard R. Accocia, chairman of Chrysler Corp. Panelists include Hugh Downs, host of ABC-TV’s 20/20; Gene Jankowski, president, CBS/Broadcast Group; Gerald Levin, group vice presi-
September 22, 1981

Dear Sol

Few people have the talent, or the opportunity, and are allowed the time to make such a major contribution to an industry.

Thanks.

Charles
House Appropriations Committee didn't set Corporation for Public Broadcasting's appropriation for 1984 at $130 million as reported in "In Brief" Oct. 5. Committee set appropriation at $110 million, $20 million less than authorized by law. Committee also set appropriation for National Telecommunications and Information Administration at $56 million for 1982, $4 million less than authorized by law.

Sidney Pike, president of Turner Program Sales, Atlanta, was former station manager of Turner's Wsingleh, general manager of WCW-TV Charlotte, N.C., as reported in "Fables & Fortunes," Oct. 5.
The prime-time access rule editorial in Broadcasting Sept. 28 contained a number of items that we cannot allow to go unchallenged.

First, you state that NBC (and its affiliates in the top 50) will not require waivers of the 6:30-7:30 p.m. scheduling option. The access rule states that "regular half-hour network news programs when immediately adjacent to a full hour of locally produced news or public affairs programming" may be scheduled between 7 and 8 p.m. NBC (and its affiliates) would be required to seek FCC approval to change the ordering from "half-hour" to "hour" and BC affiliates in the top 50 would have to schedule one-hour of local news immediately prior to the NBC hour news. The rule would actually have to be modified, and NATPE has announced its intentions to oppose such a move.

Additionally, Broadcasting has placed itself in the position of federal judge when states erroneously that the access rule is unconstitutional, although identical arguments have repeatedly been rejected by the courts; most recently in National Association of Independent Television Producers and Distributors v. FCC, 516 F.2d 26 (2d Cir. 1975). The legality of the IAR was first litigated in *Mt. Mansfield Television, Inc. v. FCC*, 442 F.2d 470 (2d Cir. 1971).

The clear import of the Second Circuit's decision in *Mt. Mansfield* was that the characteristics of the broadcast media require the application of constitutional standards to their regulation which differ from those applicable to other types of communication." *442 F.2d at 477*, quoting *Lion Broadcasting Co., Inc. v. FCC*, 15 U.S. at 386 (1969).

And, the Supreme Court has ruled that "the public's right to access must prevail over all other claims... It is the right of viewers and listeners, not the right of the broadcaster, which is paramount!" *Id. at 80, 89 S.Ct. at 1806*. *Id. at 477*. Applying these principles to the PTAR, the Second Circuit Court held that PTAR, "far from violating the First Amendment, appears to be a reasonable step toward fulfillment of its fundamental precepts..." *Id. at 477*.

Finally, we agree that economic factors are important to any broadcaster currently considering the NBC proposal. However, they are opposite to those suggested in our editorial. Stations can take the NBC proposal, sell ten 30-second spots and reduce operating costs at the same time. Or many broadcasters, including major-market NBC affiliates, could conceivably be more profitable than current programming.

However, several questions arise about the NBC proposal. Is it in the public interest? Is the station selling out its local identity for a few short-term dollars? How long will the network continue to provide the same level of compensation currently offered? When taken as a whole, is it in the best interest of the entire broadcast community?

At NATPE, we firmly believe it best to maintain the rule for the immediate future. PTAR has provided viewers options, local identity for stations and reduced network dominance—the primary purpose for the rule in the first place. There can be no justification for fixing something that is not broken; especially when the only beneficiaries will be the networks. —C. Stephen Currie, president, National Association of Television Program Executives, New York.

**Thumbs down**

**Editor:** What disheartening news it was to hear that the NBC affiliate board caved in on the subject of prime access. With the intrusion of network programing into weekends, late night, mornings, etc., etc., etc., there soon will be nothing left for the local station to do. I think the appropriate method would be another half hour of local news for the station, or another PM Magazine.—Robert C. Wiegand, general manager, WPBT(V) West Palm Beach, Fla.

**Cause of death**

**Editor:** As the program director of one of the 65 affiliates of the recently defunct Enterprise Sports Network (Broadcasting, Sept. 28), it appears to me that a couple of things hurt the fledgling network before it really got off the ground.

First, the Enterprise product was excellent but it was also very expensive. Providing 13 hours of nationwide sports/talk a night, seven nights a week, 48 sports updates per day (on a second satellite channel), a number of features and specials doesn't come cheap. It's always better to start smaller and grow as you can afford it. Other problems we encountered included a three-month delay getting on the air because the suppliers of necessary earth station equipment were not able to keep up with orders.

A final problem was a very complex certificate of performance which required entirely too much time to prepare each week. To the folks at Enterprise, it was a magnificent effort and I for one hope some of the product and sports programing concepts born there will take root elsewhere. With the explosion of satellite delivery networks now under way, I can't help but wonder how many more operators, trying to start up as a major network, will go the way of Enterprise, because the bottom line just wasn't there. —Charles H. Moss, Jr., program director, WRRG(AM) Mobile, Ala.
The pioneering spirit of farm broadcasters

It wasn’t really an electrical wizard who did the first broadcasting. It was a farmer. Sowing seed broadcast, that is.

As it turned out, it is also broadcasting farmers who have sown many of the seeds that grew to produce our broadcasting industry.

For evidence there are a surprising number of top broadcasting executives who started as programers of broadcasts for farmers and rural dwellers generally or were somehow closely associated with such efforts.

Why this should be the case is not perfectly clear. One theory is that people of rural origin or contacts are likely to be more sensitive to the information and entertainment needs of our diverse society. But then, their track records as salesmen and managers are pretty good, too. The farmer never lived who couldn’t count.

Any list of the super heterodyne wobblers who have plowed their way to executive suites would certainly omit some who are outstanding, but here are a few just to make the point.

A good place to start is with the late Frank Mullen, a South Dakota farm boy, farm magazine writer, farm radio director, KDKA-A (AM) Pittsburgh in the early 1920’s and originator of the old National Farm and Home Hour. He became executive vice president of the National Broadcasting Company in the 40’s.

A contemporary of Mullen’s was Sam Pickard who did farm radio programs from Kansas State University and later became the first chief of radio at the U.S. Department of Agriculture. When Secretary of Commerce Herbert Hoover created the FIS (Federal Radio Commission), he named Pickard secretary. Later Pickard became a commission member. Then, in 1928, he moved to the Columbia Broadcasting System as vice president in charge of station relations. Not bad for two sons of the Great American Desert.

Better remembered today is Francis Marion (Scoop) Russell, a Nebraskan who went to Washington as an assistant to Secretary of Agriculture William Jardine. Soon, however, he left to join NBC as its Washington vice president.

An outgoing style is often an important element of success in broadcasting and on that scale perhaps no one has topped Burridge D. Butler, publisher of the Prairie Farmer magazine in Chicago. He purchased WLS (AM) Chicago from Sears, Roebuck & Co. and converted it to a rural service facility. For a quarter century the WLS studios were the spawning grounds of dozens of well-known names in broadcasting and show business, including Glenn Snyder, later WSB manager, and Edgar Bill, owner of WMBD (AM) Peoria, Ill., for many years.

Notably also there was George Biggar, the station’s first farm program director—later producer of the National Barn Dance originated by WLS on Saturday nights and fed to NBC—who went on to programming posts with several Midwest stations before joining WLIB (AM) DeKalb, Ill.

While he was at WLIB (AM) Cincinnati, Biggar launched several other well-known farm broadcasters including Ed Mason (Wallace Mosier), now owner-operator of KXOW (AM) Colby, Kan., and Roy Battles, who later became director of the Clear Channel Broadcasting Service in Washington.

Byron (Bill) Frace, WSBI (AM) Atlanta’s first farm programer, became a major stockholder in several Alabama stations. Emerson Markham was the first farm director at General Electric’s WGY (AM) Schenectady, N.Y., before his promotion to station manager and later moved to the National Association of Broadcasters in Washington. His successor at WGY, Merle Galusha, also moved from the farm spot to general manager.

Having fun in broadcasting was certainly a modus operandi of the late Harold Hough, long-time director of WRAP-AM-FM-TV in Fort Worth. He put the AM station on the air in 1922 and for several years was a popular on-air personality. Southwesterners still fondly recall some of his program innovations and humor as the “Hired Hand” in pre-network days. His closest friend was Will Rogers.

Along with that, he promised service to farmers and ranchers, pushing up-to-the-minute, accurate and easy-to-understand and copy-down market reports on livestock, cotton, grain and other market commodities. On another level, he is still honored as one of the industry leaders through more than three decades of counteracting federal regulatory thrusts. He was the perennial secretary-treasurer of the Clear Channel Broadcasting Service and chairman of a dozen or more industry ad hoc committees.

Just after Pearl Harbor, WCCO (AM) Minneapolis recruited Larry Haeg, a young local farmer and member of the Minnesota legislature. Ten years later he was named station manager and 10 years after that he was president of the parent company.

Then there is Harry Butcher, who made the jump from editor of the Fertilizer Journal to CBS Washington vice president before he went to Europe as General Eisenhower’s naval aide. More recently he has been in broadcasting ownership and cable operations in California.

Another star in this galaxy is the late Joe Maland, the widely known manager of WHO (AM) Des Moines (and WOC (AM) Davenport) whose farm roots served him well in building up a strong farm department at each station. Maland also nurtures a sports staff who are to收款. His most famous alumnus is now President of the United States.

Of a later generation, George Logan (George Loesing), manager of WBT (AM) Topeka, Kan., started as a trainee in the U.S. Department of Agriculture’s radio and television service before becoming head of a three-man farm team at WBT.

Ray Wilkinson, head of a three-man farm operation at WRAL-FM-TV Raleigh N.C., which also serves several com radio networks in the Southeastern states, is also vice president of the parent Capitol Broadcasting.

Some 30 other one-time station farm directors are now heads of their own regional networks providing sponsor news, market, weather and agricultural news to subscribing stations as often as 20 time per day. Some of these networks embrace as many as 60 stations.

Proportionately, meanwhile, Canadian Broadcasting Corp. executives who started out as regional farm commentators are making it to the top spots outnumber their counterparts in the U.S.
"YOUR HIT PARADE" is an exciting, one-hour, weekly re-creation of the popular radio show that entertained America for nearly a quarter of a century, and is hosted by the program's nationally recognized original announcer, Andre Baruch, along with former singing star of "Your Hit Parade," Bea Wain. But, there's a big difference in this new version. Instead of hearing the top ten tunes of the past performed by the Hit Parade cast, we're presenting the original recordings made by the artists who put these songs on the top of the charts. "Your Hit Parade" provides stations and advertisers the golden opportunity to present one of the nation's most memorable and prestigious radio programs.

Join award-winning actor, narrator, Joe Campanella, host of such premier TV programs as "The National Geographic Hour," and "The Jacques Cousteau Specials," for THE HOLIDAY SPIRIT, a festive celebration of nine major holidays, each saluted with 25 three minute shows relating to that particular day. Each segment provides one minute for commercial time, and the total package includes 225 shows. The shows explore, examine, and just have fun relating the history, lore, and anecdotes that are associated with these special occasions: New Year's Day, Valentine's Day, Easter, Mother's Day, Father's Day, Fourth of July, Halloween, Thanksgiving Day, and Christmas.

Two Great Gifts For Your Listeners During the Holiday Season.

For information call toll free, (800) 423-2840. Outside the continental United States and in California, call collect (213) 841-0225

Radio Arts Suite 104, 210 N. Pass Ave., Burbank, California 91505
Richard A. O’Leary is President of ABC-owned Television Stations, and of ABC International Television, Inc. He is responsible for the operations of the five ABC-owned TV stations and ABC’s international relations.

“I’m a believer in the competitive system. Above all, it motivates. In competing for viewer attention, variety creates a frame of reference for excellence, professionalism, integrity and character. Our system is such that it tests our character. And for me, character is all.

“Ours stations became successful because of the heavy commitment we made to serving our local viewers. And our permanent and absolute commitment to achieving maximum honorable profit. Our news and information services had such a magnetic appeal that viewers made the effort to tune in to us when the traditional ‘local’ periods came up.

“With the arrival of cable and other alternatives, the viewers are naturally going to have more choices. They’re going to have more kinds of programming available to them, in the same way that bookstores are filled with books. That doesn’t mean our place in the sun shouldn’t be better for it. There really are endless opportunities here for us in local broadcasting.

“No programming form is bad unto itself. Examples of those forms can be good or bad. And I don’t find any one form inherently better than another. They all have a right to exist. Like the novel in 18th-century England. It evolved, producing good novels and bad novels. My own opinion of whether a particular program is good or bad comes when I ask myself a simple question: Does this enhance, or demean the human condition? One’s own instincts make that fairly easy to decide.

“Ours is a motion picture society. That’s why our television looks a certain way. That’s also why I have to acknowledge the specific advantages that only film can provide. That ‘look,’ for example. Certain subjects lend themselves to film. You know they wouldn’t have the same impact on any other medium. Film has served us extremely well, and will certainly continue to do so. By the way, when I think ‘film,’ I think ‘Kodak.”

“In making sense of our environment, each of us is the star of our own human drama. If we, as broadcasters, can coordinate all these human dramas to a purpose, hoping that each person finds enlightenment, then we’re doing a good job. Television, in that sense, seems to be the lightning rod of today. I’m in it all my waking hours; it’s my life; and I love it.”

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COLUMBIA PICTURES TELEVISION
Bell gets its bill out of Senate

Deregulatory S. 898 wins 90-4 approval, with cable industry amendments on losing end; Hollings fails to stem the tide; fate of measure now passes to House

The controversial bill that would initiate gradual deregulation in the telecommunications industry (S. 898) was passed by the Senate last Wednesday (Oct. 7) by a vote of 90-to-4. In approving the landmark legislation, the senators deleted amendments that would have prohibited federal, state and municipal rate regulation of cable services and agreed to a battery of amendments aimed at curtailing AT&T's ability to engage in anticompetitive activities in a future, largely deregulated market.

Also accepted were amendments aimed at protecting ratepayers from sudden increases in local telephone rates once deregulation of long-distance services begins and at checking the power of the Defense Department to prevent public disclosure of information about telephone networking on behalf of national security. By a vote of 86-to-4, the Senate accepted an amendment requiring allocation of the next suitable VHF frequency that becomes available to New Jersey. Debate on the bill began Monday after Senator Ernest F. Hollings (D-S.C.) discontinued a filibuster against consideration of the bill that he had begun the previous Thursday (Broadcasting, Oct. 5). Voting on amendments did not begin until Tuesday, however, because many senators had not returned until then from a weekend away from Washington.

The first amendments considered were those concerning cable regulation. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) argued that provisions to prohibit rate regulation by cities and other government entities had been added without proper consideration by the Commerce Committee and should be deleted in favor of holding hearings some time in the future on cable legislation. Hollings and Senator Slade Gorton (R-Wash.) spoke in support of Goldwater's effort, which would also delete related provisions codifying the FCC's authority to set franchise fee ceilings and extending pole attachment rules currently imposed on utility companies to rural telephone and electric cooperatives.

Commerce Committee Chairman Bob Packwood (R-Ore.) argued for a compromise on the cable provisions to permit regulation of basic cable services only, grandfather existing franchise agreements, codify the FCC's authority to set franchise fee ceilings and eliminate the extension of pole attachment requirements to rural cooperatives. "The biggest fears cities have is political," said Packwood. "They are afraid that, once a cable TV franchise is created, the rates will go up tremendously on the local programs that people watch and that would rebound negatively to the political detriment of the members of the city council."

Senators Wendell Ford (D-Ky.) and Howard Cannon (D-Nev.) supported Packwood, arguing that the Commerce Committee has often considered cable regulation during its efforts over the last four years to draft Communications Act revisions and that cable provisions in S. 898 are not unfamiliar to Commerce Committee members.

Goldwater countered that past hearings were not specifically directed at amending cable laws and that city representatives were not heard at any of them. "It's become a matter of honor," said Goldwater during Monday's debate, "I have promised municipalities there would be no cable legislation until hearings had been held." Goldwater also argued that the "relationship between cities and cable systems has never been the subject of hearings" in his subcommittee and that even though he may end up supporting an end to cable rate regulation, hearings ought to be held.

Packwood said he and Cannon, who co-sponsored the compromise amendment, had believed they had the support of cities when cable provisions were initially added to S. 898 a few days before the measure was cleared by the Commerce Committee (Broadcasting, July 20). If cities insist on deleting the provisions "as a matter of pride," he said, and if they succeed in defeating them, "I hope they will not be heard in objection to amendments or to a bill that may give them less than they will get ... under Senator Cannon's amendment."

The Senate accepted the Cannon-Pack-wood compromise with a vote of 52-to-40, but minutes later voted 59-to-34 to kill the compromise and accept Goldwater's amendment to delete the controversial provisions from the bill.

"It appears as though a majority of the Senate believes there is a need to spell out the authority of cities with regard to cable television," said Thomas Wheeler, president of the National Cable Television Association, who was in the public galleries during the action on the cable amendments. "We are gratified that the Packwood-Cannon amendment was adopted by a 52-40 vote. It is equally clear that a majority of the Senate also believed that Senator Goldwater's point of personal privilege also had merit."

Stephen Effros, executive director of the Community Antenna Television Association, said: "CATA is pleased that Senator Goldwater has indicated his willingness to continue efforts with members of the cable TV industry to design reasonable legislation dealing with the various problems now facing us. CATA will continue working with the senator toward that goal."

When not debating the cable legislation,
the Senate spent most of its time on Monday and Tuesday considering amendments offered by Hollings, who argued that competition in telecommunications services would be "distinguished" under S. 898 unless the Senate took steps to restrict AT&T's ability to take advantage of its traditional power as a regulated monopoly. Ratepayers would be forced to "pay the price of deregulation" if AT&T is permitted to transfer assets to its unregulated subsidiary at costs below their value, said Hollings. Such a transfer would force AT&T to demand an increase in its rate of return to cover the losses incurred by transferring those assets at a cost that would give its unregulated subsidiary a competitive boost in the marketplace, Hollings argued.

Packwood argued against Hollings's proposals, but by Tuesday morning had agreed to compromise on one of them, a "ratepayer protection" amendment. The Senate agreed to a compromise Tuesday afternoon by unanimous consent.

The amendment would require the FCC to review the valuation of assets to be transferred from AT&T to its unregulated subsidiary and to modify any values it finds unfair. The compromise on Hollings's amendment would also delay deregulation of customer premises equipment for at least three years after enactment of S. 898, and would allow the FCC to extend that deregulation for another two years. If such deregulation occurred in only two years, as originally proposed in S. 898, "the deregulated marketplace would be swamped," said Hollings, "and the newer competitors do not have the market penetration to be able to provide ... customers with viable alternatives."

Under another provision of the compromise, the FCC would retain its power to suspend tariff increases while it investigates those it finds may be unjustified. The original bill would not have permitted the FCC to suspend tariff increases while investigating them. AT&T's unregulated subsidiaries would be exempted from offering services duplicating those offered by its parent for at least four years after S. 898's enactment, under a fourth provision in the "ratepayer protection" compromise. Hollings argued that permission to duplicate services before effective competition has taken hold in the marketplace would encourage AT&T to offer any new services through its unregulated subsidiary to the detriment of the regulated telephone network. Consumers would be forced to pay unregulated prices for services before competition provided alternatives, said Hollings.

Finally, the compromise would permit states to continue including revenues from the printed Yellow Pages when calculating AT&T's rate of return for up to four years following enactment of S. 898. If the 20 states now including the Yellow Pages were precluded from doing so, said Hollings, they would have to permit sudden, substantial rate increases for local telephone service.

Hollings lost little of his "ratepayer protection" amendment in the compromise. He had argued for deregulation of customer premises equipment only after the equipment's value had been "used up" and investment in it had been recovered and for a five-year extension on states' ability to include Yellow Pages revenues in rate of return calculations. The Commerce Committee added to the ratepayer amendment a clause requiring AT&T's unregulated subsidiary to file an annual report with the Securities and Exchange Commission. Hollings argued that at least 10% of the subsidiary's stock should be owned by outside investors, so the company would be publicly traded and subject to SEC scrutiny.

He offered an amendment to that end, but it was defeated by a vote of 68-31 just before the Senate adjourned on Tuesday. The amendment would also have required that the subsidiary acquire its financing "directly from the capital market" rather than its parent company, as permitted in S. 898.

The Senate adopted by unanimous consent a package of 16 amendments offered by Judiciary Committee Chairman Strom Thurmond (R-S.C.) and agreed to earlier by the Commerce Committee (BROADCASTING, Oct. 5). These amendments "improved the bill immensely," said Packwood after they were added to S. 898 early Tuesday afternoon. "Initially, there was resistance to these amendments," he said, "but Senator Thurmond persuaded us they were necessary."

Senator Bill Bradley (D-N.J.) offered the amendment for VHF service in New Jersey. The Senate had approved his proposal earlier this year as an amendment to a giant budget bill, but the New Jersey provisions were removed from the bill in conference with the House Energy and Commerce Committee (BROADCASTING, June 29 and Aug. 3).

On Wednesday, the Senate accepted an amendment offered by Senators Gary Hart (D-Colo.) and John Glenn (D-Ohio) that would require the Defense Department or any other government entity to justify to Congress why information submitted to the FCC about telephone networking should be kept from public disclosure. Under S. 898, AT&T would have to file with the FCC records of all business conducted with its unregulated affiliate, and those records would be open to the public and to the affiliate's competitors. The unamended S. 898 would have permitted the Defense Department and other government entities to keep from public disclosure any documents they felt could jeopardize national security if revealed.

Under the Hart-Glenn amendment, which the Commerce Committee agreed to early last week, public disclosure of the affiliate's records could be prevented only on the grounds of national security in times of war, natural disaster or other emergencies.

Senator John Tower (R-Tex.) offered an amendment on Wednesday to require AT&T's unregulated affiliate to interconnect its network with any telecommunications service provider that asks for access. The parent company would have to afford such access under S. 898, but many of the company's competitors believe that the transfer of assets from parent to subsidiary permitted in the bill and the subsidiary's authority to own its own transmission facilities would give the subsidiary an unfair advantage over its competitors. They want to be able to interconnect with both parent and affiliate, at least until the affiliate ends up with a more sophisticated network than that of the parent company, as many believe will happen, competitors will have access to that more sophisticated network and will not be forced to rely on what they fear will be an inferior basic network offered by AT&T. The Senate defeated Tower's amendment with a voice vote. "They are not giving the provision of services to pass that amendment," Packwood told reporters after the Senate passed S. 898. Packwood had fought the amendment on the floor, saving it was another attempt by AT&T's competitors to kill the bill.

Senator Rudy Boschwitz (R-Minn.) offered an amendment to delete from S. 898 provisions that would end the requirement that telephone companies wanting to offer cable TV services in rural areas must file for a waiver of FCC crossownership rules prohibiting such activities in larger, more populated areas. His amendment also went to a vote on Wednesday and was defeated by a vote of 53-38.

Boschwitz and Senator Larry Pressler (R-S.D.) said Congress has never made a statement on telephone-cable crossownership before and that to do so now might slow the FCC's current proceeding to eliminate waivers for rural telephone companies. S. 898 would require the FCC to set rules within 180 days of its passage defining when and how rural telephone companies can offer cable TV services.

Voting against final passage of S. 898 were Senators and Senators Alan Cranston (D-Calif.) and Denis DeConcini (D-Ariz.). After it was over, Packwood said the bill "never would have gotten out of committee" if Ford and Senator John Danforth (R-Mo.) hadn't worked out a compromise between newspaper interests and AT&T that would ban advertising on electronic Yellow Pages to be offered by an unregulated affiliate over lines opened by companies other than AT&T or any of its affiliates. A committee amendment to that compromise would require that the affiliate offering electronic Yellow Pages must be separate from the other unregulated affiliate, which S. 898 permits to offer "enhanced" telecommunications services, such as data processing and computer services.

"It will be six months before the House passes a bill and I don't know what it will look like," said Packwood. "But I think we'll have some kind of telecommunications legislation from the 97th Congress."
CBS/AT&T pick New Jersey for videotext test

Joint venture will start first experiment in fall '82 in Ridgewood; CBS will originate both text and advertising

Ridgewood, N.J., has been selected as the test site for the anticipated CBS/AT&T videotext experiment (Broadcasting, Sept. 28). Starting in the fall of 1982, and to last for seven months, the companies said last week, the test will involve 200 households and "test a broad range of local and national consumer information and transaction services."

Details of the test released last week are that CBS will be responsible for all the information content in the test, and AT&T will provide computer facilities and home terminals. Advertising will be carried on the system, but, in evident deference to concerns about AT&T encroachment on advertising media, Thursday's announcement quoted Harry Smith, CBS vice president, technology, as saying "CBS will originate advertising, not the Bell System."

The telecommunications facilities used in the test will be obtained under tariff from New Jersey Bell, the partners said.

The computer systems for the test will be PDP 11/70's purchased from Digital Equipment Corp. with AT&T-supplied computer storage and enabling computer programming.

Smith also said last week: "The possible services that can be provided through videotext technology are vast, but we have decided it should not further advance the proposal without a unified affiliate body."

He noted the board always has been opposed to total repeal of PTAR and "reiterates its opposition."

The plan had won support from many affiliates but met strong opposition among a number of major stations (Broadcasting, Sept. 28).

An NBC spokesman said the concept of a one-hour news program has not been abandoned but a different plan to achieve that objective would be developed.

The plan had offered what all agreed was an extremely liberal compensation package for the affiliates—50% more, one said, than affiliates had bargained for when NBC sought to expand the evening news a half-dozen years ago.

The compensation package would have given affiliates ten 30-second spots a day to sell locally within the newscast, plus a 72-second spot for local sale at the end. NBC seemed obviously to be counting on this offer to sell the plan—and it did to many stations—but such major opponents as Storer, Cox, Taft and Westinghouse were unimpressed.

Even before NBC conceded defeat, there had been hints the opposition might be too great for the plan to proceed ("Closed Circuit," Oct. 5).

In a memorandum to news department heads, bureau chiefs and executive producers, NBC News President William Small acknowledged that the "resistance" from some stations was "strong."

Small reminded his colleagues that the affiliate board had strongly endorsed a plan to seek an FCC waiver to the prime-time access rule to permit a one-hour evening show in the fall of 1982 (Broadcasting, Sept. 21, et seq.). He said the response from the majority of affiliates was "strongly affirmative," but that the opposition also was "strong." Without saying the plan had been abandoned, Small made this observation:

"Although this resistance may require a change in the plans of NBC and its affiliate board to seek a PTAR waiver, you should know that NBC will maintain its leadership position in the fight to establish one-hour NBC Nightly News."

Network affiliates were apprised of NBC-TV's expanded news intentions via a closed-circuit feed on Sept. 18. The NBC Nightly News is now carried at 7:30 p.m. NBC proposed two feeds, 6-7 p.m. and 7:30 p.m. (NYT), and gave affiliates the opportunity of broadcasting from 6:30 to 7:30 p.m. In this way affiliates would keep the access period (7:30-8 p.m.).

In his memorandum to his executive staff, Small said that top management of NBC, including Chairman Grant Tinker and President Robert Mulholland, agree with him that a one-hour Nightly News is a top priority and obligation.

Small said that "we intent to fulfill that obligation" and urged his staff to "keep up the talk and the enthusiasm as we fight the good fight to get the long overdue hour news."
Media walk tightrope through another assassination

By now familiar, all-day coverage appears on American television; broadcast journalists capture footage in Cairo of Sadat shooting; caution rules the day in reporting

Television and radio became the focal points for news of tragedy on an international scale once again last week in instant and continuing coverage of the shooting and death of Egypt's President Anwar el-Sadat last Tuesday (Oct. 6).

They were again the sole sources of public information throughout the critical period starting moments after the shooting occurred during a military parade in Cairo. Their exclusivity continued until afternoon newspapers began rolling off the presses hours later. Even then, the major broadcast and cable networks had—and made the most of—the advantage of instantaneous reporting to keep them far ahead of the print competition.

It wasn't easy. In Cairo, the confusion created by the shooting was compounded by the Egyptian government's delay in announcing Sadat's death. In Washington, even the White House was getting—and giving out—bad information on the severity of his wounds.

Throughout most of their continuous and commercial-free coverage of the assassination, journalists of the three major television networks were guided by the assumption that Sadat had indeed been killed.

At one point before official confirmation came from Cairo, CBS anchor Dan Rather apologized on air for "operating on the assumption" that Sadat was dead.

About 45 minutes before the official word came from Cairo that Sadat had been assassinated (1:50 p.m. NYT), ABC's David Brinkley said in Washington that there is "no doubt that he's dead, but I'd rather not say it because I don't know it."

All three networks, throughout their coverage, interviewed various political leaders and Middle East policy experts (all three were able to snap former Secretary of State Henry Kissinger) concerning the impact that Sadat's death would have in the troubled Middle East.

CBS's Rather accurately (if somewhat understandably) described the situation in Cairo last Tuesday, and the networks' coverage of it, as a "mild state of confusion at best." Although each network painted the same general picture, many of the details were at variance.

All initial estimates of the number of dead and wounded were low. CBS's Scotti Williston, reporting from Cairo, said that two others in addition to Sadat had been killed, but that it was "hard to tell" what the exact number might be.

Docka's photo, showing the culprits, might have been at first as sketchy.

ABC's Barbara Walters, relying on high-

ly placed Egyptian officials, reported that an Egyptian fanatical religious sect, known as "The Brotherhood," was responsible. She characterized them as the "suicide type," and reported that two had been killed, two injured and that four had been arrested.

NBC reported that three of the assassins had been killed and that three had been arrested.

When asked by Rather if there was any indication who might have been responsible for the shootings, CBS's Williston said, "I can't answer that. No one seems to know." She did say, however, that her sources confirmed that two people had been arrested in connection with the attack.

Throughout the morning and into the early afternoon, all three networks had assumed that Egyptian Vice President Hosni Mubarak would succeed Sadat as president. NBC's correspondent in Cairo, Paul Miller, was the first to announce that the Speaker of the Parliament, Sulfi Abu Taleb would assume the presidency until elections could be held, and that Mubarak would continue as vice president but also be named commander in chief of the armed forces. Mubarak would thus be the "most powerful man in Egypt," according to John Chancellor, who shared anchor duty with Tom Brokaw for NBC in New York.

Williston of CBS was the first to report that an Egyptian official had confirmed Sadat's death. At 1:25 p.m. she went on the air to say the Egyptian deputy Speaker of the House had "just spoken with a CBS man at the Prime Ministry" and confirmed the death. About two minutes later NBC made a similar announcement, citing the same source, followed shortly by ABC.

At 1:50 p.m. CBS aired a live translation of Mubarak's official confirmation of Sadat's death while it was broadcast over Egyptian TV. Seconds later, NBC followed with an announcement that the Mubarak confirmation (pre-taped) was in progress. ABC was eight minutes late with that information, the result of apparent transmission difficulties between New York and Cairo where correspondent Doreen Kays was heading the ABC reporting effort. When Kays did come on the air at 1:58 p.m. with the news, the transmission was still weak.

CBS went back to its regularly scheduled program briefly at about 2:40 p.m. at which time ABC and NBC aired a short black and white video of Egyptian television footage depicting a formation of jets flying over the military parade that Sadat was reviewing. The moment the gunfire erupted at the reviewing stand Egyptian TV cut off the picture to its Egyptian viewing audience. The carnage that followed, while not shown in Egypt, was shown in graphic color to the U.S. audience by all three networks.

After the short black and white clip was shown, ABC went back to its Washington desk while NBC aired a still-shot photograph depicting a man waving for an ambulance with another figure lying face down in the lower right-hand corner of the picture, believed to have been Sadat. The audio segment omitted one minute of thunderous automatic weapons fire, yelling and screaming which revealed the "absolute pandemonium" that occurred there, said NBC's Brokaw. Then NBC and ABC came on almost simultaneously, with CBS following a minute or two later, with color footage that all three at first attributed to Egyptian television. ABC later claimed credit. The action started with a jet formation flying overhead, leaving trails of colored vapors in its wake. What appear to be soldiers were then seen running toward the reviewing stand, firing automatic weapons. The reviewing stand itself was the focus of the rest of the footage. Chairs were scattered in total disarray on top of bodies. (Sadat was not positively identified by any of the networks.) A hand covered with blood was seen grasping a chair leg. A bald man in a gray suit was sitting on the floor, clutching his wrist, resisting the temptation to look down at the rest of his arm, which, from the top of the forearm to the bottom of the triceps, had been reduced to a shredded, bloody pulp.

A network-by-network summary follows:

ABC News's television coverage began with a 7:24 a.m. bulletin on Good Morning America and concluded that afternoon with raw footage of the shooting from ABC News cameraman Fabrice Moussou—footage that was picked up by other networks as well and apparently inadvertently credited by the others to Cairo television whose material had been on at the same time immediately prior to Moussou's. Moussou was said to have told ABC News executives later that he continued to videotape with the machine-gun fire close by and that he and his soundman had gone behind one side of the reviewing stand for
ear that they too might become targets. From there, Moussou recorded the scene.

During the day, and following the first 2MA report, ABC News's Doreen Kays, in a live phone report from Cairo at 7:50 a.m. said that shots had been fired at Sadat. Eleven minutes later, Kays reported that Sadat apparently had been shot. GMA with David Hartman and Steve Bell was expanded an extra hour and then Frank Reynolds joined Steve Bell to co-anchor the coverage.

While the afternoon’s coverage concluded at 3 p.m., ABC later broke its regular schedule again in late night with an expanded Nightline with Ted Koppel.

The assassination coverage also marked David Brinkley's first appearance for ABC News, for the most part in commentary. ABC Radio claimed to have put the first Sadat report on air about a minute before ABC-TV, and the four ABC radio networks had considerably more than 50 live special reports and newscast inserts during the day. Anchor for radio was Bob Walker in New York.

CBS News believes it broke the story of the Cairo shooting in this country with a CBS Radio Network report at 7:11 Tuesday morning. CBS’s foreign desk had been conducting its morning survey of foreign bureaus, and was on the line with the Cairo bureau when word came that there had been gunfire near the parade reviewing stand. The news was passed to CBS News correspondent Charles Osgood in New York, who had just completed the network’s 7 a.m. hourly newscast, and he returned to the air with a special report. Then at 7:18 Osgood reported that Sadat was believed to have been wounded.

On the television side, CBS led the Morning News with Charles Kuralt and Diane Sawyer with the Sadat story, providing continuing coverage through the conclusion of that regular broadcast at 9 a.m. Kuralt returned to the air at 9:25 with Walter Cronkite for discussion and updates of the situation; the two were later joined by Dan Rather in Washington and Sawyer in New York.

At noon, CBS television carried an audio report from CBS News correspondent Mitchell Krause, who had not only been on the scene of the massacre, but sustained a minor shrapnel wound. Krause filed his report from the Cairo airport, where he then caught a plane to Rome, carrying out with him videotape of the disaster shot by CBS cameraman David Jeffrey. That tape, and a report by Krause, formed part of the prime-time special report broadcast by CBS News Tuesday night. Also included on that broadcast were a live interview with former President Carter, a reprise of a past 80 Minutes interview with Mrs. Sadat, and discussion of the Sadat assassination between Mike Wallace and former Secretary of State Henry Kissinger.

Comprehensive coverage, including bulletins, news reports and specials and interviews with Mideast experts, was provided by NBC News on TV and radio.

The first word on television came on Tuesday over the Today show at 7:22 a.m. with a bulletin reporting the shooting. Early reports from Cairo that Sadat’s wounds were not serious were broadcast. But at 10:37 a.m., NBC correspondent Art Kent, who was in Cairo on assignment, telephoned that “an NBC staffer” who has “close contacts with Egyptian security personnel” was told Sadat was dead.

On assassination day NBC News provided continuous television coverage from 10:30 a.m. until 3:08 p.m. Tom Brokaw anchored until shortly before 11 a.m., when he was joined by John Chancellor.

The first 90 minutes of the Today program on Wednesday concentrated on reaction to Sadat’s death and an assessment of its probable effect on world peace. Interviewed were congressional leaders and foreign affairs specialists, including former Vice President Walter Mondale; Senator Henry M. Jackson (D-Wash.); Zbigniew Brzezinski, former national security advisor, and Walter Levy, an oil consultant.

NBC Radio also carried special reports 20 minutes before and 20 minutes after the hour. They were anchored by Ann Taylor. A special report wrapping up the day’s developments was broadcast on Tuesday at 6:06-6:30 p.m., with Cameron Swayer as anchor.

Reese Schonfeld, president of Cable News Network, emphasized caution as the main concern during preliminary reports on the Sadat shooting.

CNN first reported that story at 7:25 a.m. on Tuesday during anchor Dave Walker’s newscast. Shortly afterward, Cairo bureau chief Dean Vallas phoned the Atlanta studio and told Walker, via live split-screen interview, of reports he had obtained from a variety of Egyptian sources.

Some of the filmed footage of the assassination, which CNN credited to ABC, was repeated at least three times during the day. However, CNN acquired additional footage from German television via a two-hop satellite from Amman, Jordan. This was first shown at 9:20 p.m., with a portion repeated at 9:56 and again at 10:20 during a one-hour special report. After Sadat, What? with CNN’s Washington senior correspondent, Daniel Schorr. Two live interviews with former President Jimmy Carter by CNN reporters added another perspective on the day’s events.

Associated Press Radio managing editor, Ed DeFontaine, said that AP’s first bulletin on Sadat came at 7:58 a.m. NYT. In addition to news analysis pieces and interview cuts, which lasted well into the next morning (Oct. 7), AP radio fed wire updates (in addition to the regular newscasts) at 30 minutes and 55 minutes past the hour from 8:55 a.m. until 1:55 p.m., shortly after the official Egyptian announcement that Sadat had been killed.

In addition to regularly scheduled, three newscasts per hour, Mutual Broadcasting System offered affiliates seven live special reports on Sadat last Tuesday.

Mutual’s Cairo correspondent, Paul Cainer, provided updates as well as material for regular newscasts.

At 9 a.m. Mutual fed its first special: a five-minute status report on Sadat’s believed condition. Two five-minute bulletins, at 10:06 and 11:06, were anchored by Dick Rosse, of the Washington bureau, as well as the initial one.

The two RKO Radio networks pooled their resources. Although regularly scheduled newscasts continued at their respective times, special three-minute updates were shared.

The United Press International Audio Network sent out its first bulletin on Sadat at 7:55 a.m., “a little later than I would have liked,” said the network’s New York audio bureau manager, Jim Buchanan. He indicated that his bureau “got cut off four or five times” in attempting to reach UPI Audio correspondent Wadis Kirollos.

Beginning at 9:50 a.m. UPI fed “special live programming [one-minute cuts] every hour for seven hours,” said Buchanan.
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* NAD Reports: 9/78-1/81, regular TP programming. 
** NTR: 9/78-5/81, all first runs.

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Nielsen ROSP: 11/80

Nielsen ROSP: 11/80
Cable programming gets its own convention

Cable Software Symposium attracts 2,000 to New Orleans to view exhibits and discuss state of the art in panels

If television is programming, the cable industry got the measure of itself last week at the Cable Software Symposium in New Orleans, the first show of its kind. Almost 2,000 producers, distributors, operators and satellite network representatives gathered to do business and discuss the problems and opportunities in cable programming.

The programers shared the exhibit floor with a number of program guide and trade magazine publishers (there were 100 exhibitors in all) and there was some discussion of videotext and other interactive cable services at the panel sessions, but the convention seldom strayed from its purpose.

Of the 2,000 who attended, the National Cable Television Association, which sponsored the event with the Cable Television Administration and Marketing Society, estimated that about one-third were cable operators. To the exhibitors, the fraction seemed much smaller than that.

Scores of small producers and distributors competed with the major satellite networks for attention. The former were looking for program buyers, the latter for affiliates. Susan Eenberg, who expected to sell programming to the MSG's and independent systems, and was disappointed, complained that the networks dominated the floor, although she added, she could not "imagine a convention without them." Kathryn Creech, vice president of affiliate relations, Datvime said: "Operators were in high demand."

The show was nothing like the National Association of Television Program Executives annual meeting, the marketplace of broadcast television programming. Unlike broadcast television, cable television does not have hundreds of independent programmers (stations) in need of programming. The Software Symposium, if nothing else, made clear that without the satellite networks the programming market in cable is a small one. Creech said selling to independent and stand-alone cable systems may be "premature." But, she said, it's a "revolutionary thing": the marketplace will grow with the industry.

Most of the suppliers of the satellite networks were on hand, but many of them didn't bother to exhibit. Some of the major motion picture studios threw parties and the smaller outfits simply made the rounds. Thomas Seehof, vice president, sales, Samuel Goldwyn Co., said it would be foolish to exhibit when "I only have 12 customers."

Jim Miller, a programming executive with Showtime, had a chance to meet with most of his suppliers, but said that since most of them are headquartered conveniently in New York and Los Angeles there is no need for a convention. Miller said, however, that Showtime had agreed to take a look at some programming of producers and distributors at the convention.

NCTA has already made the commitment to do it again next year. NCTA President Tom Wheeler said NCTA is in the process of negotiating to hold the symposium in a city that will be announced soon as the dates are set. The convention will probably be held a little later in October to avoid conflicting with the Jewish holidays, he said. The details of CTAM's involvement in next year's show have not been worked out, Wheeler said.

Wheeler agreed with many cable operators and exhibitors that there are too many cable conventions. "There are," he said "too many instances of state and regional associations that want to put on conventions instead of business meetings."

Panel power. Organizers of the Cable Software Symposium boasted they had 20 industry leaders slated as panelists. Among them were (top, l-r): Michael Dann, ABC Video Enterprises; Joel Chaseman, Post-Newsweek Stations; Ken Geiman, Viacom Entertainment Group; Norman Horowitz, PolyGram Television. (bottom, l-r): Al Gilliland, Gill Cabin and NCTA chairman, Trygve Myhren, American Television and Communications; John Goodlad, Viacom Communications; and Ted Rogers, Rogers Cable Systems.
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The Cable Programming Explosion: Fact or Fiction?" was the question posed to five panelists in the Cable Software Symposium kick-off session last week. Mike Dann of ABC Video Enterprises and Ken Gorman of Viacom said "fact," Norman Horowitz of PolyGram Television said "fiction," and Joel Chaseman of Post NewswEEK and Bruce Boyle of Meredith Video Publishing reserved judgment until more evidence is in.

There is no question that during the past eight months more programming services have been announced or actually gone on the air than during the previous 30 years since cable's inception," Dann said. And it's not only movies, he added. In 1980, cable spent $23 million on production, he said. The "nonmovie channels" will spend $160 million in 1981 and $370 million in 1982, he said.

By 1984, Dann said, 30 and 60 software channels available by satellite or cable operators. Twelve of them will be entertainment channels, he said, and the rest will be information and service channels. "At the current speed that some program suppliers have been moving, I have the deadly fear that someone is going to start cablecasting before their particular satellite goes into orbit."

The programming will be both pay and advertiser supported, Dann said. By 1985, the advertising industry will be spending $500 million annually in the medium. Because many cable channels will be information and service, he said, much of the advertising will come out of publishing newspapers and magazines.

As far as pay, Dann said, "we constantly underestimate cable's revenue every time we make projections." Systems are being built in Dallas and Houston that will produce monthly bills of $50 to $60. And by 1985, he said, the figures in the same markets "could certainly reach $150 for a 30-day period."

Despite the "excitement" about the national services, Dann said, "there is a deadly silence" about local programming. Dann warned that local pressure groups are going to demand that cable operators allocate money and manpower to local programming. That will mean more than making channels available for the "local harmonica players or native sexual ritual dances," he said.

Dann predicted that local programming will be a "great business" and the "combination of strong national programming and local services is the only way of making sure cable will reach the potential we all want to see happen as quickly as possible."

Like Dann, Viacom's Gorman is a true believer in cable. Cable is "for real" and "isn't blowing smoke," he said. "You have to smoke the smoke and I assure you underneath lies a fire, a fire that needs taming."

It takes between $10 and $40 million to run a cable programming network, Gorman said. "It must be for real or my company (half owner of Showtime) is building some great tax shelters."

Today the typical cable network spends $5 million to $10 million for programming, which breaks out to $1,000 or $2,000 for per half hour and which compares to $250,000 to $300,000 the broadcast networks spend on a half-hour of programming. The gap will narrow considerably in the years ahead, Gorman said, as cable penetration and subscribership grow.

A counterpoint to Dann was Horowitz. Describing himself as a salesman of everything, Horowitz said, "It's not going to be happy people."

Horowitz said cable is a long way from being able to produce network quality programming. "The 'weights and measures' of television program production did not attend the symposium," Horowitz noted. The economics of cable permit production of only low-budget programming that has little value outside cable. Overseas broadcasters are interested only in "lick Hollywood productions."

"If not for the money from the theatrical releases on cable," Horowitz said, "I wonder whether any of us would be here."

Cable will have arrived, Horowitz suggested, when it can produce something like Happy Days. For better or worse, Horowitz said, the sitcom has been seen at one time or another by an estimated 175 million people and is now grossing between $100 million and $115 million in syndication.

Promisely, Horowitz said, cable is "an opportunity for independent producers to get their programming on television."

Meeting with reporters after the session, Horowitz defended the quality of network programming. Filling three or four hours of prime time seven days a week "is tough," Horowitz said, "and cable doesn't have an answer for that."

Horowitz also expressed concern about the broadcast networks' control of television. "Three people, the heads of the networks, decide what America will watch tonight, tomorrow night and for years."

Cable may do what the FCC wanted the prime-time access rule to do — put the selection of programming into more hands.

Chaseman's effort to attend the symposium was motivated by curiosity and his desire to be where the "action is, where the creative energy surges and crackles through an electric atmosphere." He wanted to find out, he said, whether cable will pour some of its profits into "strong and effective original programming" and see what develops on the many channels available to urban system operators.

Besides his personal reasons, Chaseman said he had several professional reasons for attending. As a broadcaster, Post-NewswEEK is curious about the competition. As a producer, Post-NewswEEK is interested in creating programs for cable and, as a business, Post-NewswEEK is determined to be where the dollars are, he said.

As a newcomer, Chaseman joked, Post-NewswEEK is also interested in learning the cable business from such "pure, old-time cable people" as Dann, Jack Schneider, John Lack, Brenda Fox, Bob Wussler and Jonathan Hayes.

Chaseman said he has detected a "disturbing pattern emerging in cable: abundance without diversity. The channels are filling up and with the same old programming — sports, movies and broadcast stations often unwillingly imported from distant markets."

Chaseman wondered whether cable would produce public affairs and children's programming and whether cable and broadcast in the "unregulated future" would be willing to "subsidize controversy" by editorializing. "Or does one's concentration on the box office lessen our willingness to make intangible investments and to be unpopular if necessary in defense of our reports and our opinions?"

Perhaps the Cable Software Symposium and others like it in the future will stimulate the development of specialized programming, Chaseman said. "The alternative is for cable to fall into the broadcasting ratings trap and join the crowd aiming at the largest possible something-for-everybody programming already glazing the eyeballs and trying the patience of families all over America."

Meredith's Bruce Boyle had many of the same reasons for attending the meeting as Chaseman. Meredith is in the process of creating, producing and licensing programming for the new media based on its array of consumer publications, he said. Meredith, he said, is attracted by the advertising potential of cable. Six of the top 10 advertising agencies have announced that they each intend to spend more money in cable this year than the entire advertising industry did last year. The advertisers are turning to cable in the hope that it may one day be a thriving advertising medium and out of the "frustration with the idea of spending $70,000 for a 30-second network spot."

Turning red ink to black with pay-per-view events

It is almost a cliche to say cable television is capital intensive but it is a fact, and to offset the enormous cost of building and operating a cable system, cable operators are looking beyond basic and pay revenues to whatever new sources of income they can find.

A panel of industry experts at a general session of the Cable Software Symposium last week discussed a number of poten-
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With cable systems expanding to 20, 35, 54, 100 channels, Myhren said, there is a need for remote-control converters and program guides, for which consumers are willing to pay. Extras should not be given away, he said, nor should the right to sell them during the franchising or refranchising process.

John Goddard, president, Viacom Communications, agreed with most of what Myhren had to say: "Program guides can benefit operators indirectly by changing subscribers' viewing habits" and "their perceived value" of the cable product. Operators have been able to increase cash flow by adding additional pay services and increasing pay rates, he said, but operators should also work to improve their basic cable package and increase the price of it. He also suggested that they look around for other revenue-producing nonentertainment services.

Myhren thought Goddard's assertion that there is a limit—around $30 per month—to how much the average consumer will pay for cable service missed the point. With pay-per-view, Myhren said, the operator is not interested in what the average subscriber will pay but in what a specific group of subscribers will pay. "Some heavy users will pay a lot," he said.

In order for cable to capitalize on advertising, said Al Gilliland, president, Gill Cable, and chairman of the National Cable Television Association, "we must have a large enough market to sell to advertisers." Since, with rare exceptions, individual cable systems are too small to attract advertising dollars, systems should interconnect and share the advertising revenue. Interconnection, he said, does not preclude individual participating systems from selling local advertising on the side. Myhren added that as a practical matter interconnected systems should put the same programing on the same channel. It facilitates the engineering and the marketing, he said.

Ted Rogers, vice chairman and chief executive officer of Rogers Cable Systems, thought the first thing operators must do is expand the channel capacity of their existing systems and strengthen the basic service to prepare for competition from direct broadcast satellites and subscription television. "What if most pay is supplied by STV and DBS?" he said. "Will you survive?"

Rogers also stressed the strategic importance of a system having two-way capability. "If it makes cable different from STV and DBS," he said, and it allows the operator to compete with AT&T in the interactive services market. "We do have a tremendous superhighway, and we should take advantage of it," he said.

Use caution when leasing channels, cable operators urged

"Go slow, do your homework and make sure what you do is in your best interest and that you do not lose control," Merritt Rose, director of advertising sales, Cox Cable Communications, advised cable operators contemplating leasing channels or forming partnerships to operate channels.

Robert Stengel, director of government affairs, Continental Cablevision, who appeared with Rose on a panel at the Cable Software Symposium last week also preached caution. "If you go through with the planning exercises," he said, "you will get insight into both the opportunities and the problems."

Both panelists agreed that some kind of partnership or joint venture is preferable to an outright lease of a channel, regardless of whether the outside entity is a bank, retailer, radio station, television sta-
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tion, newspaper or security company. Leased access, Rose said, has the potential of taking control of the system away from the operator.

Whether lease or joint venture, they also urged that the cable operators keep all agreements with outside parties short term. Rose said no commitment should be made for more than one year.

An Austin, Tex., newspaper representative challenged Rose’s “hard-nosed” approach and said he doubted whether any newspapers would want to make a substantial investment in a cable service on a one-year basis.

The capital investment doesn’t have to be placed solely on the shoulders of the newspaper. Rose replied. And, he said, a clause could be included in the contract requiring the cable system to buy out the newspaper’s interest if the cable system chooses not to renew the contract.

Stengel also said partnerships could be encouraged without making a long-term agreement. He suggested a “step arrangement” in which the service would be initiated on an experimental basis for one year with an option for two or three more years.

The legal, financial and technical qualifications of a prospective partner should be considered before anything is signed, Rose said. It should be ascertained that the partner is allowed to do business in the state and is aware of its union and copyright obligations. The financial health of the partner should also be investigated, Rose said, last week. And, he said, “I get the cable service going and keep it going.” This is important, he said, because subscribers may like the service and insist that the cable operator take over if the venture fails. “Are you prepared to do that?” Rose asked.

Technically, the programming must be of good quality and compatible with the overall system, Rose said. “You have to maintain quality,” he added. “It’s your system.”

The cable operator should consider carefully the value of the programming or service to his system. Does it fulfill a commitment of franchising agreement? Can it be used as a pay tier? Can it be used to win basic cable rate increases? Whatever the service is, Rose said, it should complement, not conflict, with the other programs and services on the system.

Cable operators should also be concerned about the content of the programming. The cable operator must decide, for instance, whether or not to accept R-rated programming, Rose said. Advertising can also be a problem. The cable operator must decide whether to allow liquor advertising (voluntarily banned by broadcast television). It’s a good idea, he said, for cable operators to retain pre-screening rights of all programming that goes out over their systems, he said.

Stengel was chiefly concerned with the contract between the cable operators and his lessee or partner. It’s important to get a lawyer involved in working out the terms of the contract, he said, particularly in regard to operator compensation. Stengel urged operators to remain flexible in negotiating contracts for leasing or joint ventures. Each situation presents a different set of circumstances that will affect the relationship.

Establishing a rigid rate schedule for leasing channels, Stengel reminded the operators, is a practice of common carriers and resembling common carriers is something cable operators should try to avoid. Many cable operators, he said, are approaching leased access as common carriers in their franchise proposals.

By way of background, Stengel said the courts have freed cable from any leased-channel obligations. He added, however, that there is “new and serious pressure” being brought to make leased channels once again mandatory. He cited former National Telecommunications and Information Administration head Henry Geller’s petition to the FCC setting forth his belief that the commission does have the authority to mandate leased access (see story, page 76).

ALTER offers advertising advice to cable operators: Learn from the experiences of TV and radio

The advertising industry is prepared to spend money on cable or any other medium that proves its worth, Bob Alter, head of the Cabletelevision Advertising Bureau, told the Cable Software Symposium last week. And, he said, the industry has a lot to spend: $62 billion in 1981 and an estimated $137 billion in 1990.

By taking a close look at the other media, particularly radio, Alter said, cable operators can calculate the advertising potential of their systems. Radio, which charges rates similar to cable’s, is also a good medium, Alter said, for cable operators to use in establishing advertising sales departments.

In 1981, advertisers spent $14.4 billion on newspapers, $10.1 billion on television and $6.6 billion on direct mail. The third category should not be overlooked by cable operators, Alter said, since cable is “a very powerful direct sales medium” and since cable operators maintain extensive mailing lists.

Local radio can give operators an idea of the pool of local advertising dollars that could be scooped up by cable. In Columbus, Ohio, Alter said, the average radio station earns $300,000 on revenues of $900,000. Such profitability, he said, answers the question: “Can smaller audiences be sold?” The number-one station in the 19-station Columbus market only pulls a 2.3 rating and the fifth-ranked station only a 1.3 rating. He said, for cable operators to retain pre-screening rights of all programming that goes out over their systems, he said.

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The revenues are there, Alter said, and with total ad dollars expected to double in the next 10 years, "cable is going to get a lot of that money if only on the basis of growth."

A representative of Warner Amex Cable Communications in the audience said that the best way to turn some of the cable advertising potential into cable income is to hire salespeople with experience in radio and television. "You must have someone who speaks the language of the advertisers," he said.

Alter shared with the operators some of the results of a survey that the Radio Advertising Bureau conducted shortly before he left that organization early this year. The size of radio sales teams, the survey found, ranged from 6.5 people in the large markets to 3.8 people at stations serving fewer than 50,000 people. Regardless of market size, the radio managers said they were understaffed by 20%.

Alter said a surprisingly large percentage (36%) of radio sales people are women. "Once the stations swallowed \[Equal Employment Opportunities,\] he said, "they found that women made damn good sales people,\" he said.

Judging from the survey, Alter said, cable operators should not be alarmed by high turnover in their sales departments. The survey reported that 64% of radio sales people had been in their present jobs less than two years and that 78% of radio salesmen fail in their first year.

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**Monitor**

**Following cable's lead.** Claiming first for over-the-air TV, municipally owned WVIX-TV New York launches "programming blocks [that] resemble the format being used by cable, each serving a different special interest," on Oct. 19. Blocks, involving various series, are black cultural service, bilingual children's programming, adult education, Public Broadcasting Service encores and New York City service (news, comment and black magazine show). Jewish cultural programming and video art are among services being developed. According to John Beck, director of station, program changes are meant to "serve the underserved" and also "to prepare the kind of programming which may eventually be utilized on New York's civic cable channels... We anticipate that WVIX will become known as Supercable." WVIX currently is picked up by local cable.

**In the marketplace.** D.L. Taffner Syndication Sales puts Three's Company station tally now at 76, including 46 of top-50 markets. Syndicated airing begins in fall 1982...ITC Entertainment's Super Space Theater pay-TV package of "Supermanization" films with electronic puppets and special effects has been picked up so far by Home Box Office, Showtime, Times Mirror SelectTV, Buford TV, American Television & Communications and Star TV, according to distributor.

**Record budget.** CBS Entertainment has approved spending approximately $100 million for between 50 to 80 new made-for-TV movies, most of which will be aired during 1981-82 season. Division's vice president for made-for-TV movies and mini-series, William Self, attributed record expenditure to increased competition, higher labor costs and greater demand for product. He pointed out that as recently as five years ago, CBS ordered only half dozen made-for-TV movies in single season.

**Epic begins.** CBS-TV has begun production on The Blue and the Gray eight-hour mini-series about Civil War. Network terms it "most ambitious long-form project ever undertaken by CBS," involving 250 speaking roles and 2,000 extras. Film will be shot entirely on location by Larry White Productions and Lou Reda Productions, for airing at undisclosed time.

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Panelists debate question of compensation to cable systems from networks

Rifts within the cable industry over affiliate compensation were highlighted at the close of the Cable Software Symposium last week.

Jack Clifford, president of Colony Communications, and Andrew Goldman, vice president, Spanish International Network, one of the few program networks that compensates affiliates, argued that cable operators should receive money from the networks for carrying their programming.


Clifford said the operators should be compensated for, in effect, creating the marketplace for the networks. The channels are valuable, he said, and yet the Colony systems have been offered only “token payment” from the Entertainment and Sports Programming Network and for that, Colony must give up some of its local advertising spots during prime time. “We’ve got the channels,” Clifford said. “You want ‘em, you pay for ‘em.”

“‘There has been no free lunch since Dinty Moore died,’” Goldman said in support of Clifford. There is no “conceptual difference” between the network-affiliate relationship in broadcasting and the relationship in cable, he said, except that broadcast affiliates receive “hundreds of millions of dollars” in compensation while cable affiliates receive nothing.

An increase in subscribers or “lift which programmers promise as a substitute for compensation, is a ‘myth,’” Goldman said. Lift can no longer be attributed to the addition of any single service. It achieved through the packaging and marketing of a number of different services, he said.

Goldman warned the programmers that they don’t begin paying for carriage if operators will find someone who will.

Operator revenue is increasing, but profit is declining, Goldman complained, because of the high cost of programming.

From the other side of the stage, Lack said the programmers spend millions on program production and acquisition and millions more on program development. Programmers had to pay for carriage, he said, “creativity would be snuffed out. Some of the new, smaller services, he said, would never have come into being had they been forced to pay for carriage.

Instead of asking programmers to pay them, Lack said, cable operators should be offering their help in conducting research into new programming services.

Lack suggested that cable operators already receive indirect forms of compensation. WASEC, he noted, last year spent $5 million on affiliate relations and $5 million for marketing its services.

It’s too early for the present relationship between operators and networks to change, Lack said. “There’s not a programer in this room that’s making money.” When the programmers begin to turn a profit, he said, then it will be time to start talking about compensation.

Responding to Clifford’s assertion that operators should be rewarded for building the system and the marketplace, Lack said, “It wasn’t the blank channels that did it, it was all the marvelous programming.”

Wussler contended that instead of paying affiliates, revenues earned by the cable networks should be poured back into improving the network.

TBS, he noted, had committed $10 million for program development in 1982.

To further illustrate TBS’s commitment to quality programming, Wussler said he learned 45 minutes before going to the session that TBS’s Cable News Network had spent $300,000 above its normal daily expenditures to cover the assassination of Egyptian President Anwar Sadat.

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Cable operators, councilman and attorney debate problems with R-rated programing

Cable operators have a right and an obligation to “vigorously program channels as we best see fit,” John Gault, president of Manhattan Cable, declared at a Cable Software Symposium panel session on R-rated cable programming. “We are video publishers and must fight to our las
EMERGING AMERICAN IMAGES: Group W supports the work of new artists to help encourage talent and innovation in America. Here we feature a painting titled Untitled #28 (paint on paper, 36" x 52") by Michael Luchs of Detroit, Michigan. His work is represented by the Feigenson Gallery in Detroit.

"From shadows and symbols into the truth."
—John Henry Cardinal Newman

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New medium for CBS. At 7:30 p.m. tonight (Oct. 12), CBS will throw the switch on its cultural cable service, bouncing a 12-hour-a-day package that includes music, dance, drama, foreign films, interviews and video magazines up to Westar III and back down again to 3 million-plus cable subscribers. Above is a sampler of what will be seen in the opening weeks—from left: Sir Alec Guinness, starring in "The Gift of Friendship," one of the A Play for Love series, that will be included in the opening night program lineup at 9:30; "Bach Duet," one of the dance works that will be included in "Confessions of a Corn- maker," a one-hour program choreographed and directed by Twyla Tharp and which will be seen this Tuesday (Oct. 13) at 8:30; (upper right) Siwa Bonzi is Dead, Athol Fugard's play, which will debut on CBS Cable next Monday (Oct. 19) at 8:30; (lower right) Patrick Watson, who will serve as the host of CBS Cable. All the CBS cable programming will be arranged in three-hour blocks which will be repeated to fill out the 12-hour schedule.

Designed as an advertiser-supported service, CBS Cable has already lined up several sponsors—Quaker Oats, in fact, will sponsor the entire opening night; Kraft Inc. is sponsoring a new Kraft Music Hall, and Exxon will sponsor a series titled Bernstein & Beethoven.

CBS Cable is kicking off its premiere with a gala evening at the ornate Main Branch of the New York Public Library. That city is one of the 38 of the top 50 television markets in which CBS Cable will appear thanks to a total of 250 cable systems, including New York's Manhattan Cable and Theta Cable in Los Angeles.

breath for our First Amendment rights."

At the same time, he said, cable operators have an obligation to themselves and to their viewers to refrain from carrying X-rated programming.

The industry, he said, should police itself to ward off legislative initiatives aimed at regulating cable programming content. Such legislation would have a "chilling effect" on the development of experimental and innovative programming, he said.

The specter of state and municipal content regulation was raised by two of Gault's fellow panelists, George Arthur, a Buffalo, N.Y., city councilman, who has been deeply involved in cable for years, said a vigorous campaign is currently being waged in his city against the local cable system's R-rated programing channel. The city council is receiving letters and phone calls demanding everything from cancellation of the franchise to the establishment of citizen groups to prescreen the cable product. They may be a minority, Arthur said, but "they are organized and they are being heard." And city councils, he said, are sensitive to such pressure.

The situation in Buffalo will be repeated elsewhere if the cable operators don't improve their relationships and lines of communications with citizen groups and with the municipal government. "Your public relations . . . [are] terrible," Arthur said. The cable industry is alienating the few friends it had, he said.

Paul McGeary, general counsel, Morality in Media, said that cable television is vulnerable to state and municipal program legislation. People, he said, have no constitutional right to receive indecent or obscene material (standard movie ratings of G, PG, R and X, he noted, have no meaning in a courtroom). He based this assertion on the fact that such programming is banned by law on broadcast television. And since the federal government has no laws governing cable programing content, it has not pre-empted the authority of state legislatures and city councils.

Just because there is a market for R-rated programing, he said, doesn't mean it can't be prohibited or should not be prohibited. According to a 1977 Gallup poll, he said, most people do not want indecent and obscene television in their homes.

Al Gilliland, operator of a cable system in San Jose, Calif., and chairman of the National Cable Television Association, said that when it comes to R-rated programing, he operates on the theory that there are two distinct groups of subscribers in any cable market. One has the right to see R-rated programing, he said, and the other has the right not to have R-rated programing in its homes. The solution to protecting the rights of both groups, he said, is technology.

The only subscribers that can receive R-rated programing in his 85,000-subscriber system are those who pay additional fees for the service and for an addressable decoder. At no charge, he said, such subscribers are given a "lock box" which, at the turn of a key, causes the service to revert to basic.

In all the time his system has offered the service, Gilliland said, it has only received one complaint. A woman came home and found R-rated programing on the set, he said. It was later discovered to have been ordered by her husband, he said. Technology can't solve that kind of problem, he remembered.

Swiff and Sharp debate cable's First Amendment protection

A session at the Cable Software Symposium last Monday on cable's rights and responsibilities under the First Amendment sparked some mild disagreement between Representative Al Swift (D-Wash.) and FCC General Counsel Stephen Sharp on how much impact government will have on controlling program content.

According to Sharp, the First Amendment was conceived to protect media from government. Controlling the excesses of cable programers, he said, should be left to community pressure. "It is much better to have subscribers tell you [how to pro-
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To Broadcasting, sharing this milestone with us, our congratulations. May we all continue to serve our industry for another 50 years.
program to have the government trying to tell you.

"The world ain’t that simple," countered Swift, who along with Representative Bill Tauzin (D-La.) participated via a video satellite hook-up between the New Orleans Hyatt Regency, the site of the symposium, and Washington. Citizen groups disturbed by what they perceive as obscenity on a cable system will turn to government to force their will on cable operators, Swift said. Government, he said, is not some "alien" entity. It is an agent of the people, responding to their demands. Swift warned that groups can bring "tremendous pressure" on city councils that regulate cable systems. "That same kind of pressure is going to be applied on every level of government that has any regulation over cable."

Sharp insisted that there is no reason to involve government. The Moral Majority and The Coalition for Better Television, unhappy with the nature of network television, were able to affect some changes in that programming by threatening an advertiser boycott, he said. "That clearly demonstrates the power that can be brought to bear without turning to government."

Sharp added he would think government would like to be able to tell constituents upset by programming: "Gee, I can’t do anything about it. Why don’t you talk to the advertisers?"

A response like that, Swift said, is the "sures, way not to be there in the next Congress." He added: "The people most concerned will seek support from government to do something about it. They are going to seek a government solution."

Bob Ross, the former senior vice president of the National Cable Television Association, now in private practice, supported Sharp’s contention that government should have no role in content regulation. The only role government has is to "eliminate barriers" to the entry of new media into the marketplace, he contended.

Sharp’s belief in the marketplace regulation of programing content underlies the FCC’s proposed legislation that would do away with equal time and the fairness doctrine for broadcasters and cable operators. He suggested that it is ridiculous to apply different First Amendment standards for the different media simply because one is more powerful than another. An extension of such thinking, he said, would mean fewer First Amendment rights for the New York Times than for the News Orleans Times-Picayune.

On the contrary, Swift said, different standards for different media are unavoidable. If he were a cable operator Swift said, he would, as Ross had done earlier in the session, argue that cable should have all the First Amendment guarantees enjoyed by newspapers, "the least regulated of all the media."

Cable is not like publishing, however, Swift said, and neither is broadcasting and direct broadcast satellites. Each of the emerging media has to be treated differently, he said. "Any attempt to apply the First Amendment in an absolute sense to the new technology will ultimately fail."

Taunzi agreed with Swift that "inconsistencies" are inherent in media regulation. "You can’t apply all the First Amendment concepts in the abstract."

Tauzin also said that because cable is regulated by local government there is "serious concern" that a local cable system’s news organization investigation of municipal government may be compromised.

'Daylight' alternative

Hearst/ABC Video Services' new cable programing service for women, until now called by the working title of Beta, has been named Daytime. It's scheduled to start in the first quarter of 1982 as a four-hour-a-day show (1-5 p.m. MT weekdays), using "a beginning-to-end magazine style format" and providing viewers with "an alternative to conventional television fare," according to Hearst/ABC President Jim Perkins. Daytime will "deal with self, home, family and relationships and cover important current issues, to offer solutions and to provide perspective," and will also invite audience participation by phone and letter.
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Retain journalistic standards, Bradshaw tells UPI conference

Despite technological change, news people must guard their credibility, RCA chairman says

"Hang loose when you're faced with technological change. Hang tough when it comes to the fundamentals" of journalism.

That was the advice RCA Chairman Thornton Bradshaw offered last week as keynoter of UPI's EDICON '81, the wire service's 22d annual conference for editors and publishers.

Bradshaw told his audience in New York to experiment with new information delivery systems but to retain high journalistic standards. Whatever the means of transmission, he exhorted, "credibility will remain the linchpin."

"Be prepared to respond to the voting patterns of the public," Bradshaw advised, explaining that the public eventually will decide which transmission systems it prefers. However, he added that the "votes" will be "a long time coming."

Bradshaw, who runs NBC's parent company, said that new technologies could bring the end of the major networks of today but he believes it's doubtful. While RCA makes a television receiver capable of picking up 150 channels, he doesn't think the marketplace would support such fragmentation.

Similarly, Bradshaw noted that technology would allow "printer's ink" to be replaced by an electronic "console." But he added that it is unknown "to what extent will people give up the printed word."

Even should the public opt for electronics over newspapers—a choice he would not favor—Bradshaw said that those on the print side would have time enough to adjust.

In the long run, however, Bradshaw asked: "What real difference does it make" whether the system is print or electronic as long as the public is informed?

While new to the communications conglomerate (he joined RCA July 1), Bradshaw related a "credibility" lesson from his previous position as president of Atlantic Ritchfield.

By the time the oil industry had a real message to tell about the energy crisis, Bradshaw said, it already had lost the trust of the public. "No one listened," Bradshaw said. "We didn't have the credibility."

New PBS educational series ready to debut

Cronkite-inspired 'Why in the World' to start later this month as weekly current affairs show aimed at high schools

"Why in the World," a weekly current-events series geared for classroom use, premiers on the Public Broadcasting Service Oct. 20, tapping the expertise of several CBS news veterans.

Co-produced by the nonprofit Satellite Educational Services (SES) and noncommercial KCET/TV Los Angeles, the half-hour series is the brainchild of former CBS Evening News anchor Walter Cronkite, who, as SES chairman, plays a behind-the-scenes consulting role.

Sig Mickelson, a former CBS News president, is SES vice president and general manager, and Joseph Benti, a former anchor and correspondent for both CBS and ABC, is the series' executive producer. Serving as the host for the debut telecast—on journalism itself—is another former CBS News president, Fred Friendly, who now teaches at Columbia University and Bryn Mawr College.

The goal is for a daily series in a year and Cronkite added that enough "funding is not immediately available." Currently underwritten with a $1-million dollar grant from General Motors, the series is to run weekly from October through January, and twice weekly February through May. The budget for the daily show was put at $3 million.

Each program will be fed twice over the PBS satellite system, with public and private high schools and libraries given unlimited taping rights. Support materials for teachers and others are also being provided, and in Los Angeles, teletext experiments also will be involved.

Aside from the CBS veterans, others in key roles include Robert Klein, president of SES, and of his Klein & promotion/production firm, and Barbara Barnes-Vyden, SES secretary/treasurer and series producer.
THE MOST RESPECTED CALL LETTERS IN THE INDUSTRY
New issue rises to take the place of 9 khz in Rio

It's Canada's five-year plan for allocated AM frequencies, and it could shake up next western hemisphere conference.

If the AM channel spacing issue is fading as a principal source of controversy at the conference of western hemisphere nations in Rio de Janeiro later this fall ("Closed Circuit," Oct. 5) another is rising to the surface to take its place. And it’s one in which the U.S.'s position is not the popular one—at least as indicated by sentiments expressed at the first session of the conference on AM broadcasting, in Buenos Aires, in March 1980.

The new issue—always a bothersome one for the U.S. but one that was forced into the background by the dispute over whether the hemisphere should reduce its AM channel spacing from 10 khz to 9—involved the issue of the conference to adopt at its second session a five-year plan for use of the AM band.

The proposal was advanced by Canada to protect its future AM needs against what it sees as the proclivity of its much larger neighbor to the south to gobble up spectrum space at a rate Canada can't match. Canadians and other critics call the present system “first-come, first-served.” Theoretically, at least, under the five-year plan, countries would make known—and thus attempt to reserve—AM needs from Jan. 1, 1983, to Dec. 31, 1987. Not only Canada thought it was a good idea. Of 18 countries expressing themselves on the issue in Buenos Aires, only Chile joined the U.S. in opposing it.

The American opposition was based on the ground that the U.S. has always made its assignments on a demand basis; if a station can be engineered into a location, the FCC accepts the application. Americans contend that is the most efficient way of doing the job; a reservation could prevent the use of a frequency in a given location for years.

And there are signs the Americans will renew their opposition to the Canadian proposal at the six-week conference beginning in Rio on Nov. 9 to draft a plan for use of the AM band.

The official U.S. position has not yet been formulated. But the FCC's Kal Mann Schafer, who will head the U.S. delegation to Rio, says the U.S. will stress the "difficulties" it sees with the five-year plan. Another member of the delegation put it more bluntly: "No one in the U.S. is interested in a five-year plan, so the U.S. is expected to try to kill it and continue the demand system." Conceivably, the U.S., as a compromise effort, could push for a procedure that would "guarantee" countries access to the spectrum but stop short of being a pre-set plan.

Canada, which demonstrated impressive technical and political skills in winning major points in Buenos Aires—among other things, it was a leader in the successful opposition to the U.S.'s proposal that the hemisphere adopt 9 khz channel spacing—can be expected to wage a determined defense of the five-year-plan idea. Indeed, it made known at a preliminary meeting in Mexico City, two weeks ago, that it intends to propose at the Rio conference that the hemisphere accept the principle of a second five-year plan to follow the one scheduled to expire at the end of 1987.

Edward DuCharme, who heads Canada's planning for international telecommunications conferences, said Canada will submit a resolution calling for a hemispheric conference in 1986 both to plan the use of the expansion of the AM band—from 1605 to 1705 khz—as ordered by the 1979 World Administrative Radio Conference—and to "revise and update" the 1983-87 plan for another five years.

Canada also intends to submit a recommendation concerning the extended band that drew opposition from the U.S. and other countries in Mexico City. It would call for removing all nonbroadcast users from the 1605 khz-1705 khz segment, and limit its future use exclusively to broadcast. WARC had held that present users, including radiolocation [radar], would continue to operate there on a secondary basis. The U.S. had sought, unsuccessfully, to equal sharing of broadcasting and existing services, as is the case now in this country. Americans and others opposing the Canadian proposal argued that, since they had not yet decided how to deal with the services being relegated to secondary status—some may have to be shifted to other bands—it was unrealistic to assign the band exclusively to broadcast.

Although formal opposition to the five-year plan has not yet surfaced, DuCharme noted that an "obvious strategy for any one opposed" would be to "drag their feet" in resolving the incompatibilities among the existing and proposed stations in the inventories submitted by the western hemisphere countries. Those inventories include a total of some 9,000 existing stations and 4,000 operations expected to be on the air by Dec. 31 1982. The precise number of incompatibilities among them has not been established, but it is believed to be well up to the thousands. These include the particularly thorny ones involving the U.S. and Cuba; many of Cuba's proposals threaten to cause serious interference to stations in the Southeastern U.S.

And Wallace Johnson, executive director of the Association of Broadcast Engineering Standards, who is a member of the delegation, offered the comment DuCharme seemed to be anticipating: "I don't think we can complete the process of resolving incompatibilities in the six weeks available."

He said procedures would have to be developed for completing the job following the conference. But he said that in the process, "the five-year plan would have to be killed."

Only a handful of countries in the hemisphere, including the U.S. and Canada, have yet submitted their proposals for a five-year plan, even though the deadline for such submissions passed four months ago. However, it is assumed that many of the countries crammed many of their proposals for the next five years into the so-called "basic" inventories.

If the U.S. and Canada appear to be at loggerheads on the five-year plan, they...
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From Rene
Narrow criteria, broadcasters say, on FCC character qualifications

Citizen groups disagree, in comments before commission; commenters included beleaguered RKO, which calls for consistency

The FCC’s proceeding to clarify its procedure for determining the “character” qualifications of broadcast licensees drew predictable response from broadcasters and consumer groups as the comment deadline passed Oct. 2.

Broadcasters argued that investigations into a licensee’s “character” should be narrowed, while consumer groups argued for the FCC to retain more discretion.

While the National Radio Broadcasters Association, for example, urged the FCC to “assume a very limited role in the review of so-called ‘character’ qualifications,” the Committee for Community Access, claiming that “character” determinations are among the only ways for the FCC to determine whether a broadcaster is performing in the public interest, warned: “Illegal behavior and general contempt for the public are clearly traits that impact on broadcast service and should be considered by the commission.”

Broadcasters comments took the general tack, however, that the FCC should use character appraisal sparingly, limiting its use to evaluations of a license applicant’s past broadcasting conduct.

The National Association of Broadcasters, in comments filed before the deadline (BROADCASTING, Sept. 28), said the FCC should limit the scope of its character judgments to “render those judgments more objective and less susceptible to subjective arbitrariness.”

A broadcaster’s qualifications “should be reviewed on the basis of conduct rather than some intangible moral quality,” the NAB said.

In its comments, CBS urged the FCC to “forthrightly declare that a license applicant with a satisfactory past broadcast record will henceforth be judged solely on the basis of that record, without reference to ... extraneous matters.”

CBS claimed the use of a “broad and subjective character test” gives the government a tool to erode the “insulation” separating the broadcast press from “government pressure and influence.”

Moreover, CBS said, nebulous character criteria led to “uncertainty in the renewal process” and discouraged broadcasters from making the “kind of investments in programing which are necessary to insure maximum service to their audiences.”

Like other broadcasters, CBS said that the primary purpose of character evaluations should be to “predict rationally” that an applicant is likely to continue to provide “satisfactory” broadcast service to its audience. Those evaluations shouldn’t attempt to punish past wrongdoing and consider nonbroadcast conduct, CBS said.

Among CBS’s specific recommendations were that the FCC rely on an applicant’s broadcast service record as the “principal” factor in making renewal decisions; that the FCC hold that a licensee’s nonbroadcast misconduct has “little or no relevance to future broadcast service;” and should, as a result, be dropped from consideration for existing licensees; that the FCC restrict its investigations into nonbroadcast “conduct and misconduct” for applicants who don’t have a history of broadcast service, and that the FCC “almost never” use license revocation or nonrenewal, as an enforcement device, because they are “generally disproportionately severe and ill-designed to balance the goals of correction, rehabilitation and deterrence.”

In its comments, ABC urged the FCC to adopt a “specific definition” of character that would “be limited to those traits which are relevant to the operation of a broadcast facility in the public interest,” and to state the particular evidence it would use to determine character evaluations.

ABC agreed that the best evidence for determining an applicant’s character is its “record before the commission and in the operation of its broadcast facilities.”

An applicant with a broadcast record should have its character judged “solely” on the basis of that record; “nonbroadcast misconduct” should be “wholly irrelevant,” except where "its consideration is specifically required by the Communications Act," ABC said.

However, in cases where an applicant has no broadcast record, or for awarding a license in a comparative case, a “reasonable" inquiry into nonbroadcast conduct would be appropriate, ABC said.

NBC agreed that the FCC should limit its review to “specific conduct” that has had a “substantial impact” on a licensee’s past broadcast service, but the FCC should remember “its interest is in avoiding future misconduct, and not in punishing licensees for past behavior.”

"Elimination of the issue of 'character' would save the commission and its licensees a great deal of time and effort now devoted to matters essentially irrelevant to the commission's regulatory function," NBC said. "Surely, the result would be more coherent and predictable licensing standards more directly related to the commission's basic regulatory responsibility—insuring that its licensees operate in the public interest,'" NBC said.

A group of 18 station licensees and group owners—including Edward Communications Corp., Group One Broadcasting Co. and Tri-Cities Broadcasting Co.—agreed that the FCC should clarify its character evaluation process and “state the particular evidence which the commission will consider relevant to a determination of character.”

The stations urged the FCC to hold that an applicant will be found to have "basic character qualifications if it can be "reasonably relied upon" to "be honest and candid in its dealing with the commission" and "operate its broadcast facility consistent with the Communications Act's commission rules and policies.""

RKO General Inc., involved in pending litigation concerning its "character qualifications," lauded this "much-needed review." (The FCC stripped RKO of three television licenses last year, based on the misconduct of RKO's parent, Genera Tire & Rubber.)

Although RKO declined to comment at length, to "avoid even the appearance that it is attempting to relegate the RKO case," it said: "The severe consequences that can flow from character evaluations in individual cases make it imperative that
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there should be reasonable standards, clearly articulated in advance.

Consumer groups, nonetheless, took the tack that while some clarification of character evaluations might be needed, the FCC should take care to see that it retained an effective "character" tool.

For example, the National Citizens Committee for Broadcasting noted that though "modification and clarification" of existing policy are "warranted and desirable, a wholesale abandonment of the character examination process would contravene the commission’s broadcast licensing goals."

And the Black Citizens for a Fair Media

would "best serve the public interest by removing unnecessary regulatory restraints... creating an environment conducive to the provision of customer premises equipment and enhanced services on a competitive basis... and by removing artificial restrictions on services that may be offered consumers through the use of computer technology."

At its meeting last week, the commission debated how to implement that decision.

Although AT&T had requested that it be allowed to de-tariff its "embedded" CPE (all the CPE it currently owns, including its inventory) in one fell swoop the FCC, over protests from Commissioner Joseph Fogarty, held that embedded CPE should continue to be offered or a tariffed basis, at least until other issues affecting the deregulation of CPE are resolved. But it said that "new" CPE—that manufactured or acquired after Jan. 1 1983—would be deregulated. And AT&T must offer new CPE through a separate subsidiary.

Although Fogarty said it was the "absolutely wrong way to go," the commission said this "bifurcated" approach would halt the growth of the equipment that must eventually be deregulated while a the same time allowing AT&T to offer CPE on an unregulated basis.

Also by adopting that approach, the FCC said, it has left intact the ways in which carriers provide, install and maintain their embedded equipment.

The commission also directed AT&T to submit a "capitalization" plan, detailing how it would set up its separate subsidiary 180 days before it plans to set that subsidiary in motion. The FCC had previously required AT&T to submit such a plan to commission approval only 120 days in advance, but the FCC staff argued it would need more time to review the proposal.

The FCC also affirmed its December decision to remove GTE from the separate subsidiary requirement and said it would initiate an "implementation" proceeding to address how to deregulate AT&T's "embedded" CPE.

Although Fogarty said he thought "too late" to back out of its Computer 1 decision, he said he now had "serious doubts" whether it would benefit consumers. One of its biggest problems is the "few people realize what the decision means," he said.

FCC Chairman Mark Fowler said he thought the decision to "phase in" th deregulation was a "good one," one that FCC could "fine tune," if necessary.

said Commissioner Abbott Washburn, "We know where we want to go, but we're going to have to go on faith and prayer the the imponderables will fall where we want them to."

The FCC also affirmed its May 7 order raising AT&T's allowable rate of return t (12.75%) and announced it would seek comment in an attempt to implement a "financial accounting" approach in revising its Uniform System of Accounts and Financial Reporting Requirements for telephone companies.

FCC applies brakes to Computer II

It votes to adopt 'phased-in' approach to phone deregulation

Playing to a standing-room-only crowd at an open meeting Wednesday (Oct. 7), the FCC extended its deadline for deregulating new customer premises equipment (CPE) in the telephone business from March 1, 1982, to Jan. 1, 1983, and affirmed taking a "phased-in" approach to deregulating CPE in implementing its landmark Computer Inquiry II (BROADCASTING, Feb. 9).

Computer II, approved, after five years of consideration, in April 1980 and finally adopted last December, deregulates all "enhanced" telecommunications services (services that combine basic carrier with data-processing applications to provide additional or restructured information) and CPE (all telecommunications equipment, such as terminals and telephones, located on a customer's premises).

The decision permits AT&T to offer enhanced services for the first time; the company was previously barred from offering such services under a 1956 consent decree.

Under Computer II, however, AT&T would be allowed to offer enhanced services and CPE only through fully separate subsidiaries.

When it announced its April decision, the commission said such deregulation
Showtime salutes the anniversary of Broadcasting!
New FTC head sets up his troops

Miller names Muris to top spot in consumer protection, Tollison to policy planning, Campbell to bureau of competition

James C. Miller III launched his chairmanship of the Federal Trade Commission last Monday (Oct. 5) by announcing his choices for personnel to fill the FTC’s top staff positions and by assuring other FTC staffers that he didn’t intend to dismantle the agency.

Miller, the first economist ever to head the agency (Broadcasting, July 6), made the announcements at a closed meeting attended by top staffers and teleconferenced to the heads of the FTC’s 10 regional offices.

Named to head the FTC’s Bureau of Consumer Protection, which is responsible for advertising regulation, was Timothy Muris.

Muris, a deputy counsel to Miller for the Presidential Task Force on Regulatory Relief, served on President Reagan’s FTC transition team and was assistant to the director of the FTC’s Office of Policy Planning and Evaluation from 1974 to 1976.

In 1977, Muris, an attorney, was a consultant to the FTC, and from 1976 to 1981, he was a professor at the University of Miami’s School of Law and its Law and Economics Center.

Named to be director of the Bureau of Economics and acting director of the Office of Policy Planning was Robert Tollison.

Tollison will serve on leave from Virginia Polytechnic Institute and State University, where he has been a professor of economics and executive director of its Center for Study of Public Choice since 1979.

Tollison served on the FTC transition team and the Reagan-Bush Environmental Policy Task Force. He was a classmate of Miller, receiving a PhD in economics from the University of Virginia in 1969, the same year Miller did.

Miller also appointed Thomas J. Campbell to be director for the FTC’s Bureau of Competition, which enforces and investigates violations of antitrust law.

Campbell, an economist and lawyer, has been executive assistant to the deputy attorney general and was a White House Fellow from 1980 to 1981. Campbell, a law clerk for U.S. Supreme Court Justice Byron White in 1977 and 1978, received a JD degree from Harvard Law School in 1976, and received a PhD in economics from the University of Chicago in 1980.

General counsel to the FTC will be John B. Carley, partner in Rogers & Wells, a New York law firm.

Miller also announced the appointment of Bryce L. Harlow as director and Karen Lang Stevens as deputy director of the FTC’s Office of Congressional Relations.

That office, which is responsible for communications between the FTC and Congress, will report directly to the chairman’s office, not to the general counsel’s office as it has in the past, Miller said.

Harlow has been special assistant to the administrator of the Environmental Protection Agency since February and was director of government relations for the Grocery Manufacturers of America Inc. from 1976 to 1981.

Stevens has been special assistant to Miller at the Office of Management and Budget since April, and was congressional affairs officer for the U.S. Regulatory Council from 1979 until 1981.

To his personal staff, Miller announced the appointment of Carol T. Crawford as executive assistant and Anne N. Young as staff assistant.

Crawford, who also served on the FTC transition team, has been an attorney for Collier, Shannon, Rill & Scott, a Washington law firm, and was senior legislative assistant to Senator Bob Packwood (R-Ore.) from 1969 to 1975.

Young was a staff assistant to Miller while he was administrator of information and regulatory affairs at the Office of Management and Budget.

Miller also named William Doyning and Lydia Parnes as his attorney-advocates.

Doyning has been with the FTC general counsel’s office and Parnes has been in the general counsel’s office at the White House’s Office of Personnel Management.

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‘Holocaust’ in court. Three-judge panel of U.S. Court of Appeals in Washington heard argument on appeal of member of German-American group who contends that NBC’s 1978 mini-series, “Holocaust,” raised fairness doctrine issue. Frederich P Berg, corresponding secretary of The Ridgewood Group, based in Ridgewood, N.J., contends principally that question of whether mass murder of millions of Jews by Germans during World War II actually occurred is controversial issue of public importance. Mark M. Rhodes, Berg’s counsel, said oral argument that FCC’s rejection of fairness complaint action was arbitrary and capricious. However, when Chief Judge Spottswood Robinson III asked for reference to passage in record of proceeding showing that question of whether Holocaust occurred is matter of vigorous debate in country—one basis for determining whether issue triggered fairness doctrine—Rhodes referred only to substantial viewer reaction to program. NBC’s attorney, John Sturm, said “impact” of program “has never been part of the fairness doctrine. It would put an incredible burden on the licensee if it were.”

NAB backs MPAA. National Association of Broadcasters has urged Copyright Royalty Tribunal to set interim rates for cable carriage of distant signals. Although National Cable Television Association has insisted CRT has no authority to set interim rates (Broadcasting, Oct. 5), NAB joins Motion Picture Association of America in insisting that until FCC’s repeal of syndicated exclusivity and distant-carriage rules has been “litigated fully,” CRT must institute interim cable royalty rate adjustment. In comments, NAB said cable systems have “significantly increased” importation of distant signals since June, when court of appeals lifted stay on FCC’s repeal of distant-signal and syndicated exclusivity rules.

Drop-in data request. FCC reversed staff action granting access to confidential information of wrv/tn/ Knoxville, Tenn. Wrv had petitioned against FCC’s four-city VHF drop-in decision, claiming new station would cause economic hardship. Knoxville Broadcasting Corp, applicant for VHF drop-in at Knoxville, filed Freedom of Information Act request seeking 1980-79 financial records of wrv to rebut latter’s claims. Broadcast Bureau granted request, finding it justified because wrv had placed financial arguments as issue in proceeding. Wrv appealed, saying financial conditions are not of concern at reconsideration stage of proceeding. Although FCC agreed with Bureau’s decision, it said it was unclear whether wrv’s finances are factor in VHF drop-in case and since wrv appears to be giving up adverse economic impact argument, there is no longer need to grant access to confidential files.

Not dead, yet. Federal Trade Commission has ruled that Kroger Co., one of nation’s largest retail food companies, used deceptive acts in “Price Patrol” campaign it ran from 1972 to 1978. Campaign featured housewives surveying prices for selected products sold by Kroger stores and local competitors, with ads showing Kroger’s prices mostly lower. Nonetheless, commission found Kroger failed to “disclose adequately” that certain categories of foods were excluded from surveys and failed to insure that persons who selected surveyed products weren’t biased. As result, commission said Price Patrol surveys weren’t “methodologically sound” and thus did not prove that shoppers would save overall. Under FTC order, Kroger can’t generalize results of surveys in ads unless survey is conducted in “competent and reliable manner” and ad “fairly and impartially presents conclusions that can be drawn from the survey.” Under order, surveyed items must be selected randomly or by using representative sample; employees responsible for pricing Kroger’s products aren’t allowed to know which items have been selected for survey before its completion.

plans for the agency.

Miller reiterated that he would place a “special emphasis” on trying to see that “regulatory and government barriers” didn’t stand in the way of the workings of a competitive marketplace.

And Miller again stated that he hoped the FTC would develop a “significantly less adversarial relationship with industry” under his chairmanship.

Miller, whose confirmation was put on hold by Senate Slade Gorton (R-Wash.) (Broadcasting, Aug. 3)—who expressed concern about Miller’s intentions for FTC antitrust enforcement—said that “dual enforcement” of antitrust laws (the Department of Justice and the FTC share antitrust enforcement) was the law of the land and would remain so unless Congress changed it.

Miller also said what effect any further cuts of the FTC’s budget (President Reagan has announced his desire to cut agencies’ budgets another 12%) would have on the FTC’s regional offices remains to be seen.

The FTC transition team Miller headed recommended phasing out the regional offices (Broadcasting, Feb. 9).

An FTC spokesman said Miller, who planned to spend much of the rest of his first week in office discussing FTC policy with his chief staffers, would have more to say on his plans at a press conference scheduled for Oct. 23 and a speech slated to be delivered before the American Association of Advertising Agencies at the end of the month.

NBC before high court in movie case

Victim in ‘Scottsboro Boys’ case surfaces 40 years later to sue NBC over 1976 movie which, she claims, libeled her

The U.S. Supreme Court has agreed to review a case in which the chief witness in the celebrated “Scottsboro Boys” trials of the 1930’s is suing NBC for $6 million for libel. At issue is whether Victoria Price Street was a “public figure” 40 years after those trials ended.

Street was one of two women whom nine blacks were accused of raping on a freight train traveling from Tennessee to Alabama. The death sentences of the young men attracted international attention, but were later overturned by the Supreme Court.

NBC’s “Judge Horton and the Scottsboro Boys,” televised on April 22, 1976, and again on Jan. 3, 1977, dramatized the event in a manner Street claims libels her. She has referred to as a “whore” and a “perjurer.”

NBC claimed that Street had not demonstrated that “malice” was involved and that, since she was a public figure, the case must be dismissed. Under Supreme Court rulings, a public figure seeking to sue for libel must prove malice.

The trial court disagreed with the argu-
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ment that she was a public figure. It held that even though public interest in the trial had continued, Street, who had not sought publicity over the years, could not be considered a public figure. However, it directed a verdict against Street on the ground there had been no showing of fault or negligence.

The U.S. Court of Appeals for the Sixth Circuit affirmed—but on different grounds. It held that Street was indeed "a public figure" and that there had been no showing of malice.

Street's attorneys, in seeking Supreme Court review, said, "If she was a public figure in the 1930's, she is not after 46 years of complete withdrawal from the events of the trial. "She simply wanted to be left alone."

Quello reiterates call for First Amendment fight

Echoing Fowler, commissioner urges broadcasters to put all their efforts behind push to eliminate fairness, 315

FCC Commissioner James H. Quello last week seconded Chairman Mark S. Fowler's call for broadcasters to support the commission's legislative proposals for freeing them from political broadcast regulations, including equal-time and fairness doctrine rules. He also offered a further deregulatory device of his own, to eliminate the license renewal process and indicated he favorsjust about any other regulation covering offenses that are within the jurisdiction of other agencies.

Quello, who spoke before the New Jersey Association of Broadcasters, in Atlantic City, noted that he has been urging "full First Amendment rights" for broadcasters since 1978 but that, as Fowler has noted, broadcasters have done little to protect their rights, or regain those they feel have been lost.

"If you are really determined to gain these vital freedoms, you need to mobilize your forces for a massive, coordinated drive," he said, in outlining what he said was "a plan for action (and success) for 1981-1982." Just think of the cumulative impact and sheer power of about 10,000 radio and TV stations concentrating all their resources of personnel, suppliers, public contacts, viewers and listeners.

Then he began ticking off a list of organizations that could be marshaled in broadcasters' behalf—from AAAAA to NABOB, from AMVETS to the AFA to AFTRA to the American Bar Association. "Why not get support from your governors, state legislators, mayors and city councilmen?" he asked.

The main thrust of the argument those resources would make, he said, would be simply that the time has come to remove all First Amendment and regulatory constraints from broadcasting. It is past time to give broadcasting full First Amendment rights, the same as newspapers.

As for the license renewal procedure, Quello believes it would be made obsolete with the adoption of a free marketplace concept for broadcasting similar to that known to newspapers. The savings in time and money could be affected from abandoning the process used to ferret out "those few licensees who have failed to meet a subjective 'public interest standard' would be enormous," and could be better spent on programming and news, he said.

With "comprehensive unregulation," Quello said, broadcasters would be subject to the same laws and rules as newspapers and other businesses—criminal codes, invasion of privacy, libel and slander laws, antitrust laws, equal employment opportunity requirements, and all the rest.

There is no need to single out broadcasters for "special restrictive regulations," he said.

Quello sought to assuage his audience he was convinced there remains a role for government—though he did not cite any areas as examples of where that role might be exercised. And, although he has regularly criticized citizen groups that tried to influence broadcasters' policies through the threats or actual filing of petitions to deny, Quello said, "There is a continuing need for consumer activism participation." He said it should be focused on "products, organizations and services that mislead or bilk the consumer."

Geller petitions FCC to make leased access channels mandatory on large cable systems

The FCC, whose main occupation currently seems to be stripping away regulations, last week was asked to add one, or cable television. Henry Geller, former head of the National Telecommunications and Information Administration, and an associate petitioned the commission to initiate a rulemaking aimed at requiring large-cable capacity systems—those with at least 30 channels—to lease a percentage of their channels on a first-come, first-served basis.

Geller, who is now director of Duke University's Washington Center for Public Policy, and Ira Barron, a law clerk at the center, argue that a cable operator's retention of control of content of all channels in a large system—30 to 100 channels, for instance—runs counter to basic commission policy.

They contend that the commission's "diversification policy [alone] compel substantial leased access." They note that the commission does not permit one entity to control two TV stations or two radio stations in the same market—yet cable asserts the right to control 100 channels in the same community. Among other things, they cite also the "bottleneck problem." They note that cable operators could foreclose competition in a service—pay television, for instance—by denying a pay television entrepreneur access to the system. "Failure to gain cable access can doom a service," the petition says.

The petitioners' proposal as to the percentage of channels that systems should be required to lease on a common-carrier basis is relatively modest. They say systems with between 30 and 49 channels should be required to lease between 5% and 10% of those; those between 50 and 99 channels, between 15% and 20% and those with 100 or more channels, between 20% and 25%.

The petition says a range has been used because the figure chosen will reflect "no scientific or economic analysis but really a political judgment [as to diversification and related policies] in the highest sense of that abused term." However, the authors say they "strongly prefer" the high end of the range in each case.

The petition faces tough going with a commission that, under Chairman Mark S. Fowler, has embarked on a deregulatory course. What's more, the cable television industry can be expected to muster considerable lobbying skill in opposition to the proposal. But the petition contains several provisions designed to appeal to the industry. One argues against commission regulation of the rates to be charged for the leased channels. Another says the commission should pre-empt state and local regulation of the services provided by the leased channels.
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Wyman’s rifle-shot approach to broadcast journalism

CBS president says network will abandon gavel-to-gavel coverage of conventions, won’t be ‘slavish’ in primary treatment; calls for 24-hour voting day and broadcast First Amendment rights

CBS plans to abandon gavel-to-gavel coverage at the 1984 national political conventions in favor of coverage dictated by news judgments, Thomas H. Wyman, president and chief executive of CBS Inc., said last week.

He also suggested that CBS will cut back its coverage of the numerous state presidential preference primaries, saying that “we must all exercise more editorial judgment than we have in the past, when there was a tendency toward slavishly full coverage of the primaries.”

Wyman clearly was calling upon all broadcasters to follow suit. He made the disclosures in a speech to an International Radio and Television Society luncheon Wednesday in New York. He also renewed the call, initiated by former CBS President Frank Stanton years ago, for a national 24-hour voting day, and called for broadcast newsmen to be given “parity with other journalists” through the elimination of restraints imposed by Congress and the FCC.

There is a growing public appetite for broadcast news, which “has captured public trust superior to all others,” Wyman said. To maintain that trust, he said, broadcast newsmen must live up to the highest journalistic principles, and to enlarge their contributions to the democratic process they must be freed of restraints that keep them from operating as print journalists do.

“There are no more powerful means than television and radio to help our citizens recognize and understand the issues of the day,” Wyman asserted. But “there is little doubt that there will be no relief [from restraints] unless we press for it,” he admonished.

On that basis he called for repeals of the fairness doctrine and equal-time requirements, the personal attack and political editorializing rules and the “reasonable access” rule. Of the last, upheld by the Supreme Court in the Carter-Mondale case, he suggested that broadcasters may have to settle for urging a “narrow” interpretation by the FCC, although repeal would be clearly preferable.

Speaking of the presidential nominating conventions, Wyman said that 30 years ago they were “both newsworthy and exciting,” and that gavel-to-gavel coverage gave viewers “a political education sitting in their living rooms.” But, he added, “unfortunately, over the years the conventions have become far less significant political events.”

“and we must ask ourselves whether the public is well served by the availability of long hours when the political process is embarrassed by triviality. The viewers say no. They are watching other programs.”

“We cannot blame the politicians very much, I suppose,” he continued, “for they are responding in a very natural way to what they perceive as a golden opportunity for a week of national visibility. The blame is ours.

“We have been responsible for handling an important step in the political process, and we have done it badly when we were on the air with low-content broadcasts. All of us have witnessed the embarrassment of anchormen struggling in a desperate effort to create broadcasts out of nonevents.”

As for CBS, he said, “as we see it now, we do not plan gavel-to-gavel coverage for the 1984 conventions. We will be staffed and equipped to provide coverage as fully as the news warrants. We will be there when the conventions open and major developments will be broadcast live. We anticipate that comprehensive summaries will be carried each evening, along with special-subject highlights. It is my expectation that our news people will fill our public service responsibilities far better if we approach the conventions with this perspective.”

Wyman conceded that “some cynics” will say CBS is taking this tack to save money, but he said that is not the case: “We probably will not enjoy any appreciable financial benefit. An extensive editorial and technical complex still will be necessary to provide this coverage. There will be inevitable difficulties in scheduling around the portions of the conventions we do carry live.

The Supreme Court’s Carter-Mondale decision, Wyman said, means that “when a candidate asserts a need for broadcast time, we must sell it to him. Our editorial judgment becomes distinctly secondary. And as soon as one candidate is granted access, the equal-time rule requires us to grant access to other candidates.”

That, he said, “locks us in a vise between the reasonable access and equal-time rules. Loosely interpreted, it could shred the network schedules.”

“We must secure relief from the impact of the Carter-Mondale decision before the next primary season. A narrow FCC interpretation of the decision would be helpful in limiting the damage. The sounder solution would be repeal of Section 312(a)(7) of the Communications Act, which established the reasonable access requirement.”

Wyman questioned whether “pap journalists” should run broadcast debates between presidential candidates, as the League of Women’s Voters has done in

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the last two elections. "Newspapers have the right to organize such affairs without impediment," he said. "Why not broadcasters? We will press for the same freedom as other news media, and in the form of permanent change through repeal of Section 315 rather than through temporary suspension. The question is not what is good for the candidate, not what is good for the broadcaster, but what is good for the electorate."

He said broadcasters should not "laugh off" criticisms of their reporting of election returns while some polls are still open. "The criticisms will continue, he said, until the problems are solved."

"When Jimmy Carter decided to concede before polls closed in the West," Wyman said, "it was a major news development that demanded immediate transmission. Early announcements of official results in the East fall in the same category. Our business, indeed our responsibility, is to report news when it happens."

The solution, he said, is the 24-hour voting day in which the polls "open and close at the same time everywhere." He found it hard to believe that this concept could be seriously opposed, and called upon broadcasters to "revive the concept, rally its other advocates and make sure that this reform is achieved."

Cable, he said, will be an important part of the future and "any major company in our business" will be participating in it "in some way." But network television, he said, "will remain the most important, the most influential and the most profitable part of the broadcasting business."

This finding was incorporated into the 1981 ANA survey of "Company Practices in the Use of Corporate Advertising," released at the association's Workshop on Communications and Advertising in New York last Tuesday (Oct. 6). The survey was the fourth in a biennial series started in 1975, and its results were based on 362 companies responding, of which 203 ran corporate advertising.

ANA estimated that the 203 companies spent about $675 million in 1981 for corporate advertising, almost 70% of the total. Television was tied with magazines in the number of companies spending most of their corporate ad budget in a particular medium. There were 68 users each for television and magazines.

The survey showed that identification-building better awareness—remains the number-one objective of corporate advertising, named by 44% of the respondents. Other uses of corporate advertising were as a vehicle for umbrella marketing and for issue advertising.

More than 200 advertising executives attended the workshop. They heard the keynote speaker, R. E. (Ted) Turner, board chairman of Turner Broadcasting System, once more blast the TV networks for "idiotic" programming. He contended that for the past 30 years, commercial television has downgraded patriotism, ridiculed business and crusaded against industry in general but never discussed its own problems.

He said his WTBS(TV): Atlanta and Cable News Network have attracted a substantial number of corporate advertisers because those facilities attract upscale audiences. He predicted a period of rapid growth for the cable industry over the next decade but warned against the concentration on ownership of systems by large corporations.

Dr. Tony Schwartz, president of New Sounds Inc., spoke on radio as a narrowing corporate advertising medium. He suggested that before embarking on a campaign, the advertiser conduct what he called a "pro-search" to ascertain the listeners' knowledge of the subject at hand. Armed with this information, he said, the advertiser can create a commercial to fill the needs of the target audiences.

Saralee Hyman, vice president of the Cabletelevision Advertising Bureau, provided advertisers with an overview of cable television's subscriber growth to more than 21 million homes and expected advertising revenues this year of more than $100 million. She said that corporate advertisers have the opportunity via cable to reach specific audiences, including men, women, children, blacks and Hispanic viewers.

Topol gives S-A view to analysts

Chairmen reports converter division will soon hit the black, sees DBS complementing cable

"We are promoting the cable-satellite connection for entertainment and business," with the marriage of business and entertainment services in a cable system taking place "at the head-end." That vision of the future was given to New York securities analysts last week by Sid Topol, chairman and president of Scientific-Atlanta, as he detailed for them the growth prospects of both his industry and his company.

For its part, Scientific-Atlanta has logged a 31% compound annual growth in sales and 43% in earnings since 1972, said Topol. In the last eight quarters alone, Topol said, sales growth has topped 40% and earnings at S-A have moved from 6% to 12% since Topol joined the company, he said, adding that S-A wants to get up into the 15% range.

Looking at two of his principal product lines, Topol said production of satellite receivers now topped 1,000 per month and set-top converters 1,000 per day.

In the question-and-answer session that followed the formal presentation, much of the analysts' attention was directed to converters. In response to inquiries, Topol indicated that the portion of the company's operations represents "a significant investment" and that he expects the converter business to break into the black in the second half of the year, when production should reach the 2,000-unit-a-day level.

Topol quoted industry analyst Pau Kagan's estimate that converter unit sale will reach six million annually by 1985 and that he said that by 1983-84, S-A hopes to have 20% to 25% of the converter market. With over 70 million television homes and converters costing at least $100 each Topol put the total market potential for such products at $7 billion.

As to satellite antennas, Topol predicted that by 1985 there would be 25 to 30 satellites in orbit serving varied users in this country and providing "an adequate amount of transponders." Topol downplayed the role Torus antennas, with their capacity to receive signals from up to three satellites, would play in the future. Their chief application, Topol suggested, was where real estate problems exist, such as "on the rooftops of Manhattan." Torus designs will be in S-A's product line "when the time is right," Topol said.
Congratulations on half a century from 20th Century.
Congratulations Sol,

...from all of us at Blackburn, for 50 years of dedicated service to the broadcasting industry.

We are pleased to have been associated with the growth and success of Broadcasting magazine for over 25 years.

We have enjoyed our relationship and know this association contributed to the growth and success of our company.

We look forward to another 50 years of mutual success.
PROPOSED

WJOW(AM) - WQUT(FM) Johnson City, Tenn. □ Sold by Tri-Cities Broadcasting Corp. to Bloomington Broadcasting Corp. for $3.4 million. **Seller** is owned by James Wilson who has no other broadcast interests. **Buyer** is group of 30 stockholders who own WQOW(AM)-WSKZ(FM) Chattanooga and WBIC(AM)-WBNQ(FM) Bloomington, Ind. Timothy R. Ives is resident and 12.19% owner. WQUT is on 10 kHz with 5 kW day and 1 kW night. WQOW is on 101.5 MHz with 100 kW and antenna 1,500 feet above average terrain. **Broker:** Cecil L. Richards Inc.

WDS(AM) Tolleson, Ariz., KYMS(FM) Santa Ana, Calif., KBKN(AM) Brighton, Colo. □ Sold by Southwestern Broadcasters Inc. to Interstate Broadcasting System Inc. for $2.8 million less $1 million for covenant not to compete. **Seller** is owned by Arthur J. Shadick and wife, Catherine F. (44.6% each), his brother, Edward T. (6%), and their three children at less than 1% each. They also own 97% of KPH(FM) San Diego and ZZY(FM) San Antonio, Tex. Arthur Shadick and wife also own 50% each of GOO(AM) San Diego. **Buyer** is owned by aul J. Tabor Financial Corp. (60%) and Harold McClatchey (40%). **Stockholder** is owned by Paul J. Tobery and wife, Joyce K. (100% jointly), who reside in Orange, Calif., real estate developers and investors. McClatchey is general manager of KYMS(AM) Santa Ana, Calif. They own no other broadcast interests. **KDRS** is on 190 kHz with 5 kW day and 250 W night. **KYMS** is on 106.3 MHz with 3 kW and antenna 130 feet above average terrain. **KBKN** is 500 W day timer on 800 kHz.

ASK-AM-FM Lafayette, Ind. □ Sold by Lafayette Broadcasting Inc. to Allied Broadcasting Systems Inc. for $2,650,000. **Seller** is owned by Henry Rosenthal (57%), George William (7%) and Jerry Lough (6%) who have no other broadcast interests. **Buyer** is owned by Paul and Ann indingker. He is chief executive officer of Indianapolis-based farm equipment manufacturer and owns 8% each of SRM(AM) Noblesville and WNOM(AM) ebanon, both Indiana. **WASK** is on 1450 kHz with 1 kW day and 250 w night. **ASK-M** is on 105.3 MHz with 50 kW and antenna 310 feet above average terrain. **Broker:** Luskburn & Co.

IRFD(AM) Columbus-Worthington, Ohio □ Sold by Buckeye Media Inc. to Salem Media of Ohio Inc. for $1.8 million. **Seller** is owned by Ohio Farm Bureau Federation, nonprofit group of more than 90,000 Ohio farmers. Michael D. Mahaffey is general manager. It has no other broadcast interests. **Buyer** is owned by Stuart W. Ep- person who owns wR(BM) Vinton, Va.; KACC(AM) Tulsa, Okla.; 50% of KCF(BM) Tulsa; 50% of WNYV(AM) New York (formerly WYAD) and 47% of WZEE(AM) Boston. **WRFD** is 5 kW daytimer on 880 kHz.

WFHR(AM) - WWRW(FM) Wisconsin Rapids, Wis. □ Sold by Advance Broadcasting Corp. to Wisconsin Rapids Broadcasting Inc. for $1,145,000. **Seller** is subsidiary of Wisconsin Rapids Tribune Co., publisher of Wisconsin Rapids Daily Tribune, owned by William F. Huffman. He owns, through Advance Broadcasting and Wisconsin Rapids Tribune Co., 18.14% of Forward Communications, Wausau, Wis.-based group of six AM's, six FM's and six TV's. **Buyer** is subsidiary of Gazette Printing Co., Janesville, Wis.-based group of five AM's and five FM's owned by Robert W. Bliss family. They also publish the Ironwood (Mich.) Daily Globe, Janesville (Wis.) Gazette, and Marinette (Wis.) Eagle-Star. **WFHR** is on 1320 kHz with 5 kW day and 500 w night. **WWRW** is on 103.3 MHz with 84 kW and antenna 330 feet above average terrain. **Broker:** Bluckburn & Co.

KXXW(AM) Lafayette, La. □ Sold by KXXW Inc. to Radio KXXW Inc. for $900,000. **Seller** is owned by John Pickens and James V. Hoffpaur (50% each), latter retaining 1% interest in buyer. Pickens also owns KXV(AM) McKinney, Tex. **Buyer** is owned by Sugarland Broadcasting Inc. (98%), Hoffpaur and Clark White (1% each). Sugarland Broadcasting is owned by Thomas Gallaway (65.28%), Rudolph Barras, James Gray (16.53% each) and Michael Mitchell (16.6%). Sugarland is licensee of KSMB(FM) Lafayette, La. White is station manager at KXXW. KXXW is on 1520 kHz with 10 kW critical hours and 500 kW at night.

□ Other proposed station sales include: WYDE(AM) Birmingham, Ala. (Broadcasting, Sept. 28); KLYR-AM-FM Clarksville, Ark.; KBMB(AM) Moretette, Ark.; KLB-FM Los Banos, Calif. (Broadcasting, Aug. 17); KKE(AM) Denver (Broadcasting, Sept. 21); KBZI(AM) Englewood, Colo. (Broadcasting, Oct. 5); WABJ-TV Peabody, Ga.; KATC-TV Lafayette, La. (Broadcasting, June 8); WBOI(AM) New Orleans (Broadcasting, June 2); KLYC(AM) Laurel, Mont. (Broadcasting, Sept. 14); KMTC-FM Ogallala, Neb.; and KCTA(AM) (CP) Alamo, Tenn. (see "For the Record," page 102).

APPROVED

WLM(AM) Laurel, Md. □ Sold by Inter-Urban Broadcasting Corp. to WLMD Inc.

Let Todd Hepburn help you in determining the fair market value of your CATV System.

THE TED HEPBURN COMPANY

P.O. Box 42401, Cincinnati, Ohio 45242
Telephone (513) 791-8730

Broadcasting Oct. 12, 1981

85
We’re full service in L.A.

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full service hotel located conveniently between Hollywood and Beverly Hills.

Le Parc offers the business traveler a home-like setting. Each spacious suite features a sunken living room with fireplace, wet bar, kitchenette and private balcony.
The New Benchmark
Improved In Four Important Ways!

No. 1 Carle Machine
Today, one out of every two broadcast cartridge machines purchased worldwide is an ITB Premium Line machine. Now, four new features make the first-choice line an even greater value.

Improved Frequency Response
The head is new. The open-faced design is cylindrically shaped rather than hyperbolic. MuMetal laminations are surround by epoxy filler impregnated with aluminum oxide particles for shielding and durability. Core windows are wider than conventional designs. The result is greatly improved frequency response without low end humps and bumps.

Removable Head Module
True center pivot design. Azimuth, zenith and height adjust independently. Lack of side does not affect the others. Steel ball pivots and longer azimuth arms permit finer tuning.

Improved Tape-Head Alignment
New cartridge positioning system assures precise, rigid alignment of tape to head even when insertion is hurried or careless.

Long-Life Pressure Roller
The 525K pressure roller offers twice the pulling power and extended life. Tolerates common cleaning chemicals. Holds its durometer even in high humidity.

New Carle Hold Down
New Head Design
New Pressure Roller
New Removable Head Module

To place a no-risk order CALL TOLL-FREE 800-447-0414
From Alaska, Hawaii, Illinois call collect: (309) 1126-1291

International Tapetronics Corporation,
2425 South Main Street,
Bloomington, Illinois 61701
www.tapetronics.com - info@tapetronics.com - (309) 1126-1291
DELTA DASH.
SAME-DAY DELIVERY
ON PACKAGES UP
TO 70 LBS.

The airport-to-airport rate be-
tween any two of Delta's domestic
cities is $40 for packages up to 50
lbs., $60 from 50 lbs. to 70 lbs. Be-
tween Dallas/Ft. Worth and Los
Angeles, or San Diego or San Fran-
cisco, the rate is $85 up to 50 lbs.
and $145 from 50 lbs. to 70 lbs. Expe-
dited pick-up and delivery available
at extra charge. Call (800) 638-7333,
toll free. (In Baltimore, you can call
269-6393.)

For top priority shipments over
70 lbs., use Delta Air Express. It
guarantees your shipment gets on
the flight specified. For full details,
call your local Delta cargo office.

DELTA IS READY WHEN YOU ARE

Smyrna and Battlefield, both Georgia; Oak
Ridge, Tenn., and holds franchise for St.
Charles Parish, La. Buyer is owned by
Andrew W. Stabler Jr., who owns
WLTV-WILZ(AM) Williamsport, Pa.,
and WCYB-TV Bristol, Va. Boyerton system
serves 3,000 basic subscribers and passes
5,700 homes. Broker: Daniel & Associ-
ates Inc.

Cable system serving East Bernstadt and
Pittsburg, Ky. Sold by East Bernstadt TV
Cable Co. to OVC Telecommunications
for slightly more than $1 million. Seller
is owned by Walter Maxey and wife, Norma
S., who have no other broadcast or cable
interests. Buyer is subsidiary of publicly
traded, Chicago-based Centrical Tele-
phone & Utilities Corp. (Centel). Robert W.
Nichols is president of cable division.
Centel serves 100,000 subscribers in Ken-
tucky, Indiana, Ohio, Illinois, Texas and
Florida. East Bernstadt and Pittsburg
system serves 1,520 basic subscribers and
passes 16,000 homes.

CBS answers Bates's
suggestion of 5%
ad budget to WTBS

Network releases marketing
information to dispute ad
agency's appraisal of
strength of superstation

CBS-TV isn't going to take it lying down.
The contention by the Ted Bates advertis-
ing agency that network advertisers should
divert 5% of their prime-time network
budgets to WTBS-TV Atlanta (BROADCAST-
ING, Sept. 28, Oct. 5) has drawn the ire of
the network and prompted its distribution of
a "marketing information" release in
response.

"We applaud Ted Bates's attempt to find
a means of adjusting for variations in
viewing patterns between pay cable, basic
cable and noncable households," CBS
said, conceding its own recognition of
"the impact of the growth of cable televi-
sion and, more specifically, pay-cable
television on network audience levels."
But CBS said: "We find Bates's recom-
mendation involving the shifting of sub-
stantial advertising dollars from network
television to independent superstations,
based upon a study of such limited scope,
to be a classic case of putting the prov-
ernal cart before the horse."

CBS contended that Bates failed to
analyze "superior solutions" to the "pay-
cable/noncable audience imbalance." The
networks said those solutions were "the
inclusion in the buy of prime-time net-
work programs known to deliver higher-
than-average audiences in pay-cable
households," inclusion of network
dayparts "such as late-night and weekend
news" that it said perform better than
average in pay-cable households, and sup-
plemental spot buys on network affiliates
in high pay-cable penetration markets.
CBS cited one network schedule that had
Congratulations on Your First Fifty!
preliminarily reviewed and then dropped from comparative analysis as ‘atypical’ which overdelivered in pay-cable households.

CBS also listed five “shortcomings” in the Bates study: that it was confined to one network schedule, that the superstation buy included fringe dayparts against the network schedule’s prime-time only composition, that the demographic composition of Bates’s alternative inflated households reach “while, in all probability, not positively affecting target demographic (women 25-54) delivery,” that the WTBS buy “probably yielded lower-than-average reach and frequency levels in non-cable households” and that the analysis was “confined to May when the independents traditionally make their major programing push.”

For Lorimar, times have been better
Prospectus on public offering shows company’s profits not what they used to be; film division loss: $10 million

The preliminary prospectus for the first public offering by Lorimar Productions (Broadcasting, Aug. 3), one of Hollywood’s most successful independent production companies, is being viewed as an indicator of the firm’s changing fortunes.

The prospectus, issued for Lorimar’s offering of 30,000 $1,000 notes, 600,000 common shares, and 600,000 warrants, reveals that for the year ending July 25, 1981, the firm’s profit was $6,958,000. In contrast, Lorimar’s profits jumped from $1,579,000 in 1977 to $6,881,000 in 1980. Before-tax income dropped from $8,501,000 in 1980 to $7,719,000 in 1981.

Although Lorimar’s television revenue was a healthy $94.8 million in 1981, the prospectus confirms earlier reports that its film division has been losing money for the past three years. The report pegs the loss at about $10 million for the three-year period, with last year’s revenues at just over $31 million (said to be a $4 million loss). The prospectus discloses that, whenever possible, Lorimar will reduce its risk in feature production by lining up third-party equity participation in the financing of its films.

Lorimar, according to the report, has commitments to complete four films, with none in the planning stage. It concludes that problems in feature production have “had the effect of reducing the company’s overall profitability.”

On the plus side, the prospectus reveals that as of last July 25, Lorimar had a backlog of $149 million in pre-sold network TV programing, syndication and feature film licenses. The company is the second largest provider of network prime-time programing for the 1981-82 season, with five-and-a-half hours sold.

The report also says that as of last July 25, Lorimar had a long-term debt of $106,843,000. Since that time, the firm has obtained a $115-million line of credit from its banks, of which $102 million had been used by Sept. 15 to retire existing bank debt. The need to reduce its long-term debt is seen as a major motivating factor in Lorimar’s decision to make its first public offering.

Growth promised for ad volume on TV, air and cable
Study of agencies shows that investments in cable will rise, with TV climbing as well

A nationwide survey among corporate advertisers concludes that there will be substantial increases in their advertising budgets over the next five years and that cable television is expected to be the main beneficiary.


Some 66% of the respondents indicated that their cable advertising budgets would increase over the next five years, while 53% said their network television and spot TV spending would climb over the same period.

From these findings, Centerpoint commented that “despite the availability of alternatives and the prediction that advertising dollars will support these alternatives in the future, the networks will still dominate the television industry.”

The question of television costs was of concern to respondents, with 78% pointing to mounting increases in TV time costs; 78% citing the costs of producing commercials and 80% apprehensive about the cost-efficiency of TV.

An overwhelming majority of advertisers (88%) acknowledged that television is “the most persuasive medium” for advertising. As a consequence, 65% said that even though television costs continue to increase, they must find ways to assure their presence on television.

To another question, 57% of the advertisers surveyed disagreed with the statement that “the quality of programming is not as important as cost-per-thousand target audience considerations.”

The survey reveals that 65% of large advertisers (those with budgets over $15 million) have explored alternatives to television and 82% of them said they would test other media in the next few years. But even mid-size advertisers ($1 million to $15 million) and small advertisers (under $1 million) indicated that they intended to investigate television alternatives over the next few years.
Saluting
Sol Taishoff
and
Broadcasting Magazine.

50
Years

Pioneers in Broadcasting

Warner Amex Cable Communications Inc.
Television for NOW

In push to win ratification of Equal Rights Amendment, women's group is running spots in fund-raising effort

With less than nine months remaining in the effort to win approval of three more states needed for ratification of the Equal Rights Amendment, the National Organization of Women is turning to television as a medium for persuasion. Like many other organizations engaging in issue advertising, particularly those on the right, NOW is not only pitching a cause, it is soliciting funds to fuel the campaign.

The campaign, which was unveiled at the NOW conference in Washington, last Friday, is opening next week on a test basis in five cities—Seattle, Portland, Ore.; Washington; Harrisburg, Pa., and Syracuse, N.Y. In November-December, the second phase begins, with ads running in six of the 13 “unratified” states—Florida, Illinois, Oklahoma, Virginia, North Carolina and Missouri.

The 30-second ads, created by Beber Silverstein & Partners, of Miami, end with a super and/or voiceover giving an 800 number: Viewers are invited to call to pledge $20 or more to the ERA “countdown fund.” The spots may be the first in which a liberal organization seeks funds in that manner.

One spot opens on a group of white, middle-aged men in a “smoke-filled room.” Then NOW President Eleanor Smeal is shown on camera asking, “Should a handful of politicians trade away women’s rights?” Another shows two gravestones in a cemetery as a voiceover declares that George Baker’s wife’s credit died with her husband, then adds, “Three weeks ago, Edna Baker finally became George’s equal. No woman should have to wait that long.” The third shows a number of celebrities including Betty Ford, Ed Asner and Alan Alda urging support of ERA.

How long the campaign will run and the amount it will cost depend on whether and how soon the necessary three states ratify the amendment and it becomes part of the Constitution. However, ERA is budgeting a minimum of $2 million. If the campaign stretches to the June 30 deadline for ratification by the 38 states required, the cost could be substantially higher.

NOW officials cite a $6 million figure. But that would not be only for time for pro-ERA ads—which will be changed over time. It will also include time for political advertising. For ERA officials talk of rewarding state officials who support the amendment and of attempting to punish—through negative advertising—those who oppose it. “We will start focusing on candidates in April and May,” said Kathy Bonk, director of NOW’s media project.

NOW is using alternate endings for two spots, in case some stations are unwilling to carry tough issue-oriented ads.
A lot has happened in broadcasting in the last 50 years...

and you covered it all. Thanks, Broadcasting.

RKO RADIO
<table>
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<tr>
<th>Exchange and Company</th>
<th>Closing Tue Oct 6</th>
<th>Closing Wed Sep 30</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>P/E Ratio</th>
<th>Market Capitalization (000,000)</th>
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<td>ABC</td>
<td>32 1/8</td>
<td>30 3/4</td>
<td>+1 3/8</td>
<td>+4.47</td>
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<td>699</td>
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<td>68 3/4</td>
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<td>+.54</td>
<td>13</td>
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<td>CBS</td>
<td>52</td>
<td>49 5/8</td>
<td>+2 3/8</td>
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<td>+ 3/8</td>
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<td>30 3/4</td>
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<td>Metromedia</td>
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<td>+ 2/3</td>
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<td>Scripps-Howard</td>
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<td>+ 2/3</td>
<td>+6.72</td>
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**Broadcasting with Other Major Interests**

- **Adams-Russell**: 18 3/8
- **Affiliated Pubs**: 28
- **American Family**: 7 1/2
- **John Blair**: 20 3/4
- **Chater Co.**: 4 7/16
- **Chase**: 32 1/4
- **Cola-Field**: 34 7/8
- **Cowles**: 28
- **Fairchild Ind.**: 14 3/4
- **Gannett Co.**: 35 3/4
- **National Tire**: 24 5/8
- **Gray Commun.**: 42
- **Harte-Hanks**: 33
- **Heritage Comm**: 11 5/8
- **Inisco Corp.**: 17
- **Jefferson-Pilot**: 19 5/8
- **Marvin Josephson**: 13 1/2
- **Knight-Riddor**: 31 3/8
- **Lee Enterprises**: 28 1/4
- **Liberty**: 13 1/8
- **McGraw-Hill**: 47 1/8
- **Media General**: 34 3/4
- **Meredith**: 52
- **Multimedia**: 32
- **New York Times Co.**: 28 1/2
- **Outage Co.**: 31
- **Post Corp.**: 25 1/2
- **Sears**: 16 5/8
- **San Juan Racing**: 18 1/4
- **Schoring-Plough**: 27 7/8
- **Stauffer Commun.***: 45
- **Tech Operations**: 46 7/8
- **Turner Bostg.**: 14
- **Washington Post**: 27 3/4
- **Wometco**: 17 1/4

**Electronic Manufacturing**

- **AEI**: 12 1/2
- **Arriv Industries**: 13 1/2
- **Arco**: 13 1/2
- **Chrysler**: 14 1/4
- **Coh**: 6 1/2
- **Conrac**: 23 5/8
- **Copco**: 13 1/2
- **Corning**: 4 1/8
- **M/A Com Inc.**: 26 1/4
- **3M**: 48 7/8
- **Motorola**: 65 1/8
- **National Electric**: 71 5/8
- **N. American Philips**: 39 5/8
- **Oak Industries**: 29 7/8
- **Oro Corp.**: 14 1/4
- **OCA**: 19
- **Rockwell Intl.**: 31 1/4
- **RCA**: 43 1/4
- **Scientific-Atlanta**: 29 3/4
- **Siemens**: 42 1/4
- **Skytronics**: 48 1/4
- **Tecnos**: 14 3/4
- **Varian Associates**: 27 3/4
- **Westinghouse**: 25 8/8
- **Zenith**: 13 5/8

**Index**

- **Standard & Poor's 400 Industrial Average**: 134 64/1379 7/491

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

**Earnings figures are exclusive of extraordinary gain or loss.**

**Footnotes:**
- *Stock not traded on given day.*
- **Stock split.**
- **Stock traded at less than 1/25 cent.**
- **Stock inactive due to limited bidding.**

**Broadcasting Oct 12 1981**

94
Happy 25th birthday to video tape from the people who lit the first candle.
NOW! Continental Electronics offers you a new strength in radio broadcast equipment: AM and FM transmitters from 1 kW to 50 kW; transmitter coupling and phasing equipment; antennas, antenna systems and accessories; transmission line and accessories; studio audio equipment; remote studio equipment; STL and transmitter remote control equipment; test and monitoring equipment; 24-hour parts and professional field service for Collins and Continental transmitters.

Since its founding in 1946, Continental Electronics has pioneered many advances in rf transmitter and systems technology at power levels from kilowatts to megawatts; for radio broadcast, communications, radar and scientific research applications. Continental medium and short wave transmitters have achieved a world-wide reputation for quality components and construction; circuit innovations and unique, easy-to-operate designs which produce superior performance.

Call your local Continental sales representative whenever you need product data, information or service. Learn first-hand how we can meet your radio broadcast equipment requirements.

Continental is ready to offer you a new strength in professional service and quality equipment.

Continental Electronics Mfg. Co.
Box 270879 Dallas, TX 75227
Phone: (214) 381-7161
If you buy "Prime Time" spot TV you should know...

WHAT EVENING PROGRAM GAINED VIEWERS ACROSS THE BOARD WHILE NETWORK "PRIME TIME" LOST VIEWERS?
GOOD NEWS FOR YOUR TV STATION'S NEWS.

Media People is a new alternative resource for finding top caliber television news personnel. From anchors to engineers, we pride ourselves on carefully scrutinizing all of our applicants. We'll send you only those tapes and/or resumes which fit your stated requirements.

You can question what makes news, but we know what makes a news program better. We can provide those people. Contact us, we're Media People.

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You can question what makes news, but we know what makes a news program better. We can provide those people. Contact us, we're Media People.

EMEDIA PEOPLE

SPECIALIZING IN BROADCAST NEWS PERSONNEL.

9701 Wilshire Boulevard, Suite 1004
Beverly Hills, California 90212
Phone (213) 550-7020.

JEFF L. WALD, Executive Director
Better than ever.
Better than "Prime Time."
Since EVENING MAGAZINE's premiere five years ago, some interesting changes occurred in regard to EVENING's growth vs. the decline of network "Prime Time" programs.

Source: Nielsen reports for four Group W Markets where Evening Magazine aired from 7:00-8:00 PM, two years prior. Evening's first broadcast year Jan-November 1976-77, Baltimore, Boston, and Philadelphia 1977-78 (November-February, May-July vs. same period 1975-76). Network Prime Time averaged from day part Sunday, Jan 1-30, 11-12 PM, M-Sat, 8-9-11-12 PM. The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service studied.

<table>
<thead>
<tr>
<th>HH Rating</th>
<th>W25-54 Rating</th>
<th>M25-54 Rating</th>
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<td>9</td>
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<tr>
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<td>16</td>
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<td>1980-81</td>
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</tbody>
</table>

Network "Prime Time"
-13%  -8%  -10%
FM actions

South Haven, Mich.--South Media Inc. dismissed application for 98.3 mhz, 3 kw, HAAT: 300 ft. Action Sept. 18.


Ownership Changes

Applications

WYDE(AM) Birmingham, Ala. (AM: 850 kHz, 50 kW, 1 kw-N) seeks assignment of license from Columbia Pictures Radio Inc. to Alainde Inc. for $1,500,000 (BROADCASTING, Sept. 21). Seller: 100% owned by Columbia Pictures Radio Stations Inc., which is subsidiary of Columbia Pictures Industries Inc. It owes WWVA(AM)-WCPI(AM) Wheeling, W. Va., and also through subsidiary presently owns KCPX-AM-FM Salt Lake City. Edward R. Boyd is president of radio group for Columbia Pictures Communications. Buyer: Frank Span (70%), Ronald E. Hale (23.7%) and Mrs. Garnett S. Wilburn (2.2%). They own CHYI(TV) and Meredith & HD for WLHT-TV Hattiesburg, both Mississippi. Hale owns WJFL(AM)-WQVM-FM Vicksburg, Miss. Spain owns 35% of WTV-A TV Tupelo, Miss., and 35% of WTVM-TV Fort Pierce, Fla. Filed Sept. 22.

KRDS(AM) Toledo, Ariz.; KYMS(FM) Santa Ana, Calif.; KBRM(AM) Brighton, Colorado. (KRDS: 1190 kHz, 5 kw-D; 250 w-N; KYMS: 106.3 mhz, 3 kw, HAAT: 130 ft.; KBRM: 800 kw, 500 w-D) seeks assignment of license from SBI of Arizona Inc. to Interstate Broadcasting System of Arizona Inc. for $2.8 million plus $1 million for covenant not to compete. Seller is subsidiary of SBI Inc., which is owned by Arthur J. Shadok and wife, Katherine E. (44.6%) Arthur's brother, Edward T. (6.9%) and their three children at least 1% each. They also own 97% of KPRI(AM) San Diego, Calif., and KZZY(FM) San Antonio, Tex. Arthur Shadok and wife also each own 50% of KOGO(AM) San Diego. Buyer is subsidiary of Interstate Broadcasting System Inc., owned by Paul J. Toberty Financial Corp. (60%) and Arnold McClatchey (40%). Majority stockholders is owned by Paul J. Toberty and wife, lois (100%) jointly, who are Orange County, Calif., real estate developers and investors. McClatchey is general manager at KYMS(FM) Santa Ana, Calif. They have no other broadcast interests. Filed Sept. 28.

KLVR-AM-FM Clarksville, Ark. (AM: 1360 kHz, 500 w-D; FM 92.7 mhz, 3 kw, ant. minus 73 ft.) seeks assignment of license from Pauline Forester, administrator of estate of Pauline Forester; Randall P. Forester and others for $31,816. Assignee is wife of late Roy Forester. Assignees are son, Kandall P. Forester and sister Linda Ashmore (49%) each and their daughter, Nell Forester (20%). Forester Radio was settled and distributed. Randall Forester and Linda Ashmore bought share of Michael Forester for $11,268 and sold to James Forester for $20,557. None have other broadcast interests. Filed Sept. 9.

KBIB(AM) Monette, Ark. (AM: 1560 kHz, 250 w-D) seeks transfer of control of KBIB Radio Inc. from Nancy Buck, executrix of estate of Leon Buck (100% owner). After Buck passed away range became before (100%) after consideration: $2,300. Principals is selling $51 interest in station. Buyer is lover of range (former owner of station). No other broadcast interests. Filed July 21.

KLBS-FM Los Banos, Calif. (95.9 mhz, 3 kw HAAT: 120 ft.) seeks assignment of license from KLBS-FM Inc. to Southern Broadcasting Co. for $695,000 (BROADCASTING, Aug. 21). Seller: John R. McAdam and Joseph Zuzin Jr. McAdam owns KLBS(AM) Los Banos, Zuzin is principal owner of KGE(AM)-KGFM(FM) Bakersfield, Calif., and 49% owner of KAGO-AM-FM Klamath Falls, Ore. Buyer: Robert Boni, Holman T. White and Joa Galline (one-third each). Boni is Los Angeles business consultant. White and Galline are Philippine businessmen. None have other broadcast interests. Filed Sept. 23.

KERE(AM) Denver, Colo. (710 kHz, 5 kw-AM) seeks assignment of license from Mission Denver Co. to Rocky Mountain Two Inc for $2,405,000 (BROADCASTING, Sept. 21). Seller: Jack Roth, who owns KONO(AM)-KITE(AM) Konocti, Tex. Buyer: Sandusky Newspaper Inc., 100%, Mesa, Ariz.-based closely held group owner and newspaper publisher Dudley A. White is chairman. Filed Sept. 23.

KWZ(B) Englewood, Colo. (1590 kHz, 5 kw-AM) seeks assignment from Wesco Broadcasting Corp. to KWZ Broadcasting Corp. for $850,000 plus $150,000 for noncompete agreement with Wesco Broadcasting Corp. Buyer: John C. Mulhern Jr. and mother, Martha Welsh (50%) each. Buyer principally owned by Evin Johnson Jr., Los Angeles Lakers basketball player and Lassie, based this group who has no other broadcast interests. Filed Sept. 25.

*WABV-TV Pelham, Ga. (ch. 14, 363 kw vis., 36 kw aur., HAAT: 1,240 ft.) seeks assignment of license from Georgia State Board of Education (Georgia Public Telecommunications Commission) Assignor seeks to transfers various public TV facilities from different stations to one state agency. Stations involved: WATS-TV Dawson; WES-TV Wren; WLC-TV Chatswell; WDGO- TV Cochran; WSI TV Columbus; WVAN-TV Savannah, WAGT- TV Augusta; WCVM-TV Atlanta; WGBY-TV Athens. Richard E. Ottinger is chairman of consolidated commission. No financial consideration involved. Filed Sept. 22.


*KKXW(AM) Lafayette, La. (1520 kHz, 10 kw-CI 500 w-N) seeks assignment of license from KKKX Inc. to Radio KKKX Inc. for $900,000. Seller: John Fickens (80%) and James V. Hoffpauir (20%). Ficker owns KKKX(AM) McKees, Tex. Buyer: Sugarland Broadcasting Inc. (98%), James V. Hoffpauir and Clar White (2% each). Sugarland Broadcasting Inc. owned by Thomas G. Thompson. (65% 7 28%—Rudolph Barba, James Gray (16.53%) each and Michael Mitchell (5.5% each). Sugarland Broadcasting is licensee of KSBF(AM) Lafayette, La. White is station manager. Filed Aug. 20.

*WBOK(AM) New Orleans (AM: 1230 kHz, 1 kw-E 250 w-N) seeks assignment of license from Stair WBOK Inc. to Gilliam Communications of Tennessee Inc. for $900,000 (BROADCASTING, June 22). Seller: Subsidiary of Shamrock Broadcasting Co.
THE MDS OPPORTUNITY.
Now you can become part of the growing pay television industry. Through MDS (Multipoint Distribution Service).

IF YOU'RE LOOKING AT CABLE, YOU'RE OUT OF THE PICTURE.
The government may not allow you to operate cable in your local area. But does that mean you're closed out from pay tv? No, not with MDS. Cross ownership rules don't apply and local franchises aren't needed.

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Through new, yet tested technology. It's really very simple. And affordable. With a surprisingly small investment you can get a jump on competitive pay tv systems. You can even use your broadcast facilities to promote your service.

AN INVESTMENT IN MDS.
With low breakeven levels, MDS pay tv is suitable for almost any size market, whether cabled or not. And with satellite-delivered programming, you are assured of providing the top quality, uncut productions which your audience demands. Even turnkey operations are available to reduce capital risk.

Let MDS pay off for you with pay tv that's unfettered by the restrictions of cable (both financial and legal). Call Mark Foster at (212) 867-9590.

Get in on the action. If you don't, someone else will. Get the picture?

WE DELIVER THE WHOLE PICTURE.
Microband National System, 655 Third Avenue, New York, N.Y. 10017
Hollywood, Calif.-based group of four AM's, four FM's and two TV's owned by Roy E. Disney and family. Stanley P. Gold is president and chief executive officer. Buyer: Principally owned by H.A. Gilliam Jr., who is principal owner of WERD (AM) Jacksonville, Fla., and WLOK (AM) Memphis, Tenn. Filed Sept. 22.

- KLYC (AM) Laurel, Mont. (AM: 1490 kHz, 1 kW-D, 750 w-N) - Seeks assignment of license from George M. Fox to Starcom Communications Group for $344,000 (BROADCASTING, Sept. 14). Seller has no other broadcast interests. Buyer: Lonnie M. Smith and Fred Rockwood (49% each) and Derek A. Pierce (26%). Smith is vice president at American Tourister Inc. Warren, R.I. Rockwood is vice president of Hillmann Industries, Batesville, Ind., parent of American Tourister Pierce is former account executive at KXEM (AM) McFarland, Calif. They have no other broadcast interests. Filed Sept. 25.

- KMCM-FM Ogallala, Neb. (93.5 mhz, 3 kw, ant. 300 ft.) - Seeks assignment of license from Connell RadioWest Inc. to John A. Bower for $75,000. Seller: W. David Connell is president. Licensee has no other broadcast interests. Filed Sept. 25.

- WCTA (AM)(CP) Alamogordo, N.M. (12,000 kw, 500 w-D) - Seeks transfer of control of Crockett Broadcasting Corp. from Ralph Cressey and Brandon Townsend (100% before; none after) to Roy Davis (none before; 100% after). Consideration: $4,000. Principal: Buyer is fire marshal for state of Tennessee and former owner of WSM (AM) Red Bank, Tenn. Filed Aug. 7.

- WFHR (AM)-WWRW (FM) Wisconsin Rapids, Wis. (AM: 1200 kHz, 5 kw-D, 300 w-N; FM: 103.3 mhz, $4 kw, HAAT: 230 ft.) - Seeks assignment of license from Advance Broadcasting Corp. to Wisconsin Rapids Broadcasting Inc. for $1,145,000. Seller: Subsidiary of Wisconsin Rapids Tribune Co. publisher, of which is owned by William F. Hoffman. He publishes the Wisconsin Rapids Daily Tribune, and owns, through Advance Broadcasting and Wisconsin Rapids Tribune Co., 18.14% of Forward Communications, Wausau, Wis.-based group of six AM's, six FM's and six TV's. Buyer: Subsidiary of Gazette Printing Co., Janesville, Wis.-based group of five AM's and five FM's owned by Robert W. Bliss family. They also publish three daily newspapers. Filed Sept. 24.

**Actions**

- KINY (AM) Juneau, Alaska (800 kw, 5 kw-D) - Granted assignment of license from Midnight Sun Broadcasters Inc. to KINY Associates for $500,000. Seller: Alvin O. Ramsdell is president. It also sold, subject to FCC approval, KTKN (AM) Ketchikan, Alaska (BROADCASTING, Aug. 24). FCC approved its sale of KENY-TV Anchororage and KFAR-TV Fairbanks (BROADCASTING, March 30) and KENY (AM) Anchorage (JULY 13) and KFAR (AM) Fairbanks, Alaska (BROADCASTING, Sept. 28). Buyer: Charles M. Gray (45%), Edward W. Chriesman (25%), Kenneth L. Wiley (15%) each. Gray is secretary-treasurer and 8.16% owner of Midnight Sun Broadcasters. Chriesman is vice president and principal in two Alaska cable TV companies and 33.33% owner of MSB. Reilly is with the Katz agency in Seattle, Wash., and 2.63% owner of MSB. Wiley is station manager at KINY. Action Sept. 25.

- KFAY (AM) Fayetteville, Ark. (1250 kHz, 1 kw-D) - Granted transfer of control of Big Chief Broadcasting Co. from Lovell M. Beasley (100% before; none after) to Leroy E. Demaree & Norman D. McChristian (none before; 100% after) consideration $88,000. Principals: Seller is liquidating 51% interest in station. Buyers are currently principals and general manager and engineer, respectively, and 49% owners. They seek 100% ownership with Demaree 89% and McChristian 11%. Action Sept. 25.

- KHIF (AM)-KSNR (FM) Red Bluff, Calif. (AM: 1490 kHz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw, ant. 1,080 ft.) - Granted assignment of license from Communications By Design Inc. to Wireless Associates for $835,000. Seller is owned by David Caldwell and wife Kathy, who have no other broadcast interests. Buyer: Principally owned by Gary Kazt, vice president and general manager of KAT (AM) Arcata and KPM (FM) Eureka, both California Kats also 50% owner and managing general partner of KANG AM-FM Kalmath Falls, Ore. Action Sept. 24.

- WYYY (AM) Jasper, Ga. (AM: 1490 kHz, 1 kw-D) - Granted assignment of license from Pickens Country Broadcasting Co. to Mountain Broadcasting Co. for $924,399. Seller: Robert P. Schwab Sr. (100%), who also solely owns WLSB (AM) Copperhill Tenn., and WLEH (AM) Ellijay and WPPI (FM) Blue Ridge, both Georgia. Buyer: J. William Rucke (100%), who owns Douglassville, Ga., general in suance agency and has no other broadcast interests. Action Sept. 18.

- WXL (AM) Milledgeville, Ga. (AM: 1060 kHz, kw-D) - Granted assignment of license from Ocone Broadcasting Corp. to Baldwin County Broadcasting Corp. for $250,000. Seller: Paul Wilkinson, Thomas E. Owen Jr. and Robert H. Herndon (one-third each) who have no other broadcast interests. Buyer: Donald D. McDougal, Paul S. Atkins and T. C. Rushing (one-third each). McDougal is former Savannah banker and also bought, subject to FCC approval, one-third of WPPI (AM) Danville, Va. (BROADCASTING, AUG. 17 et seq.). Atkins is Statesboro, Ga. builder. Rushing is Statesboro farm supplier. They have no other broadcast interests. Action Sept. 21.

- WLOB (AM) Portland, Me. (AM: 1310 kHz, 5 kw-D) - Dismissed transfer of control of Portland Radio Inc. (Maine) from Portland Radio Inc. (Delaware 100% before; none after) to Pilgrim Broadcasting (none before; 100% after) consideration $1,100 plus assumption of liabilities. Action Sept. 22.

- WLMD (AM) Laurel, Md. (900 kHz, 1 kw-D) - Granted assignment of license from Interurban Broadcasting Corp. to Mid-Maryland Communications Corp. for $1,150,000. Seller: William A. Lerner, who has no other broadcast interests. Buyer is group of 1 stockholders. R. Robert Linowes is chairman and Kenneth R. Sparks is president. Linowes is Silver Spring Md., attorney and real estate investor. Sparks is executive vice president of Federal City Council, Washington, D.C. He owns other broadcast interests. Action Sept. 24.

- WCBY-AM-FM Cheboygan, Mich. (AM: 1240 kHz, 1 kw-D, 250 w-N; FM: 105.1, 25 kw) - Granted assignment of license from WCBY Radio Inc. to Fabiano Strickler Communications Inc. for $175,000. Seller: Richard E. Hunt (100%). Also owns WPTW-AM FM Piqua, Ohio; and WSOO (AM)-WSUE-FM Sault St. Marie, Mich. to same buyer (see below).
Canon broadcast television lenses represent the state-of-the-art, providing an exceptional combination of advanced electronic technology, mechanical durability and optical superiority.

ABC Television has made Canon 12X and 18X Series broadcast lenses standard in practically all of their major studios and production facilities. One reason is outstanding performance: dynamic range, high sensitivity and relative aperture, and superior edge-to-edge sharpness. Another is reliability, proven day in and day out on major ABC shows and local and network news.

Tune in any time to see why Canon lenses should be standard in your operation, too. Or call or write for detailed information and full specifications on Canon studio lenses. The standards against which all others should be judged.
Buyer is owned by James C. Fabiano (60%) and William J. Strickler (40%). Fabiano is businessman in Mt. Pleasant, Mich. Strickler owns geological consulting firm in Cheyenne, Wyo. Action Sept. 22.

KWZJ(FM) Cookston, Minn. (FM: 97.1 mhz, 100 kw, ant. 360 ft.)—Granted transfer of control of SS Broadcasting Inc. from Philip and Deborah Sonksen (100% before; 20% alter) to Michael L. Leighton (none before; 80% alter) consideration: $7,587, Principals: Seller: Philip Sonksen, present majority owner, will retain 20%; Buyer: Michael Leighton is sales supervisor at KCLD(AM) St. Cloud, Minn. He has no other broadcast interests. Action Sept. 18.


KLYO-AM/FM Hamilton, Mont. (AM: 1240 kHz, 1 kw-D, 250 w-N, FM: 95.9 mhz, 2 kw, ant. 790 ft.)—Granted assignment of license from Bitter Root Broadcasting Co. to Alexander Communications Inc. for $750,000. Seller: Lu N. Dexter (99%) and Mrs. George Smith (1%), who have no other broadcast interests. Buyer: Scott P. Alexander (100%), is salesman at KLYO Action Sept. 21.

WAKC(AM) Canton, Ohio (ch. 67, 69.8 kw vis., 6.9 kw GST, ant. 360 ft.)—Granted assignment of license from CRB Broadcasting to WAKC(AM) Canton for $271,500. Seller: C.R. Cogswell (95%) and LeRoy Miller (5%), who have no other broadcast interests. Buyer: WAKC(AM) Canton, who have no other broadcast interests. Action Sept. 21.

WPTN-AM/FM Cookeville, Tenn. (AM: 1500 kHz, 250 w-D, FM: 94.3 mhz, 3 kw, ant. 210 ft.)—Granted assignment of license from WPTN Inc. to Drue Huffines and George W. Gullaker for $650,000. Seller: principally owned by Louise Kaletta, Nomi S. Turner and J. B. Crawford. Crawford owns 100% of WMSK(AM) Morganfield, KY (50% of KPTW(AM) Louisville), 23% of WLCK-AM/FM Scottsville, all Kentucky. Buyer: Huffines and Gullaker (50 each). Gullaker owns 20% of WKXN(AM) Greenville, Ala.; 25.5% of WWYR(AM) Burkesville, Ky.; 75% of WICE(AM) Wickliffe, Ky. Huffines is former vice president and one-third owner of WLIV-AM/FM Livingston, Tenn. Action Sept. 18.

WTIT(AM) Franklin, Tenn. (AM: 950 kHz, 1 kw-D)—Granted transfer of control of Lynn Broadcasting Inc. from Tom T. Hall and others (none before; 100% after) to Tom T. Hall and others (none before; 100% after) consideration; $395,000. Principals: Seller owns WTIT(AM) Franklin, who has no other broadcast interests. Buyers are Tom T. Hall (60%), John D. Lentz and Randy D. Rice Jr. (40% each). Hall is Nashville-based entertainer and 49% owner of WAGO(AM) Franklin. Retail Nashville attorney Rice is booking agent. Action Sept. 21.

KJTV(TV) [CP] Amarillo, Tex. (ch. 14, 12,664 kw vis., 20 kw aur., ant. 832 ft.)—Granted assignment of license from George D. Monroe for KRZ(FM) Roswell, N.M. plus $325,000. Seller: George D. Monroe (100%). He assigned his CP for KJTV in exchange for license of KRZ(FM) Roswell, N.M. plus additional consideration (consideration also sold). Acker also owns 100% of KCSW(FM) Amarillo, 100% of WROSF(FM) Jacksonvile, Fla., 10% of KJAK(AM) St. Paul, Tex., 50% of KDXF(FM) Lubbock, Tex., 50% of KEPT(FM) Shreveport, La., and 25% of KLFW(FM) Springfield, Mo. Buyer: Ray Moran (100%). He also owns KRZS(AM) Roswell and KTEZ(FM) Lubbock, all Texas, and 30% of KRZAY(AM)-KRST(FM) Albuquerque, N.M. Action Sept. 10.

KROL(AM) El Paso, Tex. (AM: 1590 kHz, 1 kw-D)— Granted assignment of license from Taber Broadcasting Inc. to Groo Broadcasting Inc. for $101,000. Seller: E.G. Taber, wife, Mabel, son James (30% each) and Charles C. Ashworth (10%). They also own KINT(AM) El Paso. Buyer: Gary L. Acker (100%). He owns KAWS(AM) Amarillo, WROSF(FM) Jacksonvile, Fla., 50% of KEPT(FM) Shreveport, La., 80% KJAK(AM) St. Paul, Tex., 50% of KDXF(FM) Lubbock, Tex., 50% of SPR(W) Springfield, Mo. Acker has also sold his CP for KJTV(TV) Amarillo, Tex. (see above) and bought KRZ(FM) Roswell, N.M. (see above). Action Sept. 8.

KBID(FM) Wichita Falls, Tex. (FM: 92.9 mhz, 100 kw, ant. 920 ft.)—Granted assignment of license from Mustang Broadcasting Co. to KNKN Broadcasting Inc. for $295,000. Vernon Beck (50%), estate of Paul Tague, Lloyd Sutton and James Warnman (16.66% each, who have no other broadcast interests. Buyer Richard J. Moran (99%) and Richard DeButs (1%) who own KNN(AM) Wichita Falls. Action Sept. 25.

KITN(AM) Olympia, Wash. (929 kHz, 1 kw-D, 50 kw w-N)—Granted assignment of license from KITN Corp. to National Communications Inc. for $700,000. Seller: Donald F. Whitman (98.8%) and son Douglas R. Whitman (1.2%), who have no other broadcast interests. Buyer: S. Walter Richey and F. A. Koscielak (50% each). Each own 40% of KOSO(AM) Patterson, Calif., and 12.5% of WXES(FM) Lafayette, Ind. Also, Richey owns 50% of WCWC(AM)-WUR(FM) Repton, Wis. Action Sept. 23.

WMAD(FM) Sun Prairie, Wis. (92.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Pat ten Broadcasting Inc. to WMAD Broadcasting Inc. for $1,275,000. Seller is Southfield, Mich.-based owner of nine AM's and four FM's owned by Myron F. Patton, chairman, and 20 others, Patton's 40% stake, subject to FCC approval, WDOQ(FM) Dayton Beach, Fla., for $2 million (BROADCASTING, Aug. 10). FCC also granted it approval to sell majority interest to WMPX(AM) Midland, Mich. (BROADCASTING Aug. 24). Buyer is owned by Nancy C. McMahon who holds CP for new AM at Sun Prairie (BROADCASTING, July 6). Action Sept. 22.

Facilities Changes

AM applications

WHBO(AM) Tampa, Fla.—Seeks CP to change hours of operation to 6 hours by adding 1 kw-N, change E power DX to 10 kw; install DXA-NA and make changes in ant. sys.; change frequency to 1040 kHz; change city of license to Pinellas Park, Fl.; change TL; change SL & C. Ann. Oct. 2.


WXKO(AM) Spring City, Tenn.—Seeks CP to...
Before there was LPTV, there was low-power television.

There was EMCEE, too.

In 1960, before there was LPTV, there was low-power television translator service. And EMCEE® Broadcast Products television translators.

Today, LPTV joins translator service as a significant force in broadcasting. And EMCEE remains a leading supplier of equipment for both these services.

In transmitters for new LPTV installations.

And in complete turnkey systems for either service. Supported by the design proposals, documentation and hands-on control provided by the EMCEE Applications Engineering Department. And implemented by the EMCEE Field Engineering Department.

Broadcasting has changed over the past twenty-one years. The EMCEE commitment to low-power television technology has not. This commitment is your assurance of reliable performance for your station. Whatever your requirements.

It's not just how it works. It's how long it works.

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"We sold the Dick & Bert Campaign for $50,000 from the demo tape, alone!"

I'm a copywriter, and outside of ads, I couldn't sell a raffle ticket to my grandmother. But I can sell The Creative Department with no problem... I tried it. I took the demo tape that this ad is all about to a car dealer in my market... he's been disenchanted with radio, but he listened. Before it was even over, he said "I like that... I want it." Instant excitement.

The Creative Department has put together a collection of brilliant campaigns here, and your station can have the exclusive on them, in your market. And they do sell themselves... I proved that to my satisfaction.

A neophyte salesman who'd been in radio for two weeks, took the same tape to a merchant who had never advertised on radio in his market... sold him on a $28,000 schedule. Just listen to it... you'll see why (or, rather, hear why) it rivets their attention, on the spot. It'll rekindle the interest of old, 'dead' accounts and generate new leads all over your market. Here's what station personnel are saying about it:

WSGN, Birmingham, AL. Debbie Crumpton, Gen. Sales Manager—(205) 942-0600

"I really like being able to offer such super creativity to our clients at a price they can afford! It sets us above all the other stations in the market place. We've already sold $45,000 worth and I know we'll continue to do well with The Creative Department.

KJQY, San Diego, CA. Dave Pearlman Sales Manager—(714) 238-1037

"We sold a Toyota Dealership the Dick & Bert for $47,000. This not only quadrupled their annual expenditure on KJQY, but they also decided to spend over 80% of their total advertising dollars in San Diego on Radio."

WRAL, Raleigh, N.C. Claire Shaffner, General Manager—(919) 781-6101

"We played a Dick & Bert campaign for a restaurant client and we got the order right on the spot from a brand new client who had spent zero dollars. The schedule was for 52 weeks and it paid for the entire package. In the first three days we wrote $72,000 of new business."

WXCL/WKQA, Peoria, IL. Dick Lewi General Manager—(309) 685-597.

"The largest single sale ever accomplished on WXCL/WKQA was made utilizing the Creative Department. It is more than paid for our cost. The Creative Department does everything FirstCom says it will and MORE!!"

KFMG/KAMX, Albuquerque, N.M. Tom Birk, General Sales Manager—(505) 265-8811

"We presented a campaign from the Creative Department to a furniture store here. We not only closed the sale but the advertiser quadrupled his budget."
Put a stable of commercial superstars to work, selling for you . . . introduce your market to THE CREATIVE DEPARTMENT!

And there are many, many more such graphic examples in markets of all sizes, throughout the country . . . and it’s available to you. When you tap the resources of The Creative Department, you’ve acquired exclusive rights in your market for profit center the likes of which you’ve never heard before . . . at a fraction of what it would cost to produce anything comparable to these highly original, revenue-generating commercials . . . commercials that incorporate the biggest names, the brightest talent, and the most professional production staff in the business.

These result-producing, lead-generating, sales-reviving commercials have won every top honor in broadcast and increased sales (for stations and the merchants) in every market in which they’ve aired.

Put the magnetic, compelling sales once and for all in the Creative Department to work in your market . . . before someone beats you to it. Send the coupon, or write, or call FirstCom, now.
Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

| Licensed | Overseas | CPs on air | Total on air | CPs not on air | Total authorized
|----------|----------|------------|--------------|----------------|------------------|
| Commercial AM | 4,617 | 3 | 3 | 4,620 | 130 | 4,750
| Commercial FM | 3,328 | 0 | 0 | 3,330 | 195 | 3,515
| Educational FM | 1,110 | 0 | 0 | 1,110 | 65 | 1,175
| Total Radio | 9,055 | 5 | 5 | 9,060 | 380 | 9,440
| Commercial TV | 521 | 1 | 0 | 522 | 8 | 528
| Educational TV | 244 | 0 | 0 | 244 | 112 | 356
| Total TV | 103 | 3 | 3 | 108 | 6 | 113
| FM Transmitters | 1,024 | 4 | 4 | 1,028 | 141 | 1,176
| TV Transmitters | 411 | 0 | 0 | 411 | 210 | 411
| UHF | 2,655 | 0 | 0 | 2,655 | 182 | 2,837
| VHF | 1,470 | 0 | 0 | 1,470 | 428 | 1,898

*Special temporary authorization
**Includes off-air licenses

TV applications
- KRLV-TV Houston—Seeks CP to install an aux. at 4 miles S.W. of Missouri City, Tex.; change ERP to 1,000 kw. Ann. Oct. 1.

TV actions
- KLAS(TV) Las Vegas, Nev.—Granted CP to change ERP to 4080 kw. as a trans. of record.
- KTXS-TV Dallas—Granted CP to change ERP to 4038 kw. as a trans. of record.

AM actions
- WOZK(AM) Opelousas, La.—Granted CP for changes in ant. sys.; change TLI, and increase height of tower to 346 towers. Ann. Sept. 15.
- KNCR(AM) Fortuna, Calif.—Granted CP to make changes in ant. sys. Ann. Sept. 16.
- WYNN(AM) Smyrna, Ga.—Granted CP to change TLI to 2460 Atlanta St., S.E. Smyrna, Ga. (near time site). Ann. Sept. 16.
- WPZL(AM) Evansville, Ind.—Granted modification of CP (BPW-21239) to change TLI to N.E. quadrant of intersection of Dunn Road and Northern Illinois Toll Highway, Wheeling, Cook County, Ill. Action Sept. 17.
- WMER(AM) Westbury, Me.—Granted modification of CP (BP-20385) to change TLI. Action Sept. 17.
- WSBY(AM) Salisbury, Md.—Granted CP to increase N power to 5 kw.; change TLI, SL and RC to undetermined site. Action Sept. 17.
- WNCO(AM) Ashland, Ohio—Granted CP to move ant. site; increase tower height and decrease ant. power to compensate for increased ant. efficiency. Action Sept. 16.
- W Trot(AM) Dyerburg, Tenn.—Granted CP to make changes in ant. sys.; increase height of tower to 346 towers in order to accommodate FM ant., and change SL and RC. Action Sept. 22.
- WXZ(AM) Lawrenceburg, Tenn.—Granted CP to change TLI, increase tower height and decrease transmitter output power. Action Sept. 22.
- WVEE(AM) Memphis—Granted CP to change city of license from Memphis to Germantown, Tenn.; change hours of operation U by adding 2.5 kw.; decrease D power to 2.5 kw.; change D and N power to 2.5 kw.; change TLI, SL and RC. Action Sept. 16.
- KSX(AM) Dalila—Dismissed application for CP to change hours of operation U by adding 1 kw.; decrease D power to 1 kw.; change TLI, SL and RC. Action Sept. 22.

FM actions
- KPOF(AM) Roseville, Calif.—Granted CP to change TLI, SL and RC; increase HAAT to 2934 ft. (H&V); change tower height and make changes in ant. sys. Action Sept. 24.
- KMEI(AM) San Francisco—Granted CP to install ant. at main ant. location for aux. purposes only. Action Sept. 28.
- KBOI(AM) Tulear, Calif.—Granted CP to change TLI; increase ERP to 1.6 kw (H&V); change HAAT to 847 ft. (H&V) and make changes in ant. sys. Action Sept. 22.
- KSTC-FM Sterling, Co.—Granted CP to install ant. on main tower, to be operated with ERP of 1.8 kw (H&V); change HAAT to 642 ft. (H&V); and change TPO for aux. purposes only. Action Sept. 25.
- WETA-FM Washington, D.C.—Granted CP to install aux. ant. on main tower, to be operated with ERP of 80.14 kw; change HAAT to 488 ft. and change TPO for aux. purposes only. Action Sept. 16.
- KJ Y(AM) Kailua, Hawaii—Granted modification of CP (BPW-8002353) to make changes in ant. sys.; change tower height; change ant. type; decrease ERP to 1.0 kw (H&V) and change TPO for aux. purposes only. Action Sept. 16.
- WKKD-FM Aurora, Ill.—Granted CP to make changes in ant. sys.; change tower height; change ant. type; decrease ERP to 880 kw (H&V); decrease HAAT to 3260 ft. (H&V) and change TPO. Action Sept. 22.
- WCCL-FM Carbondale, Ill.—Granted CP to increase HAAT to 3260 ft. (H&V) and change TPO. Action Sept. 21.
- WCBS(AM) Columbia, Ill.—Granted CP to change TLI; change tower height; change ant. type; decrease ERP to 1.75 kw. (H&V); increase HAAT to 400 ft. (H&V); change SL and RC and change TPO. Action Sept. 18.
- WNN-FM Evansville, Ind.—Dismissed application for modification of CP (BPW-2593) as mod. to change SL and RC to 9201 Petersbur Road, Evansville, Ind. Action Aug. 12.

In Context

Designated for hearing
- Tahoe City, Calif. (new FM 96.5; Hz) — High Sierra Broadcasting Inc., Cascade Communications Co., Tahoe Valley Wireless Ltd., Minority Broadcasters of Tahoe Inc., North Tahoe Broadcasting Co. and The Women’s Network and North Shore Broadcasters: to determine with respect to Cascade whether original application and amendment were properly certified and executed; and whether Cascade attempted to mislead FCC or was lacking in candor with respect to presentation of its application; whether Cascade should be disqualified or comparative detriment assessed; with respect to Wireless, Minority, Women’s, North Tahoe and North Shore if they are financially qualified; which of proposals would, comparatively, best serve public interest; and which to grant (BCC Doc. 81-637-643). Action Sept. 11.
- Decatur, Ill. new TV (ch. 32) — Decatur Foursquare Broadcasting Inc. and Jackson Telecters Inc.: to determine with respect to each applicant whether there is reasonable possibility that tower height and location proposed would constitute hazard to air navigation; whether Decatur Foursquare is financially qualified; which of proposals, comparatively, would better serve public interest; and which of applications to grant (BCC Doc. 81-636-640). Action Sept. 19.
- Norfolk, Va. new TV (ch. 49) — Tidewater Television Corp., Focus Broadcasting of Norfolk Inc., and
“WHY USE WELLFLEX”

Optimum Design

Cablewave Systems offers Wellflex Transmission Lines designed to meet your most stringent electrical and mechanical requirements.

Highly reliable, the unique Wellflex construction provides a combination of strength and flexibility with optimum performance.

Outstanding electrical parameters include extremely low RF loss, smooth impedance coefficient, and conservatively rated power handling capability.

Wellflex is available with either solid or foam dielectric with copper corrugated outer conductor, solid and corrugated inner conductor (depending on size), and with a tough, durable, corrosion resistance polyethylene jacket suitable for burial and prolonged life.

Air Dielectric Wellflex in smaller diameters (1/2" and 3/4") offer a field proven, fixed helix design called Spirafil II—a single, continuous extrusion which locks the center conductor coaxially within the outer conductor, resulting in a near perfect impedance coefficient throughout the entire length of line.

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Wellflex has it all: low loss, low VSWR, higher power handling, smoother impedance coefficient, and rugged, long dependable life.

Cablewave Systems' Wellflex is type accepted for sampling systems in accordance FCC Part 73.68.

Cablewave Systems, Inc., 60 Dodge Ave., North Haven, Conn. 06473, Phone (203) 239-3311

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Antenna/Transmission Line Systems Catalog

Complete in every detail, total information needed to plan, specify and purchase a complete system or component. Plus complete engineering data and more!

Cablewave Systems
Tidewater Community Broadcasting Inc. to determine if Tidewater and Focus are financially qualified; whether there is reasonable possibility that tower height and location proposed by Focus would constitute a hazard to air navigation; which proposals would, comparatively, best serve public interest; and which to grant. (BC Doc. 81-667-669). Action Sept. 18.

Procedural rulings
- Indianapolis TV proceeding (Channel 59 of Indiana Inc. et al.)—ALJ Edward J. Kuhlmann granted joint petition and approved settlement agreements; dismissed applications of Channel 59 of Indiana, United Television Corporation of Indiana and Indiana 59 Inc.; authorized reimbursement by Indianapolis Television Corporation to Channel 59 for $79,254.31, to United for $29,011.43, and to Indianapolis 59 for $20,035.94; granted petitions by applicants for leave to amend, granted Indianapolis Television Corporation’s application and terminated proceeding (BC Doc. 81-129-232). Action Sept. 22.
- Deadwood, S.D. FM proceeding (Associated Investors Inc. and Flatau Broadcasting Inc.—ALJ Joseph Stimmer by two separate actions, granted petition by Flatau to meet financial issue specified against it (By Order; Action Sept. 22); granted joint petition and approved agreement, authorized reimbursement to Flatau for $75,000.00, dismissed Flatau’s application with prejudice and ordered Associated Investor’s application remain in hearing status (BC Doc. 81-79-80). Action Sept. 22.
- Fairview, Tenn. AM proceeding (B. L. B Inc. and Bryant Radio Co.—ALJ Byron Bricson by two separate actions, dismissed as motion by BLP to enlarge issues (By Order; Action Sept. 23); and granted joint motion and approved agreement, authorized reimbursement to Bryant for $6,829.35; dismissed with prejudice BPC application. Action Sept. 23. BLP’s application, terminated the proceeding (BC Doc. 81-118-119). 

FCC decisions
- FCC upheld staff action denying Fairness Doctrine complaint filed by Don R. Cunningham against WOWT(TV) Omaha, Neb. Cunningham claimed he had compiled with editorial policy of WOWT(TV) in attempting to reply to its editorial opposing city’s Home Rule Charter, but was denied such reply time. Three weeks after editorial was aired, contrasting view was given by president of Omaha City Council. By failing to act upon request immediately, Cunningham contended, issue had become stale. FCC’s Broadcast Bureau pointed out that under Fairness Doctrine licensees has discretion in handling complaints and no individual has right to receive broadcast time. Because only three weeks had elapsed between airing of editorial and contrasting viewpoint, Bureau said station has not failed to act reasonably in upholding Fairness Doctrine. Commission agreed, stating Cunningham’s application for review of Bureau’s action contained insufficient grounds to reverse ruling. Action Sept. 22.
- FCC affirmed Bureau’s denial of complaint that KCOS-TV El Paso, Tex., had broadcast slanderous documentaty about jai bond issue and failed to identify sponsor. Complaint stated that documentary, which was furnished by political action committee and which KCOS-TV aired in Sept. 1979, portrayed county employees as prisoners, which amounted to news staging, and that program lacked sponsorship identification and complained that station helped produce program. At Bureau’s request, KCOS-TV investigated and supplied Bureau with visual side of sponsor credit that allegedly appeared at end of documentary. Bureau determined that complainant’s assertion that station participated in program’s production and intentionally distorted news was unsubstantiated. Commission affirmed Bureau’s news distortion findings and further stated that whether or not sponsorship identification announcement was shown at end of documentary or not at all presented questions for fact, but that such isolated incident did not warrant hearing. Thus agency admonished KCOS-TV and said it expects station “to be particularly sensitive to, and comply with, the statutory and regulatory provisions regarding sponsorship identification statements” to ensure that public knows who is attempting to persuade it. Action Sept. 22.
- FCC denied Northern Television Inc., review of $500 for repeated frequency violation of KTVA(TV) Anchorage, Alaska. Fine was assessed on April 1, 1980, because licensee failed to maintain its assigned frequency within permissible limits on four dates in 1979. FCC said Northern had not submitted any evidence to substantiate its claim that accuracy of equipment might have been faulty. It said FCC frequency measuring equipment has specified frequency accuracy of plus or minus 1 part per million. FCC also noted that tolerance permitted by rules for broadcast services and it is periodically calibrated to ensure compliance with this specification. FCC noted STA referred to by Northern was granted six months and was then extended to 18 months. Therefore, FCC said, Bureau was correct in assessing the forfeiture and no mitigation was warranted.
- FCC denied request by K.A.L.E. Inc., licensees of KALEAM(TV) Tri-Cities, Wash., for review of $1,500 fine for repeated violation of rules and failure to comply with terms of license. Last October Broadcast Bureau assessed $1,500 forfeiture after finding licensees repeatedly failed to cease operation by remote control within one hour after detection of system malfunction failed to cease. Failure to cease operation by remote control system, failed to make antenna proofs of performance and failed to comply with license require ment to make field strength measurements. It rejected K.A.L.E.’s assertion that fine should be reduced or cancelled because it took corrective steps on its own saying that if licensee had been careful violation would not have occurred. Action Sept. 22.
- FCC affirmed previous ruling which dismissed New Jersey Public Broadcasting Authority’s application to move transmitter of WNJB(TV) New Brunswick, N.J. to Wood Trade Corp., New York, N.J. as NPBA tough reconsideration of Nov. 1979 FCC decision which dismissed application for waiver of short-spacing requirements because previous licensees revoked the license to the station. FCC agreed to set aside its previous decision finding that NPBA had not presented any new argument to show original ruling was in error. Action Sept. 22.
- FCC approved assignment of licenses of WAGS(M) WSI(M) West St. Louis, Mo. from commonly-owned Radio Sro, Inc. and Miami County Broadcasting Company, Inc. respectively owned by Richard E. Hunt, to Fabiano-Strickler Communications Inc. FCC adopt rule prohibiting commonly-owned AM’s and FM’s in same market, Fabiano-Strickler will be required to divest itself of one of two stations in accordance with old rules. FCC denied request to close petition to deny filed by Mighty-Mac Broadcasting Co. licensee of WDIG, St. Ignace, Mich., which claimed that grant would create undue concentration of control of radio broadcasting in northern Michigan and result in unfair competitive advantage for Fabiano-Strickler. Action Sept. 22.
- FCC affirmed staff action determining that Millar V. Oakes, licensee of WREA (AM) Dayton, Tenn. was not acting contrary to rules when he allowed station’s full daytime power to be used during nighttime hours to air emergency messages on January 30 and 31, 1980. In seeking reconsideration of July 1, 1980, staff action, WDNT Broadcasting Co., Inc licensees of WDNT (FM) and WNTM (AM) Dayton claimed WREA’s preseason operation was inconsistent with Section 73.1250(i) of rules concerning emergency broadcasting because AM’s were sort of area. It said that professional engineering study by FCC’s staff had revealed that except for WDNT an WREA, other AM’s, including WXQK, did not provide adequate coverage over Dayton during presunrise periods to render a primary service to city. Commission said that in making its decision staff had been influenced by fact that it had not appeared that any other AM station serving Dayton has been providing emergency weather information during presunrise period. Action Sept. 22.
- FCC accepted amended EEO program to KSIDS(AM) El Paso, Texas. In letter sent in Oct. 1980, FCC directed station to develop more comprehensive EEO program because of station’s failure to recruit Hispanic employees. The FCC staff said that although the licensees had acknowledged that insufficient number of Hispanic had applied for jobs, it had done nothing to analyze problem or propose alternative recruitment services. The station’s statement, it said, had impemented system to evaluate effectiveness of referral sources and had added new sources to attract applicant from El Paso’s 56% Hispanic available workforce. Action Sept. 22.
- FCC denied Jose David Soler reconsideration of...
March 11, 1980, order that denied assignment of 101.7 mhz to Las Piedras, PR. Broadcast Bureau had denied assignment of Las Piedras because of interference with WZAR(FM) Ponce if it’s channels were changed so that Las Piedras assignment would comply with spacing requirements. Soter argued that FCC should not consider interference problem but only mileage separation requirements. Commission noted that although mileage separation rules are generally designed to protect station’s service area, existence of short-spacing to super-powered station in coverage area of Ponce station could not be ignored. Action Sept. 30.

- FCC awarded grant to American International Development Inc. for new FM on 99.9 mhz at Phoenix, Ariz., and denied mutually exclusive applications of Herbert W. Owenses Jr. and KXIV Inc. In June 9 order, FCC reaffirmed initial decision by ALJ Walter C. Miller in which he found Owenses and KXIV unqualified. Thus, Review Board decision granting KXIV application and denying others was overturned. FCC awarded grant to KXIV for false representations of its Phoenix station’s programing. In seeking reconsideration, FCC said Owenses repeatedly, FCC denied him many arguments found in original application for review. Decision to grant AID’s application was based on determination that it raised meritorious claim regarding Board’s decision, FCC said. Action Oct. 1.

- FCC denied Xavier University and Notre Dame Seminary of Archdiocese of New Orleans review of earlier ruling allowing Nora Bach Educational Com.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act, of August 12, 1970: Section 3583; Title 39. United States Code)

1. Title of publication: BROADCASTING.
2. Date of Filing: October 1, 1981.
3. Frequency of Issue: 51 Mondays a year (combined issue at year-end).
5. Annual subscription price: $55.00.
7. Location of headquarters or General Business offices of the Publishers: 1755 DeSales St., N.W., Washington, D.C. 20009.
8. Name and address of the Publisher, Editor, and Managing Editor: Publisher—Lawrence B. Taishoff, 1755 DeSales St., N.W., Washington, D.C. 20009. Editor—Stu J. Taishoff, 1755 DeSales St., N.W., Washington, D.C. 20009.
9. Known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities. (If none, state so).
10. Not applicable.
11. Circulation:

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| Total paid circulation | 36,445* | 37,819** |
| Free distribution (including samplers, Daily News and other free copies by mail) | | |
| Carrier or other means | 2,929* | 2,703** |
| Total distribution (sum of C and D) | 39,374* | 40,522** |
| Office use, lost or unaccounted, spoiled after printing | 857* | 978** |
| Total (sum of E & F—should equal total net press run shown in A) | 40,221* | 41,500** |

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

* Average no. copies each issue during preceding 12 months.
** Actual number of copies single issues published nearest to filing date.

KESS(‘FM) Fort Worth, and KLIS(‘FM) Palestine to specify newly assigned channels; effective Nov. 23 (BC Doc. 81-102). Action Sept. 17.

Other

- FCC established Temporary Commission on Alterna-Financing for Public Telecommunications mandated by Public Broadcasting Acts of 1981 to study possible sources funding. Commissioner H. Quello was designated as chairman. First meeting is Oct. 2, provided General Services Administration approves charter, as required. Act.

Call Letters

Applications

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<thead>
<tr>
<th>Call</th>
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<tbody>
<tr>
<td>KBXN</td>
<td>Bear River Broadcasting Inc., Tremonton, Utah</td>
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<tr>
<td>KXAZ</td>
<td>Paranto Broadcasting, Page, Ariz.</td>
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<td>WMMK</td>
<td>Gulfcoast Broadcasting Inc., Destin, Fla.</td>
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<td>WRIG</td>
<td>Vacation and Broadcast Inc., Saco, Maine</td>
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<tr>
<td>KMDD-FM</td>
<td>Miles City Broadcasting Corp., Miles City, Mont.</td>
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<td>KJHE</td>
<td>Stephens County Broadcasting Co., Comanche, Okla.</td>
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New TV’s

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<th>Call</th>
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<tr>
<td>WLCX-TV</td>
<td>Consolidated Broadcasting Corp., Greensboro, N.C.</td>
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<tr>
<td>KEGQ</td>
<td>Red Carpet/Country Broadcasting Corp., Enid, Okla.</td>
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<tr>
<td>WRYA</td>
<td>WMJ-AM, Sylacauga, Ala.</td>
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<td>KSGR</td>
<td>KJAD Windsor, Colo.</td>
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<td>WTJS</td>
<td>WGAM Dunflora, Fla.</td>
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<td>KRNV</td>
<td>KRCI Reno</td>
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<td>WZDB</td>
<td>WZJHA Hamlin, Tex.</td>
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<td>WJMJ</td>
<td>WAAB Mount Juliet, Tenn.</td>
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Existing AM’s

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<tr>
<td>KGKZ</td>
<td>KSME Fairbanks, Alaska</td>
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<td>WRRB</td>
<td>WRJ Lewiston, Me.</td>
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<tr>
<td>WNYQ</td>
<td>WNYZ-FM Westbrook, Me.</td>
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<td>WOJI</td>
<td>WWJ-FM Detroit, Mich.</td>
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<td>KGCW</td>
<td>KGFW-AM Keene, Nebr.</td>
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<td>WERF-FM Marvins, Va.</td>
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<tr>
<td>KLIZ</td>
<td>KJAI Rawkins, Wyo.</td>
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<td>WZKY</td>
<td>WAGT FM Kingsport, Tenn.</td>
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Grants

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<tr>
<td>WXBR</td>
<td>East Cooper Communications, Mount Pleasant, S.C.</td>
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<tr>
<td>KQOR</td>
<td>Saguaro Broadcasting Co, Marana, Ariz.</td>
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<tr>
<td>KSXU</td>
<td>Valley FM Radio, Wood, Calif.</td>
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<td>WKWM</td>
<td>Radio Santa Augustine, St Augustine, Fla.</td>
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<td>WULS</td>
<td>Western Illinois University, Macomb, Ill.</td>
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<tr>
<td>WJQX</td>
<td>Sagamore Communications Inc., Sagamore, Md.</td>
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<td>WATX-TV</td>
<td>Apeco Video Corp, Apeco, Fla.</td>
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<td>KZKZ</td>
<td>KEOS Flagstaff, Ariz.</td>
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<td>WLPF</td>
<td>WBGR Passy, Ky.</td>
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<td>WMKK</td>
<td>WOKW Brockton, Mass.</td>
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Existing FM’s

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<td>WCWV</td>
<td>WOKW FM Paris, Ky.</td>
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<td>WSLL</td>
<td>WOKY Lawrence, S.C.</td>
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<tr>
<td>KSHV</td>
<td>KSHV-TV Kansas City, Mo.</td>
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SOL,

CONGRATULATIONS FROM YOUR FIRST ADVERTISER!

HUBBARD BROADCASTING, INC.
Welcome to the 50th Anniversary Club

Summit knows what a golden anniversary feels like. Ours was last year. We entered broadcasting in 1930 with WSJS-AM in Winston-Salem.

We've grown with the industry just as Broadcasting has grown.

In 1947 we acquired our first FM station.

In 1953 we entered the growing Television field.

In 1970 our first Cable System became a reality.

And now we're into Space. We've just added a new satellite division devoted to business communications.

Summit's 50 years in broadcasting have been exciting, and we're looking forward to the next 50.

For all those years, we've enjoyed Broadcasting, and we've learned a lot. We're looking forward to the next 50 years of Broadcasting, too.

So, congratulations Sol. And thanks. Broadcasting wouldn't have been the same without Broadcasting.

SUMMIT COMMUNICATIONS, INC.

Radio WSJS - WSJS, Winston-Salem, N.C. • WRFC - WRFC Memphis, Tenn. • WSDA - WSDA, Pembroke Pines, Fla. • KAYS - KAYS, Oklahoma City, Okla.

Cable Television: Winston-Salem, N.C. • Thomasville • Lexington, N.C. • Statesville, N.C. • Kernersville, N.C. • Mocksville, N.C.

Satellite Communications: Summit Satellite Systems, Inc., Winston-Salem, N.C.
It seems like only yesterday that we put the first issue of BROADCASTING to bed. Now, 50 years later, we’re putting the 2,341st issue to bed—the one enumerated Vol. 101, No. 15. That’s a lot of printer’s ink for anyone’s lifetime, and I count myself lucky to have been able to spend so much of it at work and play with the business and the people I love best.

This 50th anniversary issue is special in a number of respects. It serves to sum up the year-long history of the industry that BROADCASTING has been publishing week by week for the entire course of this past anniversary year. Somewhat reluctantly, I was persuaded to add my own recollections to those the magazine has put on the record over the years; they appear in the “At Large” interview that occupies pages 119-142.

Immediately after that we’ve assembled a 50-year chronology of major stories and milestones that we believe all readers will find useful in the years to come. It begins with the “Fifth Estate Family Tree” on pages 144 and 145, in which we’ve tried to capture in one artful embrace all the media we’ve come to call our own.

And then we put the past behind us in a major special report—beginning on page 207—looking ahead to what the world of electronic communications will be like in the year 2001, a short 20 years from now. We hope you’ll find that reporting as thought-provoking as we do. This much is sure: It’s going to be fascinating to see how it all turns out.

So now we’re off on the second 50 years. We hope our family tree, and yours, will continue to flourish, and that readers will always have reason to feel about the magazine as we do: that the best issue of BROADCASTING is the next one.
Congratulations!

50 years of Broadcasting

50th Anniversary

WKZO
Kalamazoo

WJFM
Grand Rapids

WKZO-TV
Kalamazoo

WKJF(FM)
Cadillac

KOLN-TV
Lincoln

WWAM
Cadillac

KGIN-TV
Grand Island

KMEG-TV
Sioux City
"The First 50 Years Were the Hardest"

When did you get your start in broadcasting?

I wrote my first radio story probably around 1925, when I was at the Associated Press doing offbeat things and radio wasn’t assigned to anyone. The Department of Commerce licensed radio ships at sea—the old safety of life, SOS thing. It wasn’t until 1927 that you got a Federal Radio Commission.

When did the idea of Broadcasting magazine first germinate?

The idea probably started when Martin Codel and I were on the staff of the U.S. Daily for David Lawrence, probably in 1928 or ’29. He was writing the Robert Mack radio dispatch for the Consolidated Press. I spelled him when he was on other assignments, and I also wrote the Mack dispatch. I’ve forgotten precisely when Codel left the United States Daily, which was the predecessor of the U.S. News & World Report, but when he left, I immediately began to write the Robert Mack dispatch on what amounted to a full-time basis, five days a week. When I had a story that was hot or timely on Saturday or Sunday, I would write it for my own byline and distribute it on the Consolidated Press Association wire, which David Lawrence also owned.

After Codel left and went to work writing a column for the North American Newspaper Alliance we became competitors but we remained friends. He was not married then and had very few ties here, and occasionally I would take him home with me on Friday for a kosher meal. We started talking about radio needing its own Editor and Publisher. The idea of Broadcasting germinated from those discussions. That was in the late 1920’s.

By that time Codel had left the North American Newspaper Alliance to run something he labeled the Radio News Bureau in Washington—special coverage for radio stations and a weekly newsletter. I was still writing the Robert Mack dispatch and working for David Lawrence. And the newsletter business wasn’t doing very well.

How much were you making with Lawrence?

I was making $45 a week on the U.S. Daily, $35 a week for writing the column. But on the side, whenever I covered a hearing or something like that, I might furnish a black sheet [carbon copy] for the New York Times or the New York Herald-Tribune. It was nothing to work 12 or 14 hours a day on these things. I was doing pretty well. I was probably averaging over $100 a week, which was much better than most news guys in town were doing.

The Robert Mack dispatch was a pseudonym owned by David
Lawrence. I was Robert Mack number three, and Codel was number two. Lawrence also had another specialized column on business way ahead of the press associations. I remember he had another columnist whose name was Hadrin Colfax, which spelled out “hard and cold facts.” He also was one of the early European dispatch distributors, and if I remember correctly, he had a byline man named Paritonatti. Don’t ask me how to spell it, but any guy that came along that had come back from Europe and had a good feature story got the Paritonatti byline. And this was Lawrence’s genius.

Who was Robert Mack number one?

A fellow named Bill Sweetzer, who was an announcer on WRC here and who was assigned to something else. Most of Lawrence’s people doubled in brass.

Well, then Codel and I decided that radio should have its own trade paper because it was a journalism medium, not a jukebox. We began looking around for an angel. But we couldn’t get anybody to put up any money. This was the bottom of the Depression now—1930.

Then along came a fellow named Philip Geiselman Loucks, who was a lawyer and a good friend of mine—a former United Press guy. Phil became the managing director of the National Association of Broadcasters. He was elected to the post, and was given the assignment of raising the money to sustain an office—drawing $10,000 in pay, if he could raise that much. Phil started this thing with two offices in the National Press Building. The NAB itself was not located in Washington at the time. It was a speakeasy in New York. True story. There was a guy named Hap Baker who ran the New York office. It was in the downtown area, and it was a place you could get a drink during Prohibition, and that was the NAB headquarters. Originally it had been formed in Chicago.

What did it do besides providing a drinking service?

Baker worked for one of the nonexclusive brokers in New York, and the NAB was an avocation. Phil was the first full-time person in Washington. There was another man named Paul W. Morency, who was also identified with the NAB in some way in New York. He used to call on WTTG, the Travelers Insurance station in Hartford, and wound up managing the station.

Phil became the managing director in Washington. He had a few clients, one of whom was a fellow named Harry Shaw in Waterloo, Iowa—WMT, now Cedar Rapids. Harry was a dapper guy who once had been in the trade paper business. He ran a paper in Chicago that had to do with refrigeration, Refrigeration News or something like that. And he was a bit of a promoter; he owned half of WMT and half of a newspaper in Waterloo. The newspaper was sold, and he had some money, and it was at that time that Phil Loucks said, “You know, if you want to get into a new venture and you know the trade paper field, why don’t you back these boys in a trade paper? They’ve got a format, a dummy made up.” And so Phil told us, “This is it. I think the man has money and will back you in a monthly publication.”

When all the details were straightened out, Shaw had 52% and Codel and I each had 24%. My wife, Betty, thought I was crazy going into the thing. I had a good job with Lawrence, although this was a bad time; The U.S. Daily was about to go under. We’d taken cuts in pay. I was still writing the Robert Mack dispatch. Codel’s newsletter had disappeared by that time.

Shaw put in a man of his own, a fellow named F. Gaither Taylor, who had worked for him on the newspaper in Waterloo, which had been sold. Gate was a nice enough, corn-fed country guy. He at least knew what make-up was. He knew what a rate card was. And he knew things that we’d never learned because we’d never been in the publishing business. We’d been news guys. Gate worked with us pretty well.

And Shaw did all right. Phil Loucks had promised him the presidency of the NAB within a year after he backed the paper. It was an honorary job; the managing director ran the thing. As things turned out, Shaw was elected president one week after Broadcasting began publication on Oct. 15, 1931, as a semi-monthly.

Were there many broadcasters in the NAB at that time?

Quite a few. I think there were probably 250 or 300 people at the 1931 convention that elected Shaw.

How long did he retain his 52%?

On March 4, 1932, the first bank in the country to close its doors—ahead of the bank holiday—was the First National Bank of Waterloo, where Harry Shaw had his money. Harry had put up $5,200 as a 10% down payment on $52,000 for 52% of the stock, so there’d be no problems about what went where when it finally worked out. He told us that his assets were frozen and that we would have to forage for ourselves, and that he would regard his $5,200 as a loss.

We went out to our key accounts after a few issues of the magazine had been published and asked them whether they thought it was worthwhile, whether radio really needed a trade paper. The three networks were included. There were a couple of station representatives. There were some manufacturers. All agreed that it was desirable, and we gave them a 15% discount on their advertising under a one-year contract, which was the balance of 24 issues. We raised another $6,000, and that is all the money that originally went into the magazine. And that was the way things went until I bought out Codel in 1944.

Who were the leaders in the industry at the time you started the magazine?

There was Alfred J. McCosker of WOR in New York. They called him “Hollywood Al” because of his fancy dress. He always wore cuffs on his clothes, you know. His best friend was Mayor Jimmy Walker. McCosker was a surprisingly articulate guy, and he served two terms as NAB president. There was a guy named Henry Adams Bellows who came from General Mills, who had a byline in our first issue. He was the CBS Washington lobbyist at the time. He also was a former member of the Federal Radio Commission.

There were other leaders, too. Take John Shepard 3d. He was of the Shepard Stores in Boston and New England—a very bright man who ran the Yankee Network and wore the loudest clothes. McCosker wore the fanciest. In the South, at WSM in Nashville, there was Edwin W. Craig of the National Life and Accident Insurance Co., who had working for him a guy named Ed Kirby. In Atlanta there was Lambdin Kay, the great pioneer announcer at WSB who covered Dixie like the dew. Later on there was John Elmer in Baltimore, who was instrumental in founding Broadcasting Music Inc.

Then there was Walter Damm of WTMJ Milwaukee. They called him “The Great God Damm”—a nickname I gave him. He was a mean, sour guy, but he didn’t mean it. He was a Dutchman who was meticulous as he could be. He put in the finest radio station you ever saw. All the walls were tile, so you could take a wet rag and wash the walls, never have to paint them. He had his own kitchen on the mezzanine floor, so he could have lunch and watch what was going on in the studios. He had no children, but he had the damnedest hobbies you ever saw. He liked to knit, and he’d make fancy stuff with beads and shells. A very organized guy. I gave him the nickname because he was always griping and bitching.

Wasn’t he the president of the NAB at the time the magazine started?

Yes. As a matter of fact, you’ll find a quote in the first issue of the magazine which is still applicable today. It’s a hell of a quote, confess that I wrote it.

Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups actuated by selfishness and with a mania for power are now busily at work planning the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the monies which we

The New York Times also points out that Bonneville International "has been gaining a reputation as an aggressive marketer, an innovative public service programmer and a leader in television technology."

There are many reasons why the Times threw these bouquets at Bonneville. One of them, for instance is G. Donald Gale. Don has been broadcasting regular editorial comments on Bonneville's KSL and KSL-TV since 1952. And for the past two years in a row he's won the Radio-Television News Director's International Award for Editorial/Presentation.

Don is just one example of the many important people that help Bonneville stations serve their communities better.

Bonneville International Corporation

Our Strength is Our Service

<table>
<thead>
<tr>
<th>CITY LOCATION</th>
<th>FM RADIO</th>
<th>AM RADIO</th>
<th>TELEVISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, N.Y.</td>
<td>WWFM Stereo</td>
<td>KSL 5,000 Watts</td>
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<tr>
<td>Las Vegas, Calif.</td>
<td>KBIG Stereo</td>
<td>KIRO 50,000 Watts</td>
<td>KSL 50,000 Watts</td>
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<td>Skokie, Chicago, Ill.</td>
<td>WCLR Stereo</td>
<td>KMBR Stereo</td>
<td>KSL</td>
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<td>San Francisco, Calif.</td>
<td>KOT Stereo</td>
<td>KSF Stereo</td>
<td>KSL</td>
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<td>Dallas, Texas</td>
<td>KAFM Stereo</td>
<td>KSEA Stereo</td>
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have expended, nor the services which we have rendered the American public in the development of the greatest broadcasting system in the world. They speak of our business as if it could be cut down and destroyed by the mere wave of a wand or legislative fiat. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to the millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction."

Where was he in the succession of NAB presidents?
He was probably number five or six.

Who was first?
The first was Eugene F. McDonald of Zenith, who owned WJAZ, a 100 watt in Chicago. The NAB started in Chicago. A fellow named Paul Kluge, who was a public relations man for radio set manufacturers, organized it. The main thrust of radio in those days was to sell radio sets. This was the first wave of receivers following the old improvised cat’s whiskers, the vacuum tube set.

There were a number of important manufacturers. Majestic, the mighty monarch of the air, was one of them. Zenith was another. Kolster was the one I had, and it was a big set. It cost $400 or $500 even in those days. Kolster was a radio inspector in the ship service of the Department of Commerce and then went into the set manufacturing business in that first wave, and the Kolster was a fine set.

A. Atwater Kent was a set manufacturer. That was a gooseneck set. And Atwater Kent made a tremendous fortune in the business. As I recall, he was manufacturing sets at the time the NAB had one of its early conventions in Los Angeles, and held a reception at his house, which was a showplace. He had the driveway up to the house strewn with beautiful flowers, orchids, all planted just for the occasion. He was making that kind of money even then, with a gooseneck speaker and the three-dial tuner.

That was before John V.L. Hogan invented the gang condenser, which made it possible to tune your radio with just one dial. The gang condenser made a lot of money. Hogan was a bachelor and a brilliant engineer, one of Louis Caldwell’s favorite witnesses in anything that came along. Louis Caldwell was the first general counsel of the Federal Radio Commission. He came right out of the Coloncl McCormick law firm in Chicago as the first big-time communications lawyer in Washington, and after having been general counsel of the radio commission—I think in 1927 or 1928—left to open up the practice of Kirkland, Fleming, Green & Martin. Caldwell was the resident partner.

But Louis was a brilliant guy. He should have been a law school dean. He had a house just off the Shoreham hotel on Calvert Street, standing right in the middle of two streets; it’s still there. During World War II the house became an R&R place for anybody in communications who happened to come through on leave. Caldwell called it the Malay Club. Why the Malay Club, no one knows, but the District of Columbia government wanted to avoid him. Tax because he was running a boarding house. And he insisted it was not a boarding house—it was a recreation center for colleagues. It went through the courts, and the briefs that were filed are now legendary in the field of law. I don’t know how many man-hours were spent by lawyers in trying this case, and they finally got it settled that it wasn’t a boarding house.

Caldwell later became the first counsel for the Clear Channel Broadcasting Service.

Was Caldwell a bachelor?
No, he was separated. His wife, Irene, was a socialist. As a matter of fact, she was the niece of Colonel McCormick of the Chicago Tribune. Both Caldwell and Irene were white-headed, absolutely white-headed and a very charming couple. Louis was a smoker and a drinker. And he was told by his doctor he could not smoke but he could have one drink a day before dinner. So Louis got himself a 16-ounce glass, and he would fill it with scotch and ice, and that was his one drink a day. He had constant parties at his place, and he would go around with the girls who smoked and had them blow cigarette smoke in his mouth. He was another of that Paul Moses Segal school, brilliant guys who thought they had fun and thought they were kidding their doctors and doing it their way. Segal was another lawyer-friend of mine. He was a radio ham as well as a gifted attorney. He became a connoisseur of wine and knew the best French vintners whom he cultivated on visits to France. He died before his time.

Did Caldwell have more of an impact on the FCC than some of the commissioners?
He did most of the implementation of the original Radio Act. Yes, he was brighter than most commissioners. There are not many people around who would remember Louis’s contributions. In the early days of the commission it was a very, very small operation, and everybody knew everybody else. There was empire building up to a point—there always is—but this was a temporary outfit. It wasn’t until you got the Communications Act of 1934 that things really began to happen. The early days were pioneering—they were breaking new ground everywhere. There was very little known about shortwaves, for example. The shortwaves were opened by the radio hams, by the amateurs, who probably contributed more to broadening the spectrum than any other group—not the big scientists in the laboratories but those hams just playing around and improvising equipment.

Herbert Hoover, as secretary of commerce, had a lot to do with the formulation of an allocations policy after the so-called breakdown of the law, when there was no licensing, and radio stations would just occupy one of the two frequencies and cause devastating interference.

There were only two frequencies?
Yes. They called them meters, and I don’t know what the translation into kilohertz would be. There was a two-meter band and a four-meter band, and then they went to kilocycles, which later came to be called kilohertz.

There’s an interesting story about one of the early chairmen of the FCC—Anning Prall. He had been a congressman from Staten Island who was defeated in the 1934 elections. So here was a lame duck from President Roosevelt’s own state who had to be taken care of.

So FDR called in Prall and said: “Anning, I’m going to give you the second most important job in Washington. I have the most important. But we have created a Federal Communications Commission which is going to include radio, the remarkable invention, the telephone, telegraph, cable—you can’t imagine how much power will be involved and what influence you’d have in this job.”

And so word got out that Anning Prall was going to be named chairman of this Federal Communications Commission. And I called up Prall and said: “Congressman, I understand you’re going to be the chairman of this new Federal Communications Commission. When do you plan to take office?”

“Immediately,” he said.

“I’m afraid you can’t under the law. You cannot serve on a commission which was created while you were a member of Congress. You have to be out of Congress; this session of Congress would have to adjourn sine die.” He said: “Well, I don’t think you know what you’re saying.” And I said: “Why don’t you check with Lou Deschler, the parliamentarian of the House?” And he called me back after a couple of hours and said: “Young man, you are right. I cannot do this until after this Congress quits. Come to see me.”

And so I went to see this very affable, handsome fellow. And he said: “Mr. Deschler says you’re right. How do I do this now?” I said: “Well, there’s a lawyer named Hampson Gary who is going to be your general counsel, although the President hasn’t designated him yet. Why don’t you suggest that he be named acting commissioner—not chairman but acting commissioner—until you qualify, and then he moves over to general counsel.” Prall called me the next day and said: “That is being worked out.” And that’s what happened. Hampson Gary was temporary commis-
Sorry we couldn't be there in person...

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sioner for about 15 minutes or whatever it was. He moved over, and that became the commission that included Anning Prall as chairman.

It also had George Henry Payne, who was William Randolph Hearst's designee. He was the tax commissioner of New York and was Hearst's man. He had worked for Hearst in the newspaper office section, and he was a dandy and one of the worst phonies that ever hit the FCC. But there's a long story on that.

What's the story?

The story is that the commission originally was set up under the law as a seven-man agency with three two-man divisions with the chairman sitting ex officio in each division, so there couldn't be a tie. Each division had a degree of autonomy that way. But the full commission had to handle matters that affected allocations. Payne was a publicity seeker. So he sat in on the hearings involving the Powell Crosley W2XW 500-kilowatt experimental station in Cincinnati. And without asking permission or anything else, sitting at the table with this panel, he began asking questions that were designed to make headlines. This wasn't cricket; Payne was a member of the staid telegraph division.

Well, I was indignant. Everybody was indignant about those things. So I wrote an editorial calling Payne a "publicity-seeking politician." I called one of our lawyers, Duke Patrick, and said I wanted to make sure I wasn't libeling the so-and-so by saying that. And Patrick said: "Oh, you can make it stronger. Why don't you make it a 'publicity-seeking politician who has a manner that is hardly that of a gentleman'"

We ran it that way, and Payne sued us. It seems that under common law or something you can't say someone is not a gentleman—even if he's a horse thief. Well, here we were in 1934, about three years old, and this was a hell of a thing. We didn't have any money. And so Payne got a guy in town named Roger Whiteford, who was a society lawyer—you know, the Metropolitan Club, that sort of thing—and Whiteford sued us for $100,000. We finally settled out of court but it cost us $11,000 in fees. It really hurt.

But that isn't the end of the story. The terms of the first commissioners were staggered for the first seven years. Payne was up for reappointment that year, and he was reappointed, and he had a victory party at the Metropolitan Club gloating about his victory over Broadcasting. The next day the appointment was withdrawn. Don't ask me how.

After the 1934 act was passed, we had a number of common carrier people come to us and ask us whether we were going to broaden the scope of Broadcasting to cover these other functions of the FCC.

Our answer was no—we operated on the premise that radio was analogous to the newspaper and not to the telephone or telegraph—but we said we'd see that they were served. So I drafted a letter and took it over to Judge Eugene Octave Sykes, who had been chairman of the radio commission and was serving as interim chairman of the new FCC before Prall's appointment. In effect, the letter said: "We are pleased to hear that the editors and publishers of Broadcasting magazine are going to inaugurate a newsletter—Tele-Communications Reports—to serve the common carrier field, telephone, telegraph, cable, nonbroadcast services. If they do as good a job in this newsletter as they have done in the broadcast field, its customers will be well served."

So then I had to get somebody to run it. Codel and I each agreed we would put up $500 to hire a guy to be the editor. This, of course, was in the Depression. I got a man named Roland Davies, who used to work for the AP; he came in just about the time I fired the former good reporter, he knew Herbert Hoover very well, and that appeared to me to be important. Davies was a ticket seller for the C&O Railroad in between jobs. Roland protested that he didn't know a thing about the field, but I said that a good reporter doesn't have to know anything about a field; he'll learn. Then I said: "Now, what we've got to do is to sell some subscriptions, and AT&T has got to be a big customer." And Davies said: "Oh, my mother went to school with Walter Gifford." He was the president of AT&T at the time, and Davies went up to New York and sold him 50 subscriptions. And that was the beginning of the Yellow Peril.

But the point I was making was that until the time I wrote out "tele-communications" there had been no such word in the lexicon, so far as I am aware.

Well, by 1934 radio was doing pretty well, and it was beginning to knock the dickens out of the theater business. In one of the early issues of Broadcasting there's a quote from a theater operator, who said, "You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get into a theater." That was L.B. Wilson who was complaining about the damage being done to the theater.

Yes, but his own radio station—WCKY Cincinnati—was doing pretty well. L.B. was a figure of some interest in those days—all 4 feet 11 inches of him.

L.B. Wilson was a theater operator, a banker and owned a boiler factory in Covington, Ky. He owned some motion picture houses—not first runs—in Covington and across the river in Cincinnati. He also owned a very small piece of Churchill Downs. He owned a piece of the Gibson hotel in Cincinnati and was one of the brightest guys and one of the best story tellers you ever heard. He called me up very early on and asked me about a radio station; he wanted to get one.

So I recommended a lawyer to him—Paul Moses Segal, who was about the same height. Wilson wanted Cincinnati, which was the market, but the Ohio quota was full, and Kentucky was under quota. In the early days there were five radio zones, and each zone could have equivalent facilities, so he applied for a high frequency—1490, top of the band, highly undesirable in Covington.

I went to see him after he got this thing in Covington. Walked up four flights of stairs, got to the top of the steps, and his secretary said: "Oh, yes, Mr. Wilson's been expecting you." I went in and saw this cherubic little man behind this big desk. Double chin, expensive clothes. I was all out of breath, and he said: "Hi, young fellow. That's the reason I'm up here. I want to do the talking."

Then he said: "You've got a pretty good magazine here. What's a double truck cost?" And I didn't know what the hell a double truck was! I really didn't. I said: "You mean two pages?" And he said: "Yeah, right." So I said it was twice the cost of a page, which then was $100. And he said: "Well, I mean every issue." So I said that would be at the minimum rate of $120 a page. And he said: "I'll take it. Every issue a double truck." That went on practically as long as he lived, although the rates went up.

Well, he became one of the greatest characters I ever met. One day I was down there and he had Senator Hiram of Kentucky, a Republican, in for some function, and Wilson said: "Senator, want to make this presentation to you." And he gave him a golf watch inscribed, "To the next President of the United States." I wasn't six months later that he had Alben Barkley there, the Democratic senator, and gave him a watch inscribed the same way.

But the funniest story I remember about L.B. was at an NAI convention in Cincinnati, probably around 1935. It was at the Netherland Plaza Hotel, which had two-story suites in the penthouse apartment floor. And everybody was there, including Bill Paley of CBS and Deac Aylesworth of NBC. And L.B. came up to the two of them, who were standing there arguing about something, and said: "You know, if the two of you went over Niagara Falls in a barrel, and it went end over end, there would al ways be a bastard on top."

Who else was outstanding in the radio business back when the magazine was getting started?

Stanley Hubbard was one of the leaders in those days—and, even though semi-retired, still is on the leading edge of things, as witness his involvement with DBS. In the Northwest there were the Fisher's Blend stations—still there. A pioneer in Oregon was Charles W. Myers, who coined such call letters as "KOMY" and...
Thanks, Sol

For fair and complete analysis of the state of broadcasting...
For keeping us up to date on our rapidly changing industry...
For reasoned criticism of our regulators...
For reasoned criticism of us as broadcasters...
For a warm and lasting friendship that began with our company fifty years ago...
From all of us at Belo Broadcasting, thanks, Sol Taishoff, for being our "Watchdog on the Potomac."

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WFAA-TV, WFAM-AM, KZEW-FM, Dallas/Fort Worth
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WTVC-TV, Chattanooga, Tennessee
Queen City Telecommunications, Inc., Clarksville, Tennessee
“KALE,” both in Portland. And in the Midwest there was Colonel B.J. Palmer of the Palmer School of Chiropractic, who founded who Des Moines and woc Davenport—where a young announcer-sportscaster named Ronald Reagan got his start.

The Storer dynasty is legend: started in Toledo under George B. Storer, who became the foremost group owner in TV after pioneering in radio. Many other owners tried to emulate Storer and his brother-in-law, J. Harold Ryan, who was the figure man. Ryan also was an interim president of the NAB.

And take John Feitzer, an engineer who put together his own station group, contending himself with middle-sized markets rather than going for the top 10. And he wound up owning the Detroit Tigers and becoming the leading statesman in baseball.

J. Leonard Reinsch is a must on any list of the industry’s leaders. First he put the Cox Broadcasting organization together and then he had the vision to pioneer in cable. And Bill Daniels, out in Denver, did enough for the development and promotion of CATV to earn the unofficial sobriquet as “the father of cable.” And Tom Murphy at Capcities. He added unique dimensions to the concept of group media ownerships initiated by the late Frank Smith.

I could go on and on. The records are replete with success stories of people with a will to be creative and successful in a new and potentially important field. It was before the actuaries took over with the rule of thumb that everything had to be a “profit center.”

About the time you got started, ASCAP was beginning to cause a lot of trouble on the music copyright front.

ASCAP caused trouble almost from the start. E. Claude Mills—Eugene Claude, but he called himself E. Claude—was general manager. He was a nice enough little guy—tough, wry. I guess he was Irish. But he put it on the line to broadcasters. Pay up or we’ll throw you in jail. We’ll sue you at $250 per infringement. He was affable about the damn thing, but he shook the guys down.

Then they elected a guy named Gene Buck, who had written for the Ziegfeld Follies. He was a big, handsome guy. That was about the time that the boys in Montana, Ed Craney and his cronies, decided to start an anti-ASCAP insurrection. Gene Buck went down to Arizona on a vacation and through connections that Craney and Burt Wheeler [Senator Burton K.] and others had they threw Buck in jail. We ran the picture. Buck never forgave them—and he shouldn’t have, either.

But ASCAP went out to get its pound of flesh, and it socked the broadcasters. He would say to a station: “You’ve got 874 infringements. That’ll cost you $206,000. Or you can pay us a $200 license.” You know what they’d do. They got them all that way. Eventually, that resulted in Broadcast Music Inc., as a rival copyright clearance service for music.

And there were other fringe outfits like SESAC. Nobody ever knew what SESAC had, but they had some religious stuff, and they’d catch a station playing some obscure religious thing and an arrangement that they had copyrighted—they called themselves the Society of European Stage Authors and Composers. It wasn’t European at all. But they were modest; they’d say: “Just pay us $75 or so.”

Then came—and we’ll skip a few years now—1938. NAB was torn apart on the copyright issue, and Ike Levy, the Philadelphia lawyer, and his brother, Leon Levy, who was Bill Paley’s brother-in-law, got into a situation whereby they said there ought to be a paid president for the NAB. And so they picked Neville Miller, the “flood mayor” of Louisville in 1937. He was a hero. And they told Neville that if he could get them out of this copyright mess, that he’d have their undying faith and a lifetime job.

Where were the Sarnoffs and the Paleys back when the magazine got started? Were they the giants in those days?

Very much so. David Sarnoff by that time was president of RCA and chairman of NBC. One of my early experiences with him when we started the magazine involved another New England senator, Charles W. Tobey of New Hampshire I think. He had Sar- noff testifying up on the Hill and asked him: “Now, what about this publication you own?” Sarnoff said: “I don’t own any publication.” And Tobey said: “Well, what about this BROADCASTING magazine? Isn’t that fellow Taishoff your nephew?” Sar- noff said: “No, but it would be all right with me. It’s a good publication.”

We were both born in Minsk, Russia.

Did Deac Aylesworth figure in things much then?

Merlin Hall (Deac) Aylesworth was NBC president and did most of the testifying here. He was great on the witness stand, and he always conditioned the committee by pointing out that he was reared in Denver and that his father was a preacher, and he was taught the good Christian ethic. In Denver he had been chief lobbyist for the National Electric Light Association. NELA. Aylesworth would testify before these committees and pretty soon he’d have them all crying.

Paley came into the picture in 1928, I believe, when he induced his uncle, his father and the Levys and a gent named Iglehart and a few others to invest their money in acquiring Major White’s Columbia Broadcasting System, 12 or 16 stations. Why? Because he’d been the advertising manager of La Palina cigars when he came out of the Wharton School, and he knew what it had done for the cigar business. He did it with the La Palina Hour and Kate Smith, and did she ever move that moon over his mountain.

Sarnoff had an apartment here at the Shoreham—with his own barber chair. He used to call me and say: “Sol, I’m going to be in tomorrow. Can you have breakfast with me?” This happened once every two or three months, something like that. And one day he was pacing up and down, and he said: “Sol, as between Bill Paley and myself, who has made the greatest contribution?” I said: “I guess you have. After all, you were there earlier, long before Bill got into the business. And you’ve been in the manufacturing end along with the broadcasting end.”

He said: “Well, second question. Who do you think’s worth more money?” I said: “Well, Paley, of course. He went in and invested in this thing.” He said: “How much do you think Paley’s worth?” I said: “I don’t know—probably 10 or 15 or 20 million dollars.” And he said: “What do you think I’m worth?” I said: “I haven’t thought about it, but I assume you’re a millionaire.” He said: “I won’t be until next week when they’re going to give me a block of stock that I can buy. And I’ve got to borrow to buy that.” It was one of the first of the stock options.

Sarnoff had a tremendous ego, and I guess justifiably so. The man had a great mind. At the drop of a hat he could make a speech that would just ring the rafters. You know, for a person who was perhaps 11 years old when he came over here, practically self-educated, he had become a world leader.

Paley, on the other hand, came from an affluent family and had the benefit of a college education. But he also was a person who was creative—he had a style, was a young man, and he capitalized on it. And he had the faculty of picking good men. The first person of real stature that he hired was Ed Klauber, the day managing editor for the New York Times. He figured the New York Times was a pretty good paper. And he sensed the value of news very early. And the next topper he hired was Paul Kesten. And Paul Kesten proved a great mind too, a genius.

Bill Paley had a circle of friends who went to school with him and were valued co-workers. One of them was the perennial secretary of CBS, Larry Lowman. Then there was his lawyer friend who was his outside counsel until he fired him over some dispute involving the Museum of Modern Art. Ralph Colin. He had a lot of confidence in a fellow named Mefford Runyon, who was a money man who came along later.

And then Frank Stanton was hired on the basis of a three-page, single-spaced letter on radio audience measurements. And Paul Kesten hired him on the basis of the letter as assistant director of research. And then, in Chicago, there were H. Leslie Atllass and his brother, Ralph. Those were back in the formative days—when
Congratulations, Sol!

But you and your great team merit much, much more!

The effective leadership you have afforded our profession through the pages of Broadcasting has been the essential ingredient that has enabled all of us in our industry to offer the people of America a radio and television service not matched anywhere in the world!

Our everlasting gratitude for those continuing, countless, profound contributions as you enter your next 50 "in the public interest"!

THE WARD L. QUAAI COMPANY
CHICAGO - LOS ANGELES
soap operas and big business centered in Chicago. They were always celebrating something on yacht parties. Ralph was a guy who always had a cigarette dangling from his lips; never saw him without one. Les stuttered. His two good friends were Bill Wrigley and Gene Autry, and he put them together, and got Gene Autry in the business.

Les trained Jack Van Volkenburg, Jimmy Shouse. Carl George, Merle Jones. He ran what they called the Western Division of CBS. That was his turf, there was no question about it.

In those days I had a lovely time. I covered a hell of a lot of territory. I got great satisfaction, for example, out of seeing a man like Walter Brown from South Carolina coming up here. He started out on the Hill for us, covering some hearings that I couldn’t handle, there were just a two or three of us on the staff. And I got him interested in broadcasting and he winds up a millionaire station owner. And I got a lot of satisfaction out of the Lyndon Johnson family doing what they did.

And the satisfaction of getting a professional like Bob Kintner in the business when he really didn’t want to.

These things just happened. I didn’t go out there to educate them; they came with the franchise, I guess.

The Johnson family came about because you were neighbors, were you not?

We became neighbors later on. It came about in a peculiar way. I received a call from Lyndon the year he came to Washington as the executive assistant to Congressman Richard Kleberg, who owned the King Ranch in Texas. Johnson said, in effect: “Tuishoff, I’m told that if I want to know anything about radio, I should see you. And I want to know about radio.” He was in his twenties at the time. And I said: “All right, why don’t you come down and have lunch with me? I have a fellow sitting in my office who knows more than I’ll ever know. His name is J. Leonard Reinsch.” And Johnson said: “No, why don’t you fellows come up here? I’ll take you to the House dining room.”

And sure enough, we went up there, and we went to the House dining room. That was the beginning of a friendship. Thereafter, he checked me on anything that happened with broadcasting. I recall one little incident. After he’d been elected to the House, I suggested to him that Lady Bird, who had inherited $40,000 or $50,000 from her father, a Mr. Taylor, buy the little radio station in Austin rather than the little newspaper that Lyndon wanted to buy, because he wanted to get some return on that money and not be entirely dependent on his $10,000 salary as a member of the House and on contributions.

Johnson said: “You know, my friends in the House who are lawyers get fees. Those that are publishers get revenue. I was just a country school teacher, and they won’t pay me any more than a few dollars for a lecture.”

So I suggested that he get the radio station, but he said: “Well, that’s not making any money either.” I said: “But it will.” And they bought the little radio station, KTXC. And that is a romance in itself, how that developed, but I won’t go into it here.

There came a time when Lyndon decided to run for the Senate. They still owned the radio station, and I ran an editorial saying it would be wonderful to have someone in the Senate who knows what it is to meet a radio station’s payroll. And I received an indignant wire from the publisher of the Dallas Morning News and the owner of WFAA, who was supporting a chap named Coke Stevenson, who’d been governor. The telegram said: “Since when is it the province of a trade paper to delve into state politics?”

And I also received a telegram from a fellow named Harold Hough of the Fort Worth Star Telegram and WBAI, applauding our support of Lyndon Johnson for the Senate, and so there you are. Lyndon was elected, and he did know what it was to meet a radio station payroll.

When Lyndon Johnson became President of the United States, the family was pretty well into the broadcasting business and the cable business. They had ownership of one television station and a radio station. They had 50% of another television station, 50% of a big cable operation down there, 25% of a couple of other things.

Lyndon and I were talking about the political situation that arose. Sam Rayburn, the Speaker of the House, who had been his campaign manager, had a nephew named Robert T. Bartley, who was a member of the FCC. Everyone thought that Bartley would be named chairman. I told Lyndon: “Look, there’s nothing wrong with your naming a Republican chairman of this commission. We’ve got a fellow named Rosel Hyde, who had been chairman, he’s a Republican, but he’s not very active in politics. If you name him then they can’t point the finger at you.” And he said: “That solves my problem,” and he named Rosel Hyde chairman.

Lee deForest occurs early in the magazine’s history, just as a figure in the manufacturing business, then selling tubes.

Well, he was the inventor of the audion tube. I believe. And, from that he went into the manufacturing business, although he was not a great promoter himself. But he was regarded as a genius of sorts. He regarded radio as his invention, which it was not. He made a very definite contribution as an inventor, and gave radio a better voice. But to say that he was on a level with Marconi would be stretching it, I think. And that’s in the audio area alone.

DeForest was used by critics of radio, even in those early days, to inveigh against radio’s development by the powers that were. I’m not sure if the quote is precise, but he was quoted as having said, “What have you done to my child?” Actually, he loved publicity, and he got plenty of it. Newspapers in those days were willing to carry practically anything that anybody of any importance had to say against radio. They were afraid of radio.

The more enlightened publishers got into the medium—not because they thought it had a tremendous future, but because they thought it would be competitive. Not all of them; there were some who went to town with it—the Chicago Tribune with WGN, the St. Louis Post Dispatch with KSD, the Milwaukee Journal with WTMJ, the Kansas City Star with WDAF. These were all pioneers in the field, and they were very dominant newspapers.

That was in the Midwest. On the West Coast, the automotive dealers were the big operators. There was Don Lee with the Don Lee Network, the Cadillac-Oldsmobile distributor—and not only in Los Angeles, but through another name in the San Francisco Bay Area. There was Earl Anthony, the Packard distributor and a substantial stockholder in Packard, who had KFI and KECA in Los Angeles. Those fellows battled as competitors not only in the automotive end but in the radio end as well.

In the number-one market, the New York Times did not get in until very, very late—and then in the specialized good music area with WQXR. And that came largely in partnership with John V.L. Hogan, whom we mentioned earlier (page 122). The New York World, which was very dominant, did not get into radio. The New York Sun, which probably had the best technical page on radio with E.L. Bragdon as its editor for years, never got into it as far as I’m aware.

Hearst did. Have I related to you the only interview I had with William Randolph Hearst?

No. When did that happen?

It was probably about 1933. I met William Randolph Hearst Sr. at the Washington hotel. He had retained Elliott Roosevelt, the second son of Franklin Delano Roosevelt, as his vice president in charge of radio. And I asked him why he was going into radio—in Oklahoma, I believe—and he said: “People are getting too lazy to read, but they will listen. I have been in the forefront of using pictures in my newspapers for the same reason. Short text, pictures or they will listen.” That was his philosophy.

If we can get back to the subject of the inventors, what about Zworykin?

Vladimir Zworykin was one of General Sarnoff’s imports at RCA by way of Westinghouse. He was a fellow Russian. Zworykin was primarily television; he was the man who invented the iconoscope and the kinescope. He was given his head by Sarnoff;
What person in their right mind, would start a magazine about an infant industry, in the middle of the Great Depression when even the mighty New York World went down the tubes?

A genius.
Sol Taishoff.

Congratulations on your 50th Anniversary. Over the years Broadcasting Magazine has proven to be as essential to us as microphones and television cameras.
he worked at the Princeton laboratories, which became the David Sarnoff Laboratories.

There were other television systems, but I think that Zworykin’s invention transformed the medium from a mechanical to an electronic system, by developing these tubes. Zworykin was a very important factor in the development. Have we talked about Allen B. DuMont?

No. Where did he fit in?

Well, Allen DuMont was an authentic genius. He developed the oscilloscope, which became the heart of the picture tube. DuMont had had infantile paralysis, and to some degree he was self-educated. He started the DuMont network, which began with stations in New York, Pittsburgh and Washington. The New York station—WEA—had his initials as call letters. It was later sold to what is now Metromedia, it’s WMNY-TV now.

But there were a number of important projects that converged to make the television that you have today. RCA was very anxious to get under way in television because it was in the set manufacturing business. CBS wasn’t too anxious to get started because it had such an investment in talent that it had raised from NBC, including the Jack Benny and the Fred Allen and so forth.

What about Farnsworth?

Philos Farnsworth was an independent operator who developed a TV system of his own early on. He figured in the news, he was competitive, but he never really got off the ground.

Some accounts seem to credit him as being the father of television.

Well, there are so many fathers. There must be a lot of bastard offsprings, believe me. Farnsworth had a lot to do with it. There was E. Caldwell Jenkins who developed a mechanical TV system right outside Washington, in Wheaton, Md. He made his fortune with the Dixie cup, and then blew it in mechanical television early on. That would have been in the early thirties.

You haven’t really gone into David Sarnoff at length. Is this as good a time as any to talk about perhaps the biggest giant of them all?

All right. Sarnoff was in his teens when he migrated from Minsk, Russia, to New York. He had to support his mother, who was a widow, and I think there were other children. He sold newspapers. And he also learned international code and became a “brass pounder” at an early age. At the time of the sinking of the Titanic he sat in the window of Wanamaker’s department store and copied the list of survivors. President Hoover had ordered all other stations off the air.

When did you first meet Sarnoff?

I met him when he was assistant manager of the American Marconi Co. At that time he worked for a man named W.A. Winterbottom. Sarnoff never forgot him. When RCA was established, Winterbottom became the head of the Wireless Operating Co., their common carrier subsidiary.

My first recollection of a meeting with Sarnoff was with Owen Young, who was the head of General Electric and of the group assembling RCA. I recall that Young was a very impressive fellow—tall and handsome—and he said: “David is the man who is putting this together and David will be the head of it.”

What were the components that formed RCA?

General Electric, Westinghouse, AT&T, American Marconi and United Fruit, which had its own communications system. The field was divided into a manufacturing business and a communications business, and RCA was just a wireless company at the start. What we call common carrier today. RCA was set up initially in 1919 at the request of the secretary of the Navy.

When they decided to create RCA as a manufacturing company, it was going to manufacture radio transmitters and radio receivers, but it didn’t have the capital or the facilities. So although those early transmitters and receivers carried the RCA name, they were made by either Westinghouse or General Electric.

The telephone company at that time agreed to get out of the broadcasting business. It had WEAF in New York and WCAP (Chesapeake and Potomac) in Washington—that’s WRC now. In any event, they got out of that business.

And that put RCA in the broadcasting business?

Yes, it put them in the broadcasting business and in 1926 was responsible for the creation of NBC. And then, as stations sprang up over the country, there were needs for additional service in the major markets. So they set up a Blue network as well. The Red and the Blue ostensibly were competitive, but the Red actually was the nationwide network and the Blue network had separate key stations in markets like New York, Chicago, Washington, Philadelphia and so forth with the same supplementary.

What kind of person was Sarnoff? What did he bring to the party?

He was an engineer—self taught, largely. A brilliant mind. An innovator and probably the world’s foremost salesman of his day.

Really?

Yes, he was a tremendous salesman. He could inspire an audience of any kind. And, surprisingly, he had a great command of the language—ad lib or rehearsed—and he could just take over an audience.

I always had the impression that he was quite a distant figure, very Olympian, and difficult to deal with.

Well, he had a tremendous ego; there’s no question about that. I can relate one experience with him. There was an antitrust suit, a criminal antitrust suit, against RCA naming Sarnoff and several other figures in RCA as defendants. Sarnoff was then chairman of the board and Frank Folsom, formerly of Montgomery Ward, was a new president of RCA. I had a date with Folsom, and Sarnoff stuck his head in and said: “Oh, Sol, I didn’t know you were there. How are you doing?” And he came in and sat down.

This thing was on his mind, this antitrust suit, and he said: “Isn’t it a sad commentary on a man as devoted as I am to this field to be confronted with a criminal prosecution?” And he said: “I think I’ve made a contribution here—certainly I’m not capable of a thing like this.”

But he so impressed me, so swayed me that I went back to the Ambassador hotel, where I was staying, and wrote an editorial. And I said that if this thing is actionable, then it should be a civil suit, not a criminal suit. This man is not culpable. Folsom is not culpable. A week later, the Department of Justice changed it to a civil suit. And Sarnoff called me up and said: “Sol, I’m not putting this in writing, but now you know the power of the press, even the business press.” And I’ve never forgotten that.

Was RCA the kind of company it was, and is, because of Sarnoff?

I would say Sarnoff wielded a great influence. Although he did not pick Merlin Hall Aylesworth to become the president of NBC. Owen Young had a lot to do with it because of the GE connection and the fact that Aylesworth was the lobbyist for the National Electric Light Association. Only Aylesworth surpassed Sarnoff in eloquence. He was a great president. He was the fellow who put together the deal with the Rockefeller that resulted in Radio City. If you look at the Nov. 1, 1931, issue of Broadcasting you will see a mockup of Radio City. And when that thing was going up, he called me up one day—I went to New York quite frequently then—and he called me up and said, “I want to take you to see Radio City,” and he took me out across those damn beams and I was scared to death.

What happened to Aylesworth?

Unfortunately, he moved from president to chairman to consultant, although he was still on the payroll. He lived at the St. Regis,
Dear Sol:
We've been waiting 50 years to run this ad for you. Good things are worth waiting for.
Happy Anniversary!

COX Broadcasting
1601 West Peachtree, N.E., Atlanta, Georgia 30309
and my dates with him after that were at about 11 o’clock in the morning at the St. Regis bar. He was articulate, still good, but he began hitting it pretty hard, and so he burned out, I guess.

What about Niles Trammell? I noticed his name in an early issue when he was Chicago vice president for NBC, and the remark was that one-third of all the network programs came out of Chicago in those days. Was that because of the soap operas?

Sure. Most of your agencies, particularly your spot agencies, were in Chicago—the Middle West. The soap operas came out of Chicago because it was about equidistant coast to coast, and—taking into account the time difference—it was regarded as the most economical way of setting up networks. And a lot of your advertising, your breadbasket stuff, your cereals—came out of that area. And mostly the soaps were there.

A good many of them were agency-owned in those days, were they not?

That’s right. Frank Hummert of Blackett-Sample-Hummert, later Dancer-Fitzgerald-Sample, was the great soap writer; he’d write scripts all day long. And that was the farm belt—WLS was owned by the Prairie Farmer, originally by Sears, Roebuck and the Prairie Farmer, and WENR, which had half of WLS’s time, was owned by the utility there. And WBBM was owned by the Atlasis brothers, until CBS bought it.

So Chicago was really kind of a sub-capital of big-time radio in those days.

No question about it. It was the originating point, the soap operas were on all day long, and the West Coast was regarded only as a talent resource. Nothing originated there in the early days. And business on the West Coast was centered in San Francisco, not Los Angeles, which was regarded as tinsel and papier mache. And you went to New York for the hard business.

Niles Trammell was another figure who came in through the RCA Communications end. He had been in the military, and was hired as an RCA Communications salesman for the West Coast, and was brought into Chicago to head their WMAQ operation—which originally, incidentally, had been owned by the Chicago Daily News, while WGN was owned by the Tribune. WMAQ was a pioneer; I think the book will show it was probably set up in about 1922. The president of WMAQ Inc. was William S. Hedges, who also was the radio editor of the Chicago Daily News—which gave a banner headline to the Robert MacK dispatch every day.

Did he suffer from any conflict of interest in those dual roles?

Not in those days.

Did the Chicago Daily News carry any radio criticism at that time?

Oh, I don’t think there was much criticism at all then. Very little. They couldn’t fill the radio page. In those days there were probably a dozen basic stories in radio, and you kept rewriting them, putting a new lead on them. Hedges went with WMAQ when it was sold to NBC and, except for a short tenure at Crosley in Cincinnati, spent the rest of his career at NBC. He became station relations vice president for a while, and later retired.

Who were some of the other really dominant figures? Chicago used to have a reputation for being a pretty free-swinding town in those heydays of radio—I’m thinking of the Atlasis brothers and so on.

Yes, Chicago was a fun town for broadcasters. They all had their favorite places. But you’ve got to keep in mind that these were pioneers, and they were younger people.

Take for example Harold Hough, who was circulation manager of the Fort Worth Star Telegram but president of their broadcast operations. And he operated in a business office out front at the newspaper, where he had a desk and a secretary. He was the head of WABP, a clear channel station that was half time with WFAA in Dallas, with which they shared a regional station, too, for years.

Hough was a very influential fellow in the business, and a very wise old fellow. He was in the forefront of every activity, including the clear channel field. And he had a good friend named Glenn Snyder, who was vice president and general manager of WLS in Chicago, then owned by the Prairie Farmer. They had common interests—farm markets and that sort of thing.

WABP never claimed to be a Dallas station; it was the frontier end of Texas, it was the longhorn country station, while WFAA was a metropolitan station. “The Old Hired Hand,” as Hough called himself, would get on the air once in a while and ring a cow bell and philosophize. At one NAB convention, he and Glenn Snyder got a couple of overstuffed chairs placed out in front of the ballroom of the Conrad Hilton hotel in Chicago—then the Stevens hotel—and they had a little repartee that went something like this:

“Say, Glenn, there doesn’t seem to be as much hell raising a these conventions as there used to be.” And Glenn would say “Harold, there’s just as much—but other people are doing it!” And they’d just carry on that way.

Hough was originally from Oklahoma. His closest persona friend was Will Rogers, and he talked like Rogers. They owned station together—KTKO—that they started in Oklahoma, even though Hough was in Texas.

Hough also had a wooden leg—no one knew how he lost his leg; he said it was run over by a train, but that wasn’t it. And he had a penchant for taking a few drinks with the boys, playin’ cards. And he never took off his hat—big western hat—anywhere he went. Harold used to get a few drinks and sit in his hotel room with the boys, take off the wooden leg, get into his briefcase and take out an oil can and oil it. A lot of character, and a lot of fun.

What about Frank Stanton at CBS?

Well, to me, he made a major contribution to the evolution of broadcasting as we know it and has not been given enough credit. He was a man of ability. He had a touch of genius and exquisite taste. A perfectionist. And he had the faculty of picking good people. He achieved almost everything he wanted except the number one spot at CBS; he never became the chief executive officer. Arthur Taylor was the first to whom Paley yielded the chief executive title. Then John Backe had the chief executive title, and now Thomas Wyman does. But it’s just a title—Bill Paley is still the chief executive.

And why not? I mean, he owns the operation, and he hasn’t fared badly. Any man who has the ability to call the right shots certainly has my applause. He’s done it.

Paley is a little bit older than you, isn’t he? He just turned 80. But he’s perpetual youth.

Yes, and I was 77 on Oct. 8. About three years apart. Now it’s no much, but in those days it was considerable.

Going back to Sarnoff. In 1953, in Chicago, [the late] Fran Beatty [a Broadcasting writer and editor] and I went down to the Merchandise Mart, I think it was, to listen to Sarnoff address the Radio Manufacturers Association—the NAB also was meeting in Chicago at the same time. We were sitting at the press table when Sarnoff said: “You can write off radio. Television is the thing; write radio off.”

I looked at Frank, and we did the old business of taking down every other sentence, so we had it damn near verbatim, and wrote the story. And, boy, there were denials all over. But the couldn’t deny it; there was a room full of people.

Over at the NAB it was a different story, because radio was still running the NAB. And there was hell to pay. But Sarnoff was impetuous and he was going with the ball. He was a promoter: “IT television, the hell with everything else.” But he wasn’t very happy about our reporting it.

Didn’t he make a famous speech to affiliates that said essentially the same thing—get into television?

Oh, they were all making speeches to get into television, but to write off radio. Radio had to pay the freight for television. But Sarnoff’s enthusiasm was unbounded. In the early days of TV
Congratulations
Sol

Pamela Communications Incorporated

WOC Broadcasting Company, Davenport, Iowa
WHO Broadcasting Company, Des Moines, Iowa
Palmer Cablevision, Naples, Florida
KSLH TV Broadcasting Company, Duluth, Minnesota
the ongoing wisecrack was that "you don't have to be crazy to go into television, but it helps." This was premised on the high start-up costs and low rates because of the paucity of sets and head counts. I'm reminded of this by a remark that crops up in our "2001" special report this week—something to the effect that a lot of money will be lost trying to find out which of the new technologies will work and which won't. It's ever been thus, that's the unfree part of the American system of free enterprise.

Let's get back to those early days in Washington. There are two figures that keep cropping up in the early thirties, Harry Butcher and Frank Russell, who were the CBS and NBC lobbyists, respectively.

Yes. It all started with a fellow named Milton Eisenhower. He was the younger brother of Ike, and he worked for the Department of Agriculture as secretary to William Jardine, the secretary of agriculture.
Milton started out as an educator of sorts, but he was a graduate of, I believe, the University of Iowa or Kansas or whatever, and he got to know Scoop Russell, who went to the same school. Russell became an assistant to Jardine—a lobbyist, I guess—and working with Milton. So when NBC needed a man here, Milton suggested Russell.

Then, when CBS needed a man here, Russell recommended Butcher, who had gone to school with him in Ames, Iowa. Butcher's wife went to Ames, too. So Butcher—who was then chief editor of the Fertilizer Review—became the CBS Washington representative. At first he was manager of WJZV, and from that he became the CBS vice president. And Butcher's wife became very friendly with Mamie Eisenhower; they lived at the Wardman Park hotel together. And they played bridge together with then Colonel Eisenhower.

Butcher became very close to Ike, and as Ike moved up, Ike

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some snapshots taken along the way

The boys from Minek. A 1965 photograph of ST (r) with David Samoff, chairman of RCA. Their shared birthplace—Minek in Seló (White) Russia—was pure coincidence.

Big leaguers. L to r: John Fetzer of the Fetzer Stations and owner of the Detroit Tigers; Frank Statton, CBS vice chairman; Sol Taishoff; J. Leonard Reinach, Cox Stations, and Herbert Klein, director of communications at the White House during President Nixon's tenure.

Spirit of '76. It was an NBC radio and TV affiliates convention, but the guests were ecumenical. L to r: Bob Hope; William S. Paley, chairman I CBS Inc.; Leonard Goldenson, chairman of ABC Inc.; Herbert S. Schlosser, then president of NBC (and now head of RCA's video-recording enterprises arm); and Sol Taishoff.

Heading for the barn. This member-guest tournament at Washington's Woodmont Country Club brought out l to r: William P Sims, Washington attorney; Charles F. Adams, executive vice president and director of the Washington office of the American Association of Advertising Agencies; Sol Taishoff; and Samuel Thurm, senior vice president of the Association of National Advertisers, Washington.

Recent tense. This May 18, 1981, reception at the Capitol Hill Club brought together the immediate past and incumbent chairmen of FCC's guests of Broad Street Communications. L to r: Richard L. Geismar, chairman of Broad Street; Fred E. Walker, Broad Street president; former FCC Chairman Robert E. Lee, and the incumbent chairman,ark S. Fowler.

At ease. NAB President Vincent T. Wasilewski (l) and Sol Taishoff at the Kemper Open in Washington in June 1981.
probably suggested to him that he get in the service some way, and he went in the Navy; he was a lieutenant commander. When the war came along Ike wanted a companion over there, since the ladies were companions here, Butch became a four-striper, a captain and an aide to Eisenhower.

**Butcher never returned to CBS after the war, did he?**

No. He went out to Santa Barbara and started a radio station and later a television station. He also got into cable and made a lot of money. Butch has lived a charmed life. The last I heard he was playing golf almost every day with the retired president of AP, Wes Gallagher, who lives there.

**Did Russell stay with NBC until he retired?**

Not exactly. Things got hot at NBC because Russell kept no records. When they had new treasurers of NBC come down to look at his expense accounts, he had none, and he'd say: "See General Sarnoff." Well, things got to the point where it was decided that Russell should no longer remain an officer with NBC. So he retired, but was hired back by RCA as a consultant, and not as an officer of the company. One provision was that he would have to have other clients—he couldn't just have RCA. So he sent out the alarm to me and to others—"I'll work for nothing; get me some clients." Well, he got to dealing with Bill Daniels, and got in on the ground floor of cable. He took no fees but took an interest in cable systems. He did very well.

It was a small fraternity then. But Russell was a very capable lobbyist. Sarnoff did some lobbying in his own right, and the report was that he'd hire anybody as a consultant at 25 G's if he felt he would do him some good. One of them was Oswald E. Schuette, who represented what he called the Radio Protective Association, which happened to be office space and a mimeograph in the National Press Building. And he would put out these releases inveighing against the RCA monopoly and the AT&T monopoly. Finally he was hired by RCA.

**How did the "VIP-pers" trip come about?**

That didn't take place until 1945, but its development began long before that. In 1941 or thereabouts, one Ed Kirby, director of public relations for the National Association of Broadcasters, had a reserve status. He was called into active duty at the Pentagon, in radio, as a major or possibly a lieutenant colonel. He was a graduate of Virginia Military Institute, the West Point of the South. Kirby—a very creative fellow who always had more balls in the air than he could ever catch—organized and headed a radio branch at the Pentagon.

**Did he anything to do with the 'Army Hour'?**

Yes. I think he was instrumental in getting the Army Hour off the ground. He produced the Big Picture later on. He was very, very active in getting broadcasting cooperation down the line. Toward the end of the war there developed a need for broadcasters to take over radio stations as we—the allies—invaded the enemy countries. Radio, rather than newspapers, could get to the people immediately. It was the first target. But they needed people who knew what went on at radio stations, and they recruited.

A new reserve unit was created, to be called G-5. A Colonel Looker, probably at Kirby's suggestion, called me in and asked whether I would be available for possible service in recruitment of broadcasters for some engineering training, some on-the-air training—people who would know what to do. And I said, "Sure, I'd love to."

We cooked up the idea of getting a mission of broadcasters over there. We hand picked them. We went in uniform; it was 1945 and we had the assimilated rank of lieutenant colonels. This group of a dozen and a half went over after VE Day. We were in Piccadilly Circus on VJ Day.

We were in Unter den Linden at the Reichs Chancellery, a couple of days later. We went all through Goebbels's files. This was the most exciting experience I'd ever had. We were at Berchtesgaden, which had been bombed out. This was the damnest thing that ever happened. We had R&R at Bad Homburg. We hit damn near everywhere—even Cap d'Antibes was part of the phasing out.

**Did you do any work?**

A lot of work. We got to Radio Berlin and found the Russians in control. It was in the British sector, but the Russians had moved in—there was little Russian in charge of the thing who was not authorized to be there. In our group there was a signal corps brigadier general whose name was Sam Ford; he was an RCA engineer. We go into this thing, look around, and I said, "Sam, what the hell is this? I've never seen anything like this before." I had found a machine that looked like a teleprinter, but there was a thin tape coming out of it. And Sam said, "How in the hell do you think I know? This is the first time I've been here, and I got in under your coattails. They wouldn't let us in here."

Well, we look at the strange stuff, and John Petzer, who had a little engineering background, said, "Damn, they're playing music and voice with this stuff. I don't know what it is." We had come across the first oxidized tape and player. It was called the magnetophone.

We took all this tape and stuffed it in our pockets, and we carried it back with us. It went into the hands of the alien property custodian, and it had to be released in the public domain. And that's the way tape got over here. 3-M was the first company to grab the ball—they just grabbed it and made a million dollars.

I recall going into what had been a concentration camp, and boy, it really hit me. Don Kearney was one of our conducting officers. He later became a broadcast executive with Corinthian and others, and he died just a few months ago (Broadcasting, June 29).

We all took souvenirs: I have stuff at home now—pieces of the fireplace from Berchtesgaden; it was the most amazing place you ever saw, up in the clouds, in the Alps. John Petzer came up with a telephone that had been torn off the wall, and he later made lectures all over, saying: "This was Hitler's telephone. With my own hands, I pulled it out of the rubble."

**Well, the war was over now, and people were coming back home and there was a sudden demand to build radio. There was a big post-war rush for radio station applications, was there not?**

There certainly was. That was when the daytimers were invented, and they were granting them almost at will. They hove onto the scene in great numbers; I would imagine the station population doubled in the course of a few years, and there were daytimers and limited timers—stations that went off the air at sunset, wherever they were, on dominant channels. Some of them made money, some of them lost money.

Charles Denny was chairman of the FCC then—from 1945 to 1947. He was succeeded by Wayne Coy, from 1947 to 1952.

Denny went to work for RCA. That's a story that can be told I happened to be having lunch or breakfast with General Sarnoff at the Shoreham hotel in Washington, and he was complaining about how difficult it was to get good executives who would make decisions. At that time a fellow named Joseph McConnell was president of NBC, and the general said that this fellow had a reputation of being a great salesman, a great executive, and he reported in glowing terms all the new business he sold, but failed to report the cancellations. And he had just arranged for this man to depart. I mentioned several friends of mine at NBC that I thought would make good presidents, and he said: "You're talking about administrators. I don't want administrators. I want dynamic leaders and decision makers."

I said: "Well, there's one guy that I don't get along with particularly, but he will make decisions, and that's Charlie Denny." And Sarnoff said: "I could buy that young man." And I said: "Well, you can't buy him now because he's chairman of the international telecommunications conference that's going on in Atlantic City—he's chairman of the conference and of the U.S. delegation."

It was after that conference was over that Denny resigned from
Sol Taishoff is BROADCASTING

BROADCASTING is a pillar of this industry.

WPIX
New York
the FCC and joined RCA to become counsel for RCA or David Sarnoff Laboratories in Princeton. There was a training period and then he moved to NBC and became, I believe, executive vice president for station relations, or something of that kind. But it didn’t work out too well. He transferred later on to RCA and became their new products head.

An interesting sidelight to that story is that when Denny went to RCA he took with him a fellow named David C. Adams, who was in the Common Carrier Branch of the FCC, and he knew nothing about broadcasting. And Adams became a star at NBC and Denny played out his career as the Washington vice president for RCA.

They’ve had an awful lot of trouble with NBC executives, up through today.

It’s because of the RCA dominance, and the fact that NBC was one of the original breadwinners of RCA, and the head of RCA was also, at least nominally, the head of NBC. That was his prize operation and the glamour operation—the one they prided themselves on.

I wonder if RCA has ever gotten over David Sarnoff?

There’s never been anyone who starred as Sarnoff did.

Well, after the post-World War II buildup of the radio system, then came television.

Actually, television began in the late 30’s—there were perhaps 20 experimental stations authorized before the war. RCA immediately advertised sets, and the FCC cracked down on them and said, “You’re exploiting experimental operations.” And they put it back in the deep freeze. That stayed on through World War II, of course, and then they began authorizing permanent stations after the war.

By 1948 there were 108 stations on the air, and it had become apparent that the VHF spectrum wouldn’t accommodate the demand. That’s when the big freeze was put on, until 1952. Then the great gold rush was on.

But radio was still the dominant broadcast medium. We had very serious problems as a magazine. When television was emerging, we decided we had to get on the television bandwagon even though the radio guys hated hell out of television, which was poaching on their territory and getting its hands in their pockets—not unlike what has transpired in the past few years with cable.

We had changed our name from Broadcasting and Broadcast Advertising to Broadcasting • Telecasting. The “Telecasting” was very small. Gradually, as the medium grew, we increased the size of “Telecasting.” It got to the point where some of my very good friends—a fellow by the name of Ed Crane in Montana and a fellow in Tulsa whose name was Bill Way—sent out a letter to radio broadcasters saying that Broadcast- ing had sold out to television, the enemy. They canceled their subscriptions and their advertising. But we kept increasing the size of “Telecasting” until it equalled the size of “Broadcasting” on the masthead.

What became of the Craneys crusade?

It fell by the wayside. In the case of Craney, I told him on one occasion that he was cutting his own throat, that he would never be able to sell the three or four little radio stations he had in Montana for enough to retire on, but if he went into television, he could probably come out of it, and that’s exactly what happened. In his case, Bill Way just evaporated. His station, kavo, also became a television licensee, but not with Bill Way there.

The NAB was having problems, too. It changed its name to NARTB—the National Association of Radio and Television Broadcasters—because of the protest of television people that they weren’t being represented. But when television came to full bloom, we just dropped the “Telecasting” because it was all broadcasting. And NARTB reverted to NAB.

What do you think of the future? What is your vision of the way things are going to go with all of the Fifth Estate media we cover?

Well, there are very interesting things developing in the field. Television seems to be the culprit—everybody points his finger at television for wasting our time, and for mediocrity. They don’t talk about the good things.

My notion is that with all these developments in the field that generally fall under the label of technology, we are actually building a computerized information-entertainment center in the home. The television set in the future is not going to look anything like it does now. The tube will always give you the information, but it’s going to come from many more sources. You’re going to dial them in, just as we dial them on the telephone now.

And there will be great competition, and I would assume that when you have such competition, you’re not worried about anti-trust. But then the big ones will start eating the little ones. And after that some guy will come along with a new idea and knock the spots off some existing thing. And all these things will find a level.

And the public, whether we like it or not, is going to pay for these services one way or another. The one true thing that was said to me by a fellow early on in cable, when I made the argument, as we all did, that people are going to be paying for something they now get for free. And he said: “So what’s wrong with that? Do you have a subscription price for your magazine? Do you sell advertising? You get both, don’t you? You have a box office. Everything has a box office except television. And why shouldn’t it have a box office?” And that’s the philosophy of the thing.

Are you ready to buy that philosophy now?

Not all the way. I can’t convince myself that the box office is the only way of getting it. If advertisers can get their return from sponsorship of the right sort of fare, why not? Why not give the public something? I don’t see making the public pay for baseball games; yet that’s what it’s going to come to. That’s what Walter O’Malley had in mind when he refused to sell baseball rights to television way back, when he moved to L.A. He told me so when I was with him. He said: “Why do that? We’re going to get real money for that.”

What is the best of all worlds? The public pays for darn near everything it gets, and it pays more than it ever paid before. And the people are earning more than they ever got before.

What’s been your specialty in reporting, and the magazine’s specialty?

I’ve always been in quest of that little tidbit, that little scoop, that little something that nobody else has. As for the magazine itself: The brick and mortar of this book are coverage of the events that happen, better than anyone else does it, and doing it honestly and without coloration. I think if you do an honest and sincere job of reporting, you will acquire a status that will be appreciated.

What do I do best? I don’t know. I don’t do anything as well as I used to. But I like people. I like to ferret out stuff. And I think that could be done more effectively if I got around a little more instead of sitting on my duff here. Maybe in this new life, I’ll do it.

Could you give us your list of the five most memorable characters in and around this business? Or whatever number you choose to take. The people who had the greatest influence on the broadcast media.

You would have to begin with Sarnoff and Paley, and I don’t see how you could leave Stanton out of it.

All three were associated with network operations. Does that suggest that the networks ran the business and/or were the primary influence on the business, up until now?

I think that’s right. And I think I’d rank them one, two, three. After that it gets tough.

Who is number four?

Well, I’ll give you a number four. If you’re looking at innovators
A Salute to Leadership

Through its 50-week series, "50 Years of Broadcasting," Broadcasting Magazine has contributed valuable perspective to an industry often preoccupied with rushing into its own uncertain future. That is the leadership we have learned to count on from a proud magazine, which has served as both a balance wheel and an inspiration since its founding in 1931.

Often reassuring, sometimes gently chiding, it has pioneered in responsible reporting as well as thoughtful analysis and interpretation.

The ability and willingness of Broadcasting to serve the industry well has made the magazine an institution, its founder a virtual legend.

PARK PIONEERS

Since December 15, 1917, Park Broadcasting has been the only group owning the maximum twenty-one stations allowable by law. We are proud to count among those stations a good many pioneers. Each of Park's five VHF television stations—all located in the growing South—was first on the air in its area. All have built solid track records of leadership for decades. Topping the list of Park TV pioneers is WTVR-TV Richmond, VA, the first television station to go on the air south of Washington. For almost 34 years it has pioneered in leadership and service.

WNAX Radio in Yankton, South Dakota, was on the air for almost 10 years before Broadcasting Magazine's founding—back in the days when a young performer on the station, Lawrence Welk, had not yet become a household name. Other Park radio stations were also first in their areas.

First in their markets were WTPR-AM (then WBGI), Richmond, VA, 1926; WNCT-AM (then WGETC), Greenville, NC, 1940; WHEN-AM (then WAGE), Syracuse, NY, and WDEF-AM Chattanooga, TN, both in 1941.

These pioneers had to be more than first on the scene. Pioneering means learning from day-one. That's the objective for each and every Park station, just as it has been the goal at Broadcasting Magazine the past 50 years.

Park Broadcasting, Inc.

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WBMG-TV

SYRACUSE
WHEN-AM, WRRB-FM

GREENVILLE
WCNT-TV-AM-FM

JOHNSON CITY
WJHL-TV

ROANOKE
WSLS-TV

YANKTON
WNAX-AM

UTICA
WUTR-TV

SEATTLE
KEZX-FM

PORTLAND
KWJJ-AM, KJIB-FM

CHATTANOOGA
WDEF-TV-AM-FM

MINNEAPOLIS
KRSI-AM, KJJO-FM

RICHMOND
WTVR-TV-AM-FM

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or impact. I must go for Franklin D. Roosevelt. His "Fireside Chats" did more to alert the nation to what radio really was than anything that happened in the early days of this medium.

For number five, I'm going to get to a guy who falls in the network syndrome again. Pat Weaver. He was the most creative guy in those early days. I'm not going to the inventors, the Zworykins and the Farnsworths and the DuMonts.

And no overview of broadcasting development would be complete without the evolution of American Broadcasting Companies, under the inspired leadership of Leonard Goldenson. As president of United Paramount Theaters, he arranged to buy a bobbled ABC Network from Edward J. Noble, the Lifesaver (candy with a hole in it) king for $25,500,000—if memory serves—in 1951, in what was characterized as a "merger."

Noble, who reportedly owned about 900 of the Thousand Islands in the St. Lawrence, as well as St. Catherine's in the Sea Island area of Georgia, was bailing out of the network business. He had acquired the Blue Network Co., which became ABC, from RCA for about $8 million cash in 1943 when RCA was under court mandate to dispose of one of its two networks.

What Noble and company acquired was a barebone operation having four clear-channel AM radio stations and construction permits for five major-market TV stations. A sagacious trader, Noble had sold WBCA(AM) New York to accommodate WIZ (now WABC(AM) New York), with the result that its acquisition of the Blue Network netted out at about $6.4 million. In 1948, Noble called me with the query, "What's my network worth?"

I replied, "I never regarded myself as an appraiser but I would put a value of $5 million on each of the five television station construction permits without regard to the lack of studios and other brick and mortar."

Later, we learned that negotiations had been in progress for the sale of ABC to 20th Century-Fox but it wasn't until 1951 that Noble called me to advise me that he had made a deal with United Paramount (Mr. Goldenson as the negotiator) to "merge," involving a $25,500,000 figure. I asked him how come an additional $500,000. He replied "That was the interest I lost when Spyros Skouras, head of 20th Century-Fox, disagreed with your evaluation and made an offer of $25,500,000."

What Leonard Goldenson has done with ABC and its associated properties is now legend. He, like Bill Paley, had the ability to attract bright young people. But he worked alongside them, determined to put ABC-TV on top and to develop ABC Radio into a multiplicity of specialized networks. He succeeded ratings-wise and dollar-wise and even at this date, is still riding the crest.

Are there any station operators or station group owners who loom above all the rest?

One of the great modern success stories is Metromedia and its chairman, John Kluge, a former food broker, who parlayed a little AM station in the Washington area (WGAY Silver Spring, Md.) into the largest major-market group of independent television and radio stations as well as in the forefront of production and outdoor advertising and syndication.

I've already mentioned Storer and Cox and Cap Cities—on anyone's list of the foremost group broadcasters. And you certainly can't ignore Don McGannon of Westinghouse, although it's only fair to keep in mind that McGannon inherited something from a man named Walter Evans. Evans started out as an engineer working for Westinghouse. He was the chief engineer of KWW in Chicago, and was made the vice president in charge of radio for Westinghouse in the 30's. He bought the Fort Wayne stations—I was there celebrating with him during Prohibition, because we drank Old Rarity, the first time I'd ever seen it, in the Keenan Hotel. WOWO Fort Wayne. And they had WBZ in Boston, WBBZ synchronized in Springfield, Mass. KDKA in Pittsburgh. Evans was head of the whole schmear. During the war, he was made head of their air arm, located in Baltimore, as well as the
broadcast operation—again, a quiet engineering type.

He went to his board of directors and asked for five television stations—the maximum, five V's, and the board wouldn't give it to him. They said it was too experimental, and they gave him only one. They took Boston—WBZ-TV. They had to buy everything else they got in television.

But McGann did make a great contribution. He was gutsy; he had courage. He had what amounted to a training school, too, and he developed a lot of other executives. There's almost a Don McGannon School of Broadcasting.

Right up there among the influentials you would have to put a guy who just lost his job—Fred Silverman. I think he took over in terms of network influence after Stanton retired. One of our editors used to say that Silverman was going to ruin the television networks of this country one at a time—he ruined CBS and then went over and ruined ABC and after he got through with NBC there was almost nothing left. But Fred Silverman ran television in this country for the last 15 years; he was THE most influential man in television. Almost everything on the air, in terms of program types and values, he put there.

Now, when it comes to the new generation of television, you have to rank Jerry Levin of HBO. There are similarities between his record and that of some of the early pioneers of the medium—there was no road map for them to follow. He started something new, with the satellite interconnection, that is changing all of our lives.

But if you're looking for heroes, there's no one man. Sarnoff happened to be the innovator, the American Marconi, whom Owen Young spotted as a comer. And Owen Young gave him a chance and Sarnoff delivered.

From time to time, I have been asked to evaluate members of the Federal Radio Commission and the FCC over the years. I have known every commissioner since the formation of the FRC in 1927 and its successor, the FCC, in 1974. The total is 64.

The FCC isn't and never was a popularity contest. Problems did not diminish, and competition for facilities burgeoned in every area. I would be disposed to rate Wayne Coy (1947-1952) as perhaps the most effective chairman. Rosel Hyde, a career success story, who began as a junior lawyer with the agency in 1927, served two tours as chairman and was admired without regard to political fealty as a conscientious and fair-minded head, immensely popular with the staff. He served as commissioner and twice as chairman from 1946 to 1969. Hyde, more than any other individual, was the savior of TV allocations. After the lifting of the deep freeze in 1952, he expedited authorization through "paper hearings" wherever possible, avoiding many tedious hearing encounters that might have run for months.

Frieda Henock, a New York attorney (1948-1955), was the FCC's first distaff commissioner and used all her wiles and charm in getting results. More than anyone else, she was responsible for noncommercial, educational broadcast allocations—actually the family godmother of ETV.

The Kennedy administration brought in Newton N. Minow, who at 35 was one of the youngest chairmen ever. His maiden speech became the theme for the do-gooders everywhere—that, of course, was the catch-phrase "vast wasteland" as applied to TV.

Minow was—and still is—an activist. His law firm in Chicago numbers among its special clients such entities as CBS and AT&T—the latter he's representing in its quest for equal competitive footing in the volatile new world of telecommunications. AT&T alone, it should be remembered, has the nation "wired."

Dean Burch, the Arizona Republican (1969-1974), was regarded as efficient, even-tempered and judicial. He got things done in lawyer-like fashion. And his successor, Richard E. Wiley, was innovative, indefatigable, ubiquitous and always on the move, making speeches here, meetings there, with no regard for the clock or vacations.

And now, after some 54 years of communications regulation—
I'm counting back to the Federal Radio Commission in 1927—we've got Mark Fowler. He came on board because the Reagan administration was trying to restore order out of the chaos precipitated in the three-year reign of Charles Ferris. Fowler's "marketplace" approach, with minimal government snooping, epitomizes the Reagan mandate. And you have to remember that the President is himself familiar with broadcasting as a former news and sports commentator as well as an actor.

Fowler was never what you could call an establishment lawyer, although he too has at least some broadcaster credentials—he used to be a disk jockey. And, of course, he has endeared himself to the broadcast media by espousing repeal of Section 315 and its fairness doctrine. Now, I don't think he's likely to see fulfillment in this session of Congress, but it won't be for lack of trying. But Fowler does have a working majority of the FCC in place on critical issues. His "marketplace" approach and jettisoning of ascertainment and other hinder-and-delay devices seem possible, although some of the hard-liners in the Democrat-controlled House may block action. One thing is certain: The Ferris era of reckless disregard and punishment of the "ins" is over.

You often talk about the "American Plan of Broadcasting." What do you mean by that?

Well, at the time we started, there were two world systems. The so-called British plan, which was subsidized—the BBC—which had spread through Europe as it caught on. We were fighting for the American plan of free enterprise against the British plan.

There were a number of advocates of the other system, and they all stemmed from the so-called "Hoover Conferences" in the 1920's when Herbert Clark Hoover was secretary of commerce. These conferences were to formulate rules for the development of radio broadcasting. And Hoover said at these conferences: "Perish the thought that these services will ever be underwritten by the hawking of advertised products, or advertising of products."

But the Hoover conferences didn't get to that determination; they got to allocations, and the orderly allocation of facilities among various services—common carriers, ships, etc., and broadcast. Later, Hoover was to change his mind. And as president of the Broadcast Pioneers, I presented him an oak leaf cluster to an award that the Pioneers had given him for having been secretary of commerce at the time. In our first issue, we carried a speech—made by remote control to the NAB convention—by then President Hoover, in which he recognized broadcasting had made better progress here than under the British system—he ate his words on that.

The answer, of course, is that more and more of the world's broadcasting is now commercial to some degree. They may lump their commercials together, as in Britain, but you have a commercial system alongside the government system. And in television the costs are so great that they've almost had to go commercial. So the thing is almost academic now. Only in the very small countries where they couldn't sustain a private system do they have completely subsidized services. Except in your dictatorships, and even the Soviets have advertising on their television. They may be selling state commodities or state goods, but there are commercials.

So the American plan versus the British plan—or the European plan—was commercial versus noncommercial. And we contended that the British plan amounted to state control.

What do you think has been the result of the American plan versus the other?

Well, I think you've gotten a better product all down the line.

Does that explain the magazine's basic opposition to public broadcasting?

Yes, because we're for free enterprise. That's the American plan, a free competitive enterprise. Let him stand or fall on what he does. You now hear it as "marketplace," but they're talking about the same thing.

Do you think we'd be better off without public broadcasting?

That's a tough one. I think that public broadcasting should not be sustained by the government for a minority of the audience, using taxpayers' money to fill the needs of a very definite upper-middle-class minority of our people. Why? Let them contribute to the programs they want. Why should government funds be appropriated for the benefit of a minority of the people?

Would it have been better for public broadcasting to have been started as a pay television service?

Yes. Except that the techniques of collection weren't there at the start.

Basically, our argument against public television has been that it was using spectrum to supply a type of service that might possibly be used politically to the disadvantage of your populace or your electorate. That hasn't happened, although you have a sporadic complaint here or there.

Quite often I've defended our position against people who disagreed with it on the basis that, down deep in your heart, you fear totalitarianism, and that it comes out of your origins. That you don't want the government to have anything to do with the communication system.

That's essentially correct. I know that FDR was revered by many, many people as a great President, for a couple of terms. He did some pretty good things. But I know that he once called in his secretary of the interior, the old curmudgeon, Harold Ickes, and said: "You know, I get reaction when I make a fireside chat, but I'm beholden to the commercial networks to get the time. Why shouldn't there be a government network now? Look into the matter of putting together a network—perhaps for crop reports, weather reports and so forth for the farmers, through the Department of Agriculture. It would only take two or three clear channels to cover the country."

And Ickes did indeed make the study, and reported back that the commercial networks were too well entrenched, and that you could not do it with two or three clear channel stations, that you'd have to have a dozen or more, and you'd upset the balance. You just couldn't do it.

Well, what FDR had in mind was—without asking or being beholden to private interests—he could, any time he wanted, address the nation with any message that he had. Now that, to me, would have resulted in a dictatorship—you damn near had it by virtue of not two but-first three and then four terms. The potential was always there. So, your answer is perfectly valid.

If you had it to do all over again, would you do it the same way?

Perhaps not quite the same way. I'd spend more time with my family, for one thing. That was my greatest failing, and now it's my greatest regret.

Well, you can't go back. But in a sense we do get a chance to do it all over again every week at BROADCASTING. That's part of what makes the job so exciting. The trick is always to do it a little better the next time.

But the first 50 years were the hardest, there's no doubt about that. Yet we all have to acknowledge that they were only the beginning. We really haven't seen anything yet.

The great thing about it—as I mentioned a few weeks ago in talking to the Broadcast Financial Management Association [BROADCASTING, Sept. 28]—is that we're dealing with a magic medium: "wireless," if you want to settle for the old-fashioned term. But there's never been anything like broadcasting. "It flies through the air with the greatest of ease," I said to the financial people. And it does. And it's going to keep doing just that. Low-power TV. Direct broadcast satellites. Cellular radio we'll all be waving around on our wrists. All part of the magic that belongs to no other communications media.

Truth to tell, I feel the same way about BROADCASTING the magazine. I think it will continue to grow with the times.
Warmest Congratulations to
SOL TAISHOFF
and the Staff of
BROADCASTING.

50 years of quality reporting and heartfelt support for our industry.
We are deeply grateful.

MCGAVREN GUILD RADIO
Tuned in for tomorrow...today
Broadcasting & Magazine's
Fifth Estate
Family Tree
In Gannett's world of different broadcasting voices, each station serves its own community in its own way, reflecting local preferences for news, information and entertainment.

In seven cities, from Atlanta in the Southeast to Phoenix in the Southwest, each Gannett television station holds a mirror to its community with strong news and public service efforts from early morning to late at night.

In seven cities, from Los Angeles to Cleveland, Gannett's 13 radio stations provide music, news, sports, talk and special programming attuned to their local audiences.

Each local Gannett broadcaster is served—as are all others in the nation—every week by Broadcasting Magazine. And each joins its colleagues from coast to coast to congratulate Broadcasting and its founder, Sol Taishoff, for 50 years of service to the industry.

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KPNX-TV Phoenix
KARK-TV Little Rock
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KUSO, KEZL-FM San Diego
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The running story of the Fifth Estate

1931

(NOTE: Events are listed by date of publication in Broadcasting)

Oct. 15 □ First issue of Broadcasting magazine appears. Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by a selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed. Walter J. Damm, president, NAB, in his message to 1931 annual NAB convention. □ Federal Radio Commission grants full power (50 kw) to nine stations, making total of 23 outlets now authorized for full-power operation out of 40 clear-channel stations.

Nov. 1 □ Harry Shaw, Watamian, Waterloo, Iowa, is elected NAB president for ensuing year. U.S. and Canadian stations complain of interference from high-power Mexican border stations. Mexico not being party to "gentlemen's agreement" between Canada and U.S. for non-conflicting frequency assignments. □ NBC forms two Pacific Coast networks—Orange, comprising KOGLO, Oakland, KFIA, Los Angeles, KGWH, Portland, KONOMI, Seattle, KOIZMI, Spokane, and Gold, with KXPAI, San Francisco, KXCEAM, Los Angeles, KXRJ, Portland, and KXGAM, Seattle. □ Pursuant to zone and state quota system of station allocations ordered by Davis amendment to Federal Radio Act of 1927, FRC orders NBOIAD and WCPCTI: Chicago off air and assigns 560 kw, on which they share time, to VKXAM, Gary, Ind. (This became benchmark bw in later (court) appeal. See report for May 15, 1933, on page 148.)

Dec. 1 □ Two of every five U.S. households own radio on April 1, 1930. U.S. Census Bureau reports: 12,078,345 radio families out of total 29,980,146 U.S. families. □ FRC revised rules to require station-break announcements only every 30 minutes and to permit identification of reproduced music in any "clear" language. Also provides for granting applications without hearings. □ Chicago stations, meeting with Better Business Bureau, agree to drop exaggerated and misleading advertising, to abide by NAB standards of practice. More than half of nation's stations are operating without profit, NAB President Harry Shaw tells FRC.

1932

Jan. 15 □ Senate adopts resolution ordering FRC to investigate radio advertising, warns against feasibility of government operation of broadcasting along European lines. □ Refusing to bow to Petillo's demands, Chicago broadcasters stand firm, avert strike, win new contract on own terms.

Feb. 1 □ FRC adopts order requiring all applications for station licenses to include sworn statements of transfer forms, designed to stop "traffic in wave lengths and licenses."

Feb. 15 □ Senate launches study to find why State Department has not negotiated with Mexico and Cuba to protect radio channels used by U.S. broadcasters. BBDO survey finds 75 regular weekly transmitted programs on air for national advertisers. 75% increase in two years. □ Gross incomes of CBS and NBC in 1931 totaled $35,791,000, gain of 33.8% over 1930.

March 1 □ House Committee on Patents begins investigation of American Society of Composers, Authors and Publishers and what committee Chairman William I. Sirovich (D-NY) termed its "racketeering" activities. New copyright legislation designed to protect broadcasters and other users of music is planned.

March 15 □ CBS, NBC and New York area stations, notably WORAM, go into round-the-clock operations to cover Lindbergh kidnapping. Radio's biggest spot news reporting job to date. □ Samuel Clyde, director of advertising, General Mills, urges that broadcasting stations operate on standard time year round as railroads do, eliminating semiannual time change which he called the "one big drawback" in radio advertising. □ William S. Paley, CBS president, and associates buy half interest in network radio firm of Paramount-Pathé Corp., giving them complete ownership of network. □ KNXAM Hollywood signs three-year contract with United Press for wire service for four broadcasts each day plus "extras."

April 1 □ WILIAM WILKINS Clearwater, Fla., installs country's first directional antenna, designed by Raymond Wilmotte, "British authority on transmitting aerials."

April 15 □ ASCAP boosts copyright fees to broadcasters by 300%, to 5% of gross income, totaling some $3.5 million annually, compared with $960,000 for 1931.

May 1 □ NBC lifts ban on recorded programs for its own and operated stations, leaving it up to judgment of station managers, but still barring them from network use. □ Rejecting ASCAP's demands, NAB sets up committee to negotiate better deal with copyright owners, secures moratorium until Sept. 1.

June 15 □ Federal Radio Commission, after six-month investigation of broadcasting, particularly its advertising activities, reports to Congress that "any plan . . . to eliminate the use of radio facilities for commercial advertising purposes, will, if adopted, destroy the present system of broadcasting." Advertising agencies also queried, say that any law limiting advertising on air to announcement of sponsorship would cause most advertisers to cease their use of radio.

July 1 □ State Supreme Court of Nebraska, in suit of Attorney General C.A. Sorenson against KBJAM Lincoln and Richard A. Wood for allegedly libelous remarks made by Wood over KXRA during election campaign, rules that broadcasting station is equally liable with speaker for libelous statements disseminated through its facilities.

July 15 □ To broadcast 58 hours of sessions of two national political conventions from Chicago Stadium, NBC canceled 56 commercials; CBS canceled more than dozen. □ NBC withdraws prohibition against price mentions on air during daytime hours; A&P is first advertiser to take advantage.

Aug. 1 □ ASCAP breaks off negotiations with NAB; prepares to start negotiations with individual stations; offers three-year contracts at 3% of net income for first year; 4% for second and 5% for third, plus annual sustaining program fees. Broadcasting survey of free-advertising propositions currently flooding radio station mail reveals national magazines as most persistent in demands for free time on air.

Aug. 15 □ Republicans allot $300,000 for radio time for presidential campaign, two-thirds for network time, one-third for spot.

Sept. 1 □ NAB resumes negotiations with ASCAP after ASCAP submits to demands for progressive percentage-of-income fees for music used on commercial shows, plus flat sustaining payment.

Sept. 15 □ CBS and NBC permit price mentions, night as well as day; again, A&P is first advertiser to broadcast prices at night.

Oct. 15 □ Mexican government authorizes XESTM, across border from Del Rio, Tex., to broadcast with 60 kw; NAB files protest with State Department asking protection from interference for U.S. broadcasters. □ ASCAP offers special reduced fees to newspaper-owned stations in recognition of "substantial contributions to the promotion . . . of music made by newspapers." □ To protect broadcasters from language inherent in Supreme Court ruling on radio libel, John W. Guilder, acting chairman of committee on communications, American Bar Association, advocates rule freeing station from liability "whenever it appears that the management of the station exercised due and reasonable care to avoid the unreasonable delay of publication."

Nov. 1 □ Chrysler Corp. introduces 1933 Plymouth, Six to 75,000 salesmen with 25-city CBS hookup; insures this radio business conference for $500,000 against line break or equipment failure. □ Interstate Commerce Commission, dismissing complaint of Stash KCo. against NBC and WGBM, Freeport, New York, rules that broadcasting stations are
not public utilities and that ICC therefore has no power to regulate their advertising rates.

Dec. 1 NAB St. Louis convention elects as president Alfred J. McCooker, director, Wireless, Newark, N.J.; plans program of aggressive opposition to exhorbitant copyright fees and line charges, spearheaded by prominent public figure and supported by war chest three or four times as big as present annual income of $50,000; agrees on self regulation as best preventive of governmental interference in broadcasting.

Accepting government consent decree, General Electric and Westinghouse agree to divest themselves of their stock control of RCA, which becomes completely independent company; patent pool becomes nonexclusive, but RCA retaining rights to patents of GE and Westinghouse as well as its own.

Jan. 3 Frederic R. Gamble, American Association of Advertising Agencies executive secretary, urges closer cooperation between agencies and broadcasters, advocates cash discount for bills paid promptly by agencies.

Jan. 15 Phonograph companies start labeling records "not licensed for radio broadcast" as move to protect their alleged property rights.

George F. Schuette, director of NAB copyright activities, calls move "a bluff" with no legal basis.

Feb. 1 NAB retains Newton B. Baker, Cleveland attorney who was secretary of war during Wilson administration, as special counsel.

Foods, drugs and toiletries, and tobaccos were most advertised products on radio networks (CBS and NBC) in 1932, when combined gross time sales totaled $391,076,776.

March 1 NAB commercial committee and AAAA radio committee agree on standard form for agency orders of radio time.

Attemted assassination of President-elect Roosevelt gets prompt radio coverage; CBS puts eye-witnesses on air within 90 minutes via special line intended for taking time to have link with Miami. "KOLIRAM' Omaha, creates business at depth of Depression by selling time to associations of barbers, beauticians, florists, grocers, druggists and other grade groups whose members buy collectively what they can't afford individually.

March 15 Radio places full facilities at disposal of Roosevelt administration during banking crisis; largest audience in history reported for President Roosevelt's CBS-NBC broadcast on plans to reopen nation's banks.

Canadian Radio Commission acquires its first three stations, CHAHAM Moncton, N.B.; CHICHAM Ottawa, and CHVAM Vancouver, B.C., formerly owned by Canadian National Railways.

April 1 Post office modifies rules so stations can forward mail to sponsors in bulk without paying additional first class fees. NBC discontinues its Pacific Coast Gold Network to save line costs; Orange network continues, absorbing some Gold programs. Southern California broadcasters carry on amid wreckage to keep nation informed of effects of earthquake.

April 15 NAB organizes Radio Program Foundation to make available for broadcasting copyrighted works of non-ASCAP composers and publishers. Federal District Court in Sioux Falls, S.D., grants Associated Press permanent injunction against unauthorized broad-
casting of AP news by KSDIBAM Sioux Falls.

May 1 AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts of wire news to times when air would carry member newspaper, which is to pay extra broadcast assessment. American Newspaper Publishers Association annual meeting resolves that radio logs are advertising and should be published only if paid for.

May 15 Federal Radio Commission is granted a crucial broadcasting license by Supreme Court ruling upholding Commission's decision to delete WBCAM and WPCXAM Chicago (over quota by current allocation plan) and give 560 kc regional channel to WISAM Cary, Ind. News on air is unimpaired as United Press and International News are now AP's example; network establishments own correspondents in key cities; President again uses combined CBS-NBC networks for second "fireside chat." Praise coined by Harry Butcher, CBS Washington.

July 1 NAB-sponsored Radio Program Foundation acquires broadcast rights to Ricordi catalogue and compositions, offers package to member stations at rates of $2.50 to $25 monthly. George B. Storer, president, CKLMAM Detroit-Windsor, heads Point-O-Purchase Broadcasting System, which plans to install radio receivers in grocery and drug stores to receive programs broadcast by Point-O-Purchase during peak shopping hours and so provoke the "missing link between manufacturer and consumer.

Aug. 1 National Recovery Administration program involves broadcasters in two ways: (1) As employers and as operators of medium which can publicize program. (2) NAB sends questionnaire to broadcasters for employment practices, appoints advisory committee to work with William B. Dolph, former RCA Photophone salesman, now in charge of radio publicity for NRA.

Aug. 15 First North American Radio Conference breaks up when Mexico refuses to budge from demands for 12 clear channels; in fact, Mexico refuses concessions to Latin American countries, not bound by any international agreements, are free to use whatever frequencies they desire.

Sept. 1 Rate cutting, per-inquiry business, song plugging, excessive commission clauses, excessive commission payments, lotteries and similar practices are barred by broadcasting code drafted by NAB committee and submitted to NRA. Sol A. Rosenblatt is named code administrator. New York business group headed by Alfred E. Smith, acquires commercial and program rights of WMAAM New York in $155,000-a-year deal whose legality is questioned by Canadian Radio Commission.

Sept. 15 NAB special counsel Newton B. Baker files suit in federal court asking dissolution of ASCAP as illegal trade combination. CBS assigns publicity director, Paul White, to task of organizing nationwide staff to collect news for network broadcast.

Oct. 1 General Mills sponsors twice-daily broadcasts on CBS of news collected by Columbia News Service; Washington Star drops program log of WISAM CBS outlet serving Washington in line with policy of "not advertising our competitors." After many delays, Ed Wynne's "Amalgamated Broadcasting System gets under way as third national network with 100 outlets, connected by Western Union lines. (See Nov. 15 item below.) Stations file for 50 kw power as FCC lifts limit from four to eight per group, to 10 for U.S. NBC moves to Radio City headquarters, world's largest broadcasting plant.

Oct. 15 NAB convention re-elects Alfred J. McCooker, WORAM New York, N.J., for second year as president; urges abolition of requirement that recorded programs be so identified; urges three-year licenses in place of current six-month renewals; insistence that ASCAP: denounces concealed commercials in sustaining programs and contingency accounts as unfair practices; Yankee Network adds rider to political contracts absolving network from liability for libel or defamation by speakers.

Nov. 15 Rep. William H. Small, re-elected, Central States, raises question of advertising hard liquor on radio; CBS and some stations announce they will not accept it at all. Other groups ponder "third network" organizations as Ed Wynne's Amalgamated Broadcasting System goes bankrupt. WORAM Chicago, WBSAM Boston and WLSAM Rochester, N.Y., are first to get 50 kw under revised regulation.

Dec. 1 President signs broadcasting code, calling for minimum wages of $40 per week for technicians, $20 per week for announcers and program production employees ($15 if fewer than 10 such employed at station). Washington newspapers agree to publish radio logs only as paid advertising.
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that after June 1 it will periodically ask stations, networks, transcription companies for copies of all commercial copy as part of overall survey of advertising.

June 15 Communications Act now law; Federal Communications Commission to replace Federal Radio Commission July 1.

July 1 E.O. Sykes, charter member of Federal Radio Commission, is named chairman of new FCC. Other members are: Thad H. Brown, also holdover from FCC, Paul A. Walker, Norman S. Case, Irwin Stewart, George Henry Payne and Hampson Gary; George B. Storer announces new network, American Broadcasting System, will begin operations in mid-August; hires Frederick H. Miebet, former Chicago manager of NBC station relations, as operations vice president.

July 15 Clear-channel stations attack "break down" policy of old radio commission urging FCC to conduct engineering study of subject preliminary to restatement of regulations.

Aug. 1 FCC forms three-man broadcasting division, with Hampson Gary as chairman, Thad Brown and Judge Sykes as members.

Sept. 1 Department of Justice files antitrust suit asking dissolution of ASCAP as illegal monopoly.

Sept. 15 Don Lee, owner of KFWI Los Angeles, KFRCI San Francisco, KBGAM Santa Barbara, Calif., and KSIGI San Diego and operator of Don Lee Network, dies at 53.

Oct. 1 J. Truman Ward, WLW(D) Cincinnati, is elected president of NAB. Quality Group organizes as network for commercial programs only, linking into clear-channel network.

Oct. 15 FCC revises quota system to permit more stations and higher power; Ford Motor Co. pays $106,000 for broadcast rights to World Series; links three networks plus independent stations into 180-outlet special hookup for event; FCC begins hearing on proposal that 25% of broadcasting facilities be allotted to nonprofit groups. Quality Group changes name to Mutual Broadcasting System.

American Broadcasting System starts 16-hour daily program service over affiliate network reaching from New York to St. Louis.

Nov. 1 After years of legal battles to protect its place in Chicago, Westinghouse moves KFWI, city's first radio station, to Philadelphia to comply with governmental quota requirements. Complying with request made jointly by 12 clear-channel stations, FCC or-knowledges new clear-channel structure. Federal court upholds property right in broadcast material, enjoins Uproar Co., Boston publisher, from publishing Ed Wynn's Texaco fire chief broadcast scripts in pamphlet form.

Jan. 1 Federal District Judge John C. Bowen in Seattle rules that once news is printed in newspapers it may be broadcast without restriction, dismisses AP suit against KXWIMI Bellingham, Wash., alleged to have "pirated" AP news from member newspapers. NAB starts study of audience-survey methods with eye to establishing independent audit bureau for radio.

Jan. 15 Federal Judge Merrill E. Otis in Kansas City Mo. rules station is jointly liable with speaker for libelous broadcasts, finds KMICIDM guilty for statement on CBS program originating in New York.

Feb. 15 First Broadcasting Yearbook is issued. In face of many requests for free time from commercial firms, broadcast code authority rules against any station accepting "propaganda" except on commercial basis.

April 1 With new chairman, Anning S. Prall, FCC starts to clean house; cities stations for acceptance of medical advertising, warns industry to live up to rules, holds conference with network heads on good taste in broadcasting, calls national meeting to work out ways for better cooperation between broadcasters and educators. Experimental "twired radio" service is installed in Cleveland by Wired Radio Inc. using transcriptions made by its sister company, Associated Music Publishers, transmitted to homes via electric lines.

April 15 American Society of Recording Artists, new group, asks royalty fees for broadcasts of phonograph records.

May 15 Philip G. Louches resigns as managing director of NAB after five years to return to private law practice; United Press and International News Service agree to network for radio; Associated Press permits member papers to provide news for local newscasts but still forbids sponsorship; RCA announces it is taking television out of laboratory for $1-million field test program.

June 1 Code authority for broadcasting industry shifts to Supreme Court of United States declares National Recovery Act unconstitutional; Transradio Press Service files $1-million damage suit against CBS, NBC, AP, UP, INS and American Newspaper Publishing Association, alleging press-radio program agreed to in 1934 was illegal and unfair competition.

June 15 Plan for bureau of agency recognition and credit information to be operated for and by broadcasting industry is adopted by NAB commercial section. NAB launches Thesaurus, recorded library service.

July 1 Warner Brothers announces withdrawal of five of their music publishing firms, said to account for 40% of all ASCAP music performances, from ASCAP Jan. 1, 1936.

July 15 NAB elects Charles W. Myers, KXOWI Portland, Ore., president; names James Baldwin as managing director; reelects as treasurer Isaac D. Levy of KXWAM Philadelphia; controversial figure in acceptance of new five-year license from ASCAP; ends agency-recognition plan, adopts revised code of ethics which outlaws per-diem and contingent business. Washington state gets restraining order preventing ASCAP from collecting royalties for broadcast performances of its music within state on grounds that ASCAP is monopoly in violation of state constitution.

Sept. 15 Scripps-Howard decides to enter radio, applies for an appointment to buy WREXAM Columbus; seeks stations in other cities where it has newspapers. Committee of 15, with equal representation from NAB, Association of National Advertisers and American Association of Advertising Agencies, starts work on creation of radio counterpart of Audit Bureau of Circulations for newspapers and magazines.

Oct. 1 FCC demonstrates it is still scrutinizing programs by giving score of stations temporary renewals pending further investigation of "questionable" programming.

Oct. 15 Esso's sponsorship of United Press news on group of NBC & O&K stations leads Associated Press board of directors to reaffirm its ban on use of AP news on sponsored broadcasts.

Nov. 15 Tax law of state of Washington imposing tax of 0.5% on gross income of radio stations is declared unconstitutional by federal court. Supreme court had upheld state's validity in earlier suit of KOMO-KUJ.

Dec. 1 Yankee Network underwrites Boston survey of listening made by mechanical meter devices attached to sets in 1,000 homes to measure tuning; developed by two Massachusetts Institute of Technology professors, Robert F. Euler of marketing department and L. F. Woodruff of electrical engineering department.

Jan. 1 Warner Brothers withdraws music catalogues from ASCAP and offers performing rights to broadcasters on flat fee basis, which networks reject; ASCAP temporarily extends its licenses to broadcasters but with no reduction in fees. NBC adds second Pacific Coast network; both NBC Red and NBC Blue now national. Lenox R. Lohr, general manager of Chicago's successful Century of Progress, succeeds M. H. Aylenworth as NBC president. U.S. Circuit Court of Appeals holds broadcasting news taken from newspaper unfair competition, reversing earlier decision in case of AP versus KXWAM, Bellingham Wash. WCXAM Pensacola, Fla., asks FCC to order AT&T to reduce its rates in first formal complaint ever filed concerning charges to broadcast lines.

Jan. 15 ASCAP cancels temporary license threats to infringement suits against station not signing new five-year contracts at same price for less music. Following industry survey, 120 members of Distilled Spirits in St. Louis agree not to advertise hard liquors on air.

Feb. 1 FCC liberalizes recording-transcription announcement rules; now requires only one announcement per quarter-hour.

Feb. 15 Warner Brothers files infringement suits totaling more than $3 million against networks and stations; NAB revives plan to estab-lish its own music-rights organization.

March 15 CBS broadcasts speech by Com-missioner Secretary Ban Browder; some affiliates refuse to broadcast it; editorialists in congressmen attack and defend CBS action.

April 1 CBS buys KXWAM Los Angeles for $1.3 million, biggest station deal to date. Hearst Radio acquires KXAG Fort Worth WACOAM Waco, Tex., and KOMAI Oklahoma City. AT&T works out agreement with WCXAM Pensacola to reduce rate on back accounts by 50% (saving of about $2,000 per year for station)
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June 15 □ President Roosevelt signs bill repealing Davis Amendment to original radio law, which required equal division of broadcasting facilities among five zones and among states in each zone, opens way for more stations, increased power. □ Don Lee Broadcasting System starts first public demonstration of cathode-ray television in U.S. with daily broadcasts of 300-line pictures using system developed by Harry Lubcke, Don Lee director of TV.

July 1 □ FM broadcasting, new system invented by Major E. H. Armstrong, is described at FCC hearing as static-free, noise-free, free from audio feedback, sum of three and a half, uniform day and night throughout all seasons and with greater fidelity of reproduction.

July 15 □ Charles W. Myers, KOIN-AM/KELEI-AM Portland, Ore., elected NAB president; Isaac D. Levy, WCAU-AM Philadelphia, retiring NAB treasurer, attacks NAB board and managing director for copyright mismanagement, then resigns from NAB promising to form new association, convention backs managing director and board and maintains solid front. Sales managers organize as NAB division. □ RCA shows radio manufacturers its system of TV, being field tested with transmissions from New York's Empire State Building.

Aug. 1 □ Woman's Brothers returns to ASCAP, dropping infringement suit of more than $4 million. □ National Association of Regional Broadcasting Stations organizes to protect interests at upcoming FCC allocations hearings, elects John Shepard 3d, Yankee Network president, as chairman. □ Members of National Association of Recording Artists follow up granting of injunction restraining WOAS-AM Philadelphia from broadcasting phonograph records made by NARA President Fred Waring, institute suits against WHN-AM, WNEW-AM and WEDO-AM, all New York, for unauthorized record broadcasts.

Aug. 15 □ Philco Corp. demonstrates its system of television with seven-mile transmission of live and film subjects in 345-line images 9/4 by 7 5/8 inches.

Sept. 1 □ Mutual Broadcasting System starts drive to become nationwide network by signing five Midwestern affiliates—KWKX-AM St. Louis, KGAI-AM Des Moines, Iowa, WMT-AM Cedar Rapids, KOOL-AM Omaha, KOHR-AM Lincoln, Neb. WLIW-AM Cincinnati in its MBS stock but remains as outlet.

Sept. 15 □ Television stations in England, with twice-weekly telecasts using alternately Baird and EMI-Marcioni systems.

Oct. 1 □ After KFI-AM and KECA-AM Los Angeles refuse to carry President Roosevelt's "fireside chat" as sustaining program, Democratic National Committee cuts them from network outlets until paid campaign broadcasts.

Oct. 15 □ A. C. Nielsen proposes metered tuning method of measuring size of program audiences at ANA meeting, reveals his firm's acquisition of "audimeter" developed at MIT; Edgar Felix urges coverage measurements to determine audience.

Nov. 1 □ CBS cancels "debate" of Senator Arthur Vandenberg (R-Mich.) with recording of President Roosevelt's statements as violating its non-transaction rule, then reinstates broadcast; mob at Terre Haute, Ind., prevents Communist candidate Earl Browder from reaching WBOI-AM studio; parties step up time purchases as campaign closes. □ Complete election return coverage by networks and stations winds up campaign in which political parties spent estimated $2 million for radio time. □ Demonstrations of RCA's 343-line TV system are highlight of NBC's 10th anniversary celebration.

Dec. 15 □ Don Lee Broadcasting System affiliates with Mutual, making latter coast-to-coast network.

Jan. 2 □ Chicago Federation of Musicians forbids members to record except under special conditions, as move to halt threat of "canned" music to employment of live musicians. □ U.S. Supreme Court throws out suit of Associated Press against WJIB-AM, Bellingham, Wash., for AP's failure to show damages of over $3,000, minimum needed for federal jurisdiction, but looks with disfavor on kxov's practice of buying newspapers and reading news from them on air.

Feb. 1 □ Radio goes on round-the-clock duty to provide, in cooperation for "flood-stricken Ohio and Mississippi valleys, and aids relief work; job wins nation's praise. □ Station sales managers, in first national meeting, reject requests of recording companies for third 15% in addition to commissions paid agencies and station representatives. NBC networks to discontinue chain-break announcements from their O&O stations before asking affiliates to do so. □ Representative Otis F. Kean (D.-Iowa) introduces bill to outlaw newspaper ownership of radio stations.

Feb. 15 □ Charging networks with monopoly in broadcasting, legislators demand congressional investigation. □ U.S. Supreme Court rules for H. W. Wigglesworth (R-Mass.) blasts FCC for permitting trafficking in licenses and reads into record full report of station sales and leases approved by commission.

April 1 □ North American Radio Conference at Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November. □ CBS applies for experimental video station in New York, plans to install RCA TV transmitter in Chrysler building tower and to construct special studios at total cost of $500,000.

April 15 □ CBS recognizes American Guild of Radio Announcers and Producers, independent union headed by Roy S. Langham, CBS producer, bargaining begins for network announcing-production employees.

May 1 □ CBS breaks ground for $2-million Hollywood studios. □ American Radio Telescope Association (CIO), International Brotherhood of Electrical Workers (AFL) and Newspaper Guild (claimed by both AFL and CIO) start drives to organize station employees; NBC institutes five-day week for production staff.

May 15 □ WLS-AM Chicago recording team of Herb Morrison, announcer, and Charles Nehlsen, engineer, on routine assignment at Lakehurst, N.J., record on-the-spot, at-the-time account of explosion of German dirigible Hindenburg; BSC breaks rigid rule against recordings to put into network when RCA demonstrates projection television, with images enlarged to 8 by 10 feet, at Institute of Radio Engineers convention.

June 15 □ Transradio Press's $1,700,000 suit against networks and press associations is settled out of court.
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Shepard 3d, president of Yankee Network, starts construction of 50 kw FM station atop Mt. Wachusett at cost of $250,000. Major Evergreen's inventor builds 50 kw FM station at Alpine, N.J.; others are planned to test this new medium.

Feb. 1° RCA puts stations on notice it may institute “reasonable fees” for broadcasting of Victor and Bluebird records; move said to be self-protective in view of attempts of National Association of Performing Arts to establish its performing rights in recordings through court action. ■ FCC sets 25 channels, 40 kc wide, in 41-42 mc band, for exclusive use of noncommercial educational stations.

Feb. 15° Under leadership of Mark Ethridge, general manager of Louisville (Ky) Courier-Journal and Times, operator of Wlasami, Nashville, and Wtlwami, Nashville, two-day NAB convention sweeps through reorganization plan, elects new board of 23 directors—one from each of 17 geographic districts and six at large, names Philip G. Loocks, author of reorganization plan, special counsel to guide NAB through pending session of the pending president. Broadcasting publishes first facsimile newspaper in demonstration for convention delegates. ■ With most network affiliates signing local musicians-union contracts on basis of AFM-IRMA agreement, AFM submits new contract terms to recording companies.

March 1° California stations turn over all facilities to emergency public service 83 other means of communication fail in flood crisis.

April 1° Mark Ethridge is drafted as first president of revamped NAB to guide industry for interim period while paid president is sought; to serve without pay but with private plenipotentiary authority. As part of first paid president's rein, Broadcasting sponsors first questionnaire seeking full information on fiscal operations of 1937. ■ Wheeler-Lea Act, giving Federal Trade Commission new powers to curb false and misleading advertising, becomes law. ■ Hitler's quick conquest of Austria gets full coverage from U.S. networks.

April 15° Plan to FCC to keep its regulation of radio to minimum necessary to provide interference-free service to public and to give broadcasters licenses for longer than six months is made by William S. Paley, CBS president, in tradition-breaking broadcast of network's annual report to public as well as stockholders.

May 1° CBS dedicates $1.75-million Pacific Coast headquarters building on Columbia Square, Hollywood. ■ National Committee of Independent Broadcasters negotiates agreement with AFM for employment of musicians based on that of IRMA.

May 15° U.S. Court of Appeals for District of Columbia cites FCC for lacking consistent policy when it reverses FCC's denial of new daytime station at Pottsville, Pa., to Pottsville Broadcasting Co. and remands it, making reconsideration mandatory.

June 15° Senate resolution that broadcast power in excess of 50 kw would be against public interest removes superpower from FCC consideration as hearings on new rules get under way. ■ Neville Miller, former mayor of Louisville, Ky, to assume presidency of NAB July 1 as first paid president, at salary of $25,000 per year, plus $5,000 for expenses. ■ House votes down resolution for investigation of monopoly in radio by vote of 234 to 101.

July 1° Radio broadcasting's average weekly paycheck of $45.12 is highest of all U.S. industries, Bureau of Labor Statistics reveals in answer to Broadcasting's query. ■ Senate ratifies Havana Treaty calling for many shifts in frequencies of U.S. stations to be made yearly after treaty has been ratified by three of four participating countries: U.S., Canada, Mexico and Cuba.

Aug. 1° Census Bureau survey finds 62% of farm homes equipped with radios. ■ W. Lee O'Daniel uses radio exclusively to win Democratic nomination for governor of Texas, boosts sales of Hillbilly Flour at same time.

Aug. 15° Paramount Pictures acquires interest in Allen B. DuMont Labs.

Sept. 1° Atlantic Refining books record football schedule of 168 East Coast games.

Sept. 15° World Broadcasting System launches "wax network" with 25 major market stations.

Oct. 1° New York stations pool equipment to keep public informed as hurricane hits city. ■ New England stations also rise to meet emergency of crippling storm.

Nov. 1° CBC moves Western headquarters into Hollywood Radio City, new $2-million building. ■ FCC superpower committee recommends ending Wnwmwi's Cincinnati's license for 500 kw operation and station to 50 kw.

Nov. 15° Mexican Senate refuses to ratify broadcast agreement section of Havana Treaty.

Dec. 1° David Sarnoff, RCA president, urges industry self-regulation of programming at opening of chain-monopoly hearings.

Dec. 15° Suits of Paul Whiteman against Wnwmwi, New York and Elin Inc., sponsor of record program on Wnew and of RCA against Whiteman, Wnew and Elin, become suit of RCA against Whiteman, Wnew and Elin. FCC drops its suits and Wnew and Elin make no defense against RCA; at stake is determination of whether recording company or recording artist, or either, has control of broadcast performances of phonograph records.

1939

Jan 1° CBS enters recording field with purchase of American Record Corp. for $700,000; ARC subsidiaries include Columbia Phonograph Co, one-time owner of network. ■ Patent for iconoscope-kinescope tubes, basis of electronic television, is granted to Dr. Vladimir Zworykin after 15 years of litigation.

Jan. 15° FCC Commissioner George Henry Payne drops $100,000 libel suit against Broadcast. ■ Federal statutory court issues permanent injunction restraining New Jersey Board of Public Utility Commissioners from interfering with NBC's erection or operation of experimental station, holds broadcasting to be interstate and therefore outside authority of state commission.

Feb. 1° FCC is legally bound to reconsider economic factors if issue is raised, U.S. Court of Appeals for District of Columbia rules in mandating commission's grant of new station in Dubuque, Iowa, to Telegraph Herald.

Feb. 15° American Federation of Radio Artists strike is averted as networks sign commercial contract with AFTRA agencies which could not get contracts technically they are not employers of talent, agree to abide by terms. ■ Associated Press begins supplying news to NBC, without charge and for sustaining use only, after NBC and CBS discontinue service of Press Radio Bureau; CBS uses news from International News Service and United Press.

March 1° Thirty-page questionnaire from FCC, delving into all phases of broadcast operation, evokes chorus of protests from station operators. ■ U.S. and Canada complete agreement on frequencies based on Havana Treaty. ■ March 15° CBS attacks summer slump by offering extra discounts to nighttime sponsors that stay on air year round and by threatening advertisers taking more than eight weeks off with loss of prime time periods. ■ Wxor New York, experimental facsimile station, slats regular program service three hours daily. ■ Workami, Wgnmai and Wlwi inaugurate New York-Chicago-Cincinnati facsimile network series.

April 15° Eugene O. Sykes retires after 12 years on Federal Radio Commission and FCC to enter private law practice; succeeded on FCC by Frederick J. Thompson, publisher, Montgomery (Ala.) Journal.

May 1° Both houses of Congress establish radio galleries, largely due to efforts of Fulton Lewis Jr., MBS commentator. ■ Telecast of opening ceremonies of New York World's Fair marks start of regular daily television schedule by RCA-NBC in New York; first appearance of President on TV.

June 1° In accordance with mandate from membership, Associated Press board authorizes sale of AP news on sponsored broadcasts. ■ FCC lifts ban on sponsorship of international broadcasts, but sets limits on type of programming; fears of censorship immediately aroused.

July 15° NBC adopts model of self-regulation which bars liquor advertising and sale of time for controversial issues; limits commercial time to 10% of program in evening. ■ Federa district court in New York grants RCA permanent injunction against Wnew's broadcasting Victor and Bluebird records without permits from Victor. ■ Precognition of license; Wnew broadcasting company; not artist, holds performance rights except where contract places them with artist; RCI plans to offer license to stations.

Aug. 1° New FCC rules governing broadcasting become effective, with station licenses extended from six months to one year and horizontal power increases for qualified local and regional stations.

Aug. 15° Angered by refusal of American Society of Composers, Authors and Publisher to offer terms for new music-performor, licenses, NAB Copyright Committee retain Sydney Kaye, New York copyright attorney, a special counsel to aid broadcasters in building their own source for copyright protection and James L. Fi, former counsel of Tennessee Valley Authority named by President and confirmed by Senate to succeed Frank R. McNinch, retiring as FCC chairman Sept. 1.

Sept. 1° Appellate court rules that economic interest must be considered in issuing statio licenses, scuttling FCC theory that competition does not constitute appealable interest; commission calls ruling body blow at American system of broadcasting.

Sept. 15° Special copyright convention c UNAB unanimously approves $1.5-million fund to set up its own supply of music. ■ Supreme Court of Pennsylvania, overruling lower court finds NBC not liable for ad libbed remarks of
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AI Jolson; ruling sets precedent that broadcaster is not liable for remarks spoken without wilful intent or without employing by sponsor using broadcaster's facilities. Network drafts code for war coverage; goal is full, factual reporting with minimum of horror, suspense and undue excitement.

Oct 15 □ NAB code committee, in first action, bans sponsored broadcasts of Father Coughlin and other "radio of the air" under "no sale of time for controversial issues" rule; some broadcasters say they'll resign from NAB.

Nov 15 □ Elliott Roosevelt organizes Transcontinental Broadcasting System, to start operating Jan 1 as fifth national network. NAB board backs up code committee; John Shepard goes along by forfeiting payment for Father Coughlin program; 

four Texas State Network stations resign. United Fruit Co. buys time on NBC's international stations for daily newscasts to Latin America; first advertiser to sponsor such broadcasts.

Dec 15 □ Triple FM relay with program broadcast by one station picked up and rebroadcast by second, whose signal was again picked up and rebroadcast, without loss of quality.

1940

Jan. 1 □ Mexico's ratification of North American Regional Broadcasting Agreement, following similar actions by Canada, Cuba and United States, paves way for shift in broadcasting frequencies agreed on in Havana two years earlier. NBC gets biggest news beat of 1939 with eyewitness description of sinking of Admiral Graf Spee, broadcast as it happened in Montevideo, Uruguay, harbor.

Jan. 15 □ FM Broadcasters Inc. is organized at New York meeting.

Feb. 1 □ U.S. Supreme Court decision in so-called Pottsville case gives FCC freer hand in dealing with applications for new stations, eliminating all questions of priority of filing.

Feb. 15 □ New "crackdown" era foreseen as FCC refers complaints on Pot o' Gold and other give-away programs to Department of Justice for possible action under anti-lottery laws.

March 1 □ FCC approves "limited commercialization" of television effective Sept. 1.

March 15 □ Sun Oil Co. becomes first sponsor to have programs regularly telecast; company's Monday-Friday Lowell Thomas newscasts on NBC-Blue are also carried on WOR, NBC experimental TV station in New York.

RCA cuts price of television sets, starts sales drive intended to put minimum of 25,000 in homes in service area of NBC's New York video station.

April 1 □ Supreme Court of U.S. upholds "free competition" stand of FCC. General Attorney William J. Dempsey, emphasizes that Commission cannot throw FCC "no supervision of the programs, of business management or of policy"; contains no order to consider effect of competition of new grant on existing stations. FCC suspends order for "limited commercial" operation of TV, concerns RCA for sales efforts which are seen as attempt to freeze TV standards at present level; calls for hearing; critics call move "usurpation of power."

April 15 □ Justice Department declines to prosecute Pot o' Gold. FCC's new 42-page license application forms require so much information that many radio attorneys fear they will be virtually impossible to fill out.


May 15 □ Justice Department subpoenas ASCAP files.

June 1 □ FCC authorizes commercial operation for FM, assigns it 35 channels 200,000 wave between 43 and 50 mc; puts television back into laboratory until industry reaches agreement on standards.

Henry W. Grady School of Journalism of U. of Georgia institutes George Foster Peabody awards for radio; first awards are to be given in 1941 for achievements of 1940.

June 15 □ James C. Petrillo is elected president of American Federation of Musicians, succeeding Joseph N. Weber, retiring after 40 years as AFM head. FCC Chair Monopoly Committee recommends drastic changes in network operation, such as limiting network ownership of stations and length of affiliation contracts, to cut out of transmission and talent-buying business, forcing them to serve remote areas whether this is profitable or not.

July 1 □ Republican convention adopts first radio plank ever put into political-party platform, upholding application of constitutional principles of free press and free speech to radio, is also first party convention to be telecast.

July 15 □ Niles Trammell becomes NBC president, succeeding Lenox R. Lohr, resigned to head Chicago's Museum of Science and Industry.

Aug. 1 □ U.S. Circuit Court of Appeals upholds right of broadcaster to put phonograph records on air without need to get permission from either recording company or recording artists, reverses decision of federal district court in RCA-Whiteman case. Democrats also adopt "free radio" plank for party platform, urging radio be given same protection from censorship as press. BMI ships transcriptions with more than 50 non-ASCAP numbers to member stations; first product of plan to make station affiliation fully independent.

Aug. 15 □ National Television Systems Committee, representing TV manufacturers and broadcasters, organizes to seek determination of proper standard for TV.

Sept. 1 □ CBS demonstrates system of color television developed by its chief TV engineer, Dr. Peter Goldmark.


Nov. 1 □ President Roosevelt withdraws nomination of Thad H. Brown for new seven-year term as FCC commissioner at Brown's request, after Senate recesses without acting on appointment, which met vigorous opposition.

Dec. 31 □ BMI acquires performing rights to more than 15,000 compositions in catalogue of Edward B. Marks Music Co., in last month of preparations for broadcasters' break with ASCAP.

Dec. 16 □ Edward J. Noble, chairman of Life Savers Corp., buys WCAAM, New York from Donald Flamm for $850,000.
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lines, 30 frames, FM sound. • Major reorganization of radio network operations is called for by FCC network monopoly report, which would ban option time, exclusive affiliations, ownership of more than one station in market or operation of more than one network by same interest.

May 12 • MBS signs ASCAP blanket license at 3% of gross for four years, 3½% until 1950, on eve of NAB convention; NBC, CBS continue negotiations for better terms.

May 19 • Industry's stormiest convention votes right to finish against FCC monopoly rules, backs plan for Senate investigation of FCC, asks legislation to aid broadcasters, and another 'fight' with James L. Figg to augment in which he describes NAB as akin to "a mackarel in the moonlight—it both shines and stinks." • NAB President Nevville Miller urges broadcasters to stand by BMI, condemns MBS-ASCAP pact; several MBS stockholder stations resign from NAB, 29 MBS affiliates organize to investigate ASCAP deal, tell MBS they won't accept ASCAP music.

May 26 • BMI growth continues; has 190 affiliated publishers, 690 station members.

June 2 • CBS withdraws from talent management field, sells Columbia Artists Bureau to Music Corp. of America for $250,000, Columbia Concerts Corp. to its present management.

• FCC amends rules so "any person can petition for change in rules of practice or procedure; formerly only 'applicant' had that right. • Socony-Vacuum Oil Co. becomes first FM network sponsor by signing for newscasts on American Network, FM network serving New England.

June 30 • Bulova Watch Co., Sun Oil Co., Lever Bros., Condor and Procter & Gamble sign as sponsors of first commercial telecasts on July 1 over NBC's WNBC New York (until then wXBN); first TV rate card puts white rate at $120 per evening hour.

Aug. 4 • NBC reaches agreement with ASCAP calling for blanket licenses with network to pay 2-3½% of net time sales, stations 2½%—stipulation not yet needed.

Aug. 11 • FCC adopts order banning multiple ownership of stations in same area.

Sept. 1 • After arguments by broadcasters, broadcast unions and others Senate Finance Committee deletes tax on time sales from 1941 Revenue Act.

Sept. 8 • Completion of arrangement for 92-station Pan American Network to rebroadcast NBC programs shorted from U.S. is announced by John F. Royal, NBC vice president, on his return from six-week, 20,000-mile tour of Latin America.

Oct. 13 • FCC extends license term for standard broadcast stations from one to two years.

Nov. 24 • BMI offers new eight-year blanket licenses at 25% reduction from original one-year contracts, covering both commercial and sustaining programs, with clearance at source on network shows.

Dec. 8 • NBC separates Red and Blue networks by setting up Blue Network Co. with Mark Woods as president, Edgar Kobak as executive vice president.

Dec. 15 • Defense Communications Board becomes supreme communications arbiter with the U.S. at war; plan is to keep broadcasting on as normal operations as possible. • Dr. Frank Conrad, assistant chief engineer of Westinghouse known as father of broadcast.

1942

Jan. 5 • Department of Justice files antitrust suit against NBC and CBS. • Manila radio stations are "dismantled and destroyed" to keep them from falling into hands of Japanese.

Jan. 19 • Censorship code outlaws man-on-the-street and other ad-lib interviews and quiz programs. • Office of Facts and Figures is designated as clearing house for government broadcasts, with William B. Lewis, former CBS program vice president, as coordinator.

Feb. 2 • Broadcasters' Victory Council is formed as liaison with all government agencies having wartime radio functions; chairman is John Shepard 3d, president, Yankee Network.

• FCC shuts off construction of new stations in all areas pending primary service, pending formal orders from War Production Board freezing broadcast assignments for duration. • ASCAP approves clearance at source on transcribed programs.

Feb. 23 • Advertising Council is organized by advertisers, agencies and media to put talents and techniques of advertising at disposal of government to inspire and instruct public concerning various phases of war effort. • CBS cuts time allowed for commercials on newscasts by 20%, bans jingles or other "undue gaiety," puts restrictions on midday commercials.

March 23 • Office of Censorship forbids any mention of weather on baseball broadcasts.

• Communications Week: War Information issues war policies, pledges that public will get bad news as well as good, so long as no aid is given to enemy.

March 30 • Edward Klauber, CBS executive vice president, is elected to new post of chairman of executive committee; Paul W. Koster becomes vice president and general manager, with all departments reporting to him except programming, which reports to President William S. Paley.

April 13 • Minimum program time required of TV stations is cut from 15 hours to four hours per week for war period. • U.S. Supreme Court upholds power of U.S. Court of Appeals for District of Columbia to issue orders staying FCC decision during pendency of appeals; decision, called major legal victory for broadcasters, comes after three years of litigation by Scripps-Howard Radio on behalf of WCPM Cincinnati.

April 20 • War Production Board cuts supply of steel for phonograph records to 30% of preceding year's figure, transcriptions, made of vinyls, are not affected.

May 4 • FCC issues freeze order on station construction.

May 18 • NAB convention by-passes reorganization proposals, votes to set up industry-operated equipment pool, admits networks to active membership. • Keystone Broadcasting System, transcription network, holds first meeting of some 50 affiliated stations.

June 1 • FCC eases operator requirements to meet shortage.

June 15 • CBS revises its discount structure to include new 15% discount for advertisers using full CBS network of 115 stations.

June 22 • President Roosevelt creates Office of War Information, appoints Elmer Davis, CBS commentator, as its director.

June 29 • American Federation of Musicians notifies recording companies that after July 31 its AFM member will pay for recordings of any kind.

July 13 • Garver Coules Jr., publisher-broadcaster, is named assistant director of OWI in charge of all domestic operations; William B. Lewis, former CBS program vice president and radio chief of Office of Facts and Figures, heads radio bureau of Cowies' branch of OWI.

July 20 • Broadcasting is declared essential industry by Selective Service System.

Aug. 3 • Justice Department asks injunction against AFM; President Petrillo refuses to cancel strike against recordings.

Aug. 24 • Ratings battle begins when OWI asks why C. E. Hooper Inc. shows audiences up in 1942 over 1941, while Cooperative Analysis of Broadcasting reports decline.

Sept. 7 • AFM makes record ban complete by canceling permission previously given to members to make commercial transcriptions for one-time air use.

Oct. 12 • Radio time contributed to government would cost $64 million yearly at regular commercial rates, Elmer Davis, OWI director, states in testimony before House Appropriations Subcommittee.

Nov. 2 • Government leases shortwave stations from private owners; Office of War Information and Coordinator of Inter-American Affairs to handle programming.

Nov. 18 • Dr. Miller McClintock, executive director of Advertising Council, is named first paid president of MBS.

Nov. 23 • FCC adopts wartime equipment pool plan for all licensees.

Dec. 21 • General Tire & Rubber Co. contracts to buy Yankee Network, its four AM and two FM stations, for $1.2 million.

1943

Jan. 4 • Office of War Information asks stations to clear quarter-hour, Monday-Friday shift for important war-information broadcasts which will be available for local sponsorship.

Jan. 25 • House approves Cox resolution to investigate FCC; Rep. Eugene Cox (D-Ga.) attacks FCC as "fattest nest of rats in this entire country.

Feb. 18 • FCC proposes recruiting companies to pay fixed fee for each recording into war unemployment fund, amount to be negotiated as price of ending strike; transcriptions for one-time use exempted.

March 1 • Recording companies reject Petrillo's "fixed fee" plan as involving unacceptable philosophy that recording industry has "special obligation to persons not employed by it. • FCC adopts policy to protect applications for TV and FM facilities until end of war.

158
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March 8  □  First Alfred I. du Pont awards of $1,000 each for public service broadcast going to George, General Electric shortwave station, and Fulton Lewis Jr., MBS commentator.

May 17  □  Supreme Court upholds right of FCC to regulate broadcasting practices, specifically to compel compliance with its network monitoring requirements; in two new cases, it urges action by both parties to settle disputes.

May 24  □  Supreme Court rules FCC erred in breaking down 850 kc channel and assigning Whoamiam Boston full time on that frequency without hearing testimony from its occupant, KCAM Denver; decision seen as guaranteeing right to full time on the same channel if Hearst's will permit full time on the service is modified by commission order, with burden of proof on applicant.

June 21  □  CBS affiliates open drive to bar hitch-hike, cow-catcher announcements. □  Ann. of Radio News Analysts adopts code opposing censorship; Paul White, CBS news director, insists on right to "edit.

July 5  □  House Select Committee opens hearings on FCC with charges of gross inefficiency and interference with war effort. □  Transcription companies ask War Labor Board to help after AFM President Petriello tells committee the union will "make no more transcriptions for anyone at any time.

July 12  □  Deco Records buys World Broadcasting System, to Deutche to continue as president with five-year contract.

July 19  □  CBS tests program analyzer to find out what makes people listen; device is invention of Paul Lazarsfeld, director of Office of Radio Research at Columbia University, and Frank Stanton, CBS vice president.

July 28  □  War Labor Board accepts jurisdiction in AFM recording ban, but fails to order union to return to work for transcription companies.

Aug. 2  □  Edward J. Noble buys Blue Network from RCA for $8 million cash; will dispose of WLAND New York.

Aug. 9  □  Plan to end AFM recording strike by getting broadcasters to agree to pay performance fees to union for all musical record broadcasts and to work for legislation giving composers equal rights with both record artists and royalties; this little favor among broadcasters. □  Edward Klauber resigns as CBS director and chairman of executive committee because of ill health.

Aug. 30  □  MBS plans to use 3:55 p.m. time for recorded repeats of top evening network programs; offers free time to advertisers during last period of 13 weeks.

Sept. 13  □  General Dwight D. Eisenhower himself broadcasts news of Italy's surrender, first such event to be announced by radio.

Sept. 20  □  CBS acts to eliminate "cow-catcher" and "hitch-hike" announcements. □  NAB news and public-relations committee adopts resolution on editorializing on air, that management must have final say as it is responsible to public.

Sept. 27  □  Deco Records and World Broadcasting System sign with AFM, agree to pay royalties direct to union.

Oct. 11  □  CBS President William S. Paley accepts overseas psychological warfare assignment with Office of War Information; board elects Paul W. Kesten executive vice president. □  Mark Woods remains as president of Blue Network and Edgar Kobak as executive vice president as Edward J. Noble assumes ownership. □  Government drops antitrust suits against networks; MBS dismisses its action against RCA-NBC.


Nov. 8  □  R. Morrie Pierce, chief engineer of WJAM Cleveland, on leave with OWI, is revealed as having had major role in surrender of Italian fleet, broadcasting surrender terms from "balling wire" transmitter he built at Algiers.

Nov. 29  □  FCC bans multiple ownership of standard-broadcast stations in same area, effective immediately for new grants, effective June 1, 1944, for existing "overlapping" situation. □  Edward Klauber, former chairman of CBS executive committee, becomes associate director of OWI, succeeding Milton S. Eisenhower.

Dec. 20  □  FCC extends broadcast licenses to total of three years.

1944

Jan. 17  □  FCC decides not to adopt any general rule on newspaper ownership of radio stations but to consider all applications on individual merits; announcement ends three years of uncertainty. □  NBC makes its programs available to FM outlets of its AM affiliates without charge to sponsors until increased cost of FM stations is absorbed. Some 6,000 radio-station and network employees, nearly quarter of industry total, are in armed forces. Broadcasting survey reveals.

Jan. 31  □  FCC and War Production Board ease construction ban, permitting new stations where such grants would serve "outstanding public need or national interest." □  CBS makes its programs available to FM stations of AM affiliates at no charge to sponsors.

Feb. 7  □  J. Harold Ryan, assistant director of censorship, is elected president of NAB for interim period. □  Television Broadcasters Association, organized in January, elects Allen B. DuMont as first president.

Feb. 14  □  Governor John W. Bricker of Ohio urges legislation to restrict FCC and keep radio as free as press.

March 6  □  MBS restricts commercial religious programs to Sundays before 1 p.m., limits to half-hour, bans fund appeals.

May 1  □  CBS proposes starting off postwar TV with high-definition, full-color pictures, broad- cast on 16 mc bands.

May 8  □  Military authorities and radio networks discard traditional taboos to cooperate in providing American public full and immediate reporting of invasion of Europe by Allied forces.

May 22  □  Single ownership of five TV stations is permitted by FCC, from former limit of three.

June 5  □  Purchase by Sol Taishoff and wife of 50% interest in Broadcasting Owned by Mr. and Mrs. Martin Codell gives Taishoff's full ownership of magazine founded by Taishoff and Codell in October 1931. Taishoff becomes publisher of Broadcasting post held by Codell, and continues as editor. □  Colgate-Palmolive-Peet Co. notifies stations to suspend all spot and station-break announcements for 24 hours or longer after news of invasion breaks.

June 12  □  Radio gives nation news of invasion of Europe by Allied forces. □  Allied Expeditionary Forces inaugurate broadcasting service for troops invading Europe, under direction of Colonel Edward M. Kirby, former NAB public relations director.

June 19  □  National War Labor Board orders prompt settlement of recording dispute between RCA, CBS, NBC and AFM with union to let members resume work for those companies; calls for negotiation of settlement agreement within 15 days; AFM refuses to let members work for those companies until they accept same terms as other recording firms.

July 31  □  MBS plans to outlaw hitch-hikes, cow-catchers next year.

Aug. 14  □  NBC announces it has completely eliminated hitch-hikes and cow-catchers from all programs it broadcasts.

Sept. 25  □  Chester J. LaRoche, former chairman of Young & Rubicam, is elected vice chairman of Blue Network board, making him operating head of network.

Oct. 2  □  FCC opens hearings on postwar allocations with testimony of Radio Technical Planning Board that agreement had been reached to recommend 41-56 mc band for FM, TV allocations to extend upwards from there. □  Democrats begin five-minute broadcasts, using last part of popular half-hour network shows where advertiser will clear them.

Oct. 7  □  CBS, in testimony presented by Paul Kesten, executive vice president, asks for more space for FM, with TV being moved to UHF part of spectrum above 300 mc.

Oct. 13  □  Muzak Corp., now owned by William B. Benton, asks FCC for "suitable number" of FM channels for noncommercial subscription-broadcasting service, nonsubscribers to get "pig squeal." □  AFM President Petriello rejects direct appeal of President Roosevelt to call off recording strike against RCA, CBS, NBC.

Oct. 23  □  Invasion of Philippines is first announced by radio from floating broadcasting station off Leyte; Major A.A. Schechter, former NBC News chief, directs radio coverage. □  Morris Pierce enlists cooperation of armored division to capture Radio Luxembourg intact, giving OWI 150 soldiers to use in support of advancing Allied armies.

Nov. 6  □  Edgar Kobak resigns as executive vice president of Blue Network to become president of Mutual. □  Chairman James Lawrence Fly resigns from FCC to open own law office in New York.

Nov. 20  □  Paul Porter, former CBS attorney, wartime government official, publicity director of Democratic National Committee, is nominated for FCC. □  RCA, CBS and NBC give up fight against AFM, submit to royalty payments to union unemployment fund. □  Broadcast Measurement Bureau is approved by ANA and AAAA; NAB appropriates $75,000 for first year's operation.

Nov. 27  □  WJWJAM Detroit bans all transcribed announcements as of Dec. 1, 1945. □  Blocking AFM plans to take over transcription handling National Labor Relations Board certifies National Association of Broadcast Employees and Technicians, technicians union, as bargaining unit for all NBC and Blue-owned stations outside Chicago (where AFM local already has contract).

Dec. 4  □  Robert D. Sweezey, general counsel of Blue Network, moves to Mutual as vice-presi-
Thanks, Broadcasting, for fifty years of support and service to our station and to the industry.

For fifty years you've been our source of information and support. During that time you've never forgotten the importance of the individual stations. We've never suffered from benign neglect.

You've been a good friend and neighbor. A toast to the next 50 years.

From Allbritton Communications:
WJLA-TV, Washington, D.C.
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Jan. 8  □  NABET walks out of negotiations with NBC. ABC takes its case to National Labor Relations Board. □  Hugh M. Felits resigns as general manager, KFAB/AM Omaha, to head Broadcast Measurement Bureau.

Jan. 16 □  FCC announces allocations proposals; TV band is divided; FM moved to 84-102 mc to disassociate its advocates who had hoped to keep it in 50 mc area.

Jan. 29 □  Cecil B. DeMille, refusing to pay special American Federation of Radio Artists $1 assessment to oppose so-called “right to work” proposition on previous November’s ballot and failing in his court fight to prevent his suspension by union, can no longer appear on Lux Radio Theater broadcasts.

Feb. 12 □  Liberation of Manila completely covered by radio; highlight is broadcast by Bert Slein, released from Santo Thomas internment camp, who told NBC audience: “As I was saying when I was so rudely interrupted over three years and a month ago . . . “ He had been broadcasting on NBC when Japanese bombs destroyed Philippine transmitter. □  AFM tells members not to appear on television until further notice; stations not notified.

April 16 □  Radio covers death of President Roosevelt; commercial programming discarded for tributes; commercial announcements eliminated; only news and music retained.

April 23 □  Philo Corp. dedicates world’s first multi-relay network between Philadelphia and Washington, seen as forerunner of nationwide television networks.

May 14 □  Pooled coverage of Nazi surrender brings American people full details of end of war in Europe; for broadcasters V-E Day means end of ban on man-in-the-street programs, request numbers and other wartime program restrictions, but continued demands for men and material that freeze on new construction won’t be lifted until V-J Day.

May 21 □  FCC allocates spectrum space above 25 mc with exception of 44-108 mc; delays decision as to placement of FM propagation studies to be made by FCC and industry engineers.

June 4 □  In joint request, FM Broadcasters Inc. and Television Broadcasters Association ask FCC to allocate 44-108 mc immediately; FM to get 50-54 mc for educational use; 54-68 mc for commercial operation; TV to receive 88-74 mc and 78-108 mc. □  Stations object to FCC questions on commercial-versus-sustaining time; point out that sponsorship does not prevent program from being public service and that commercial-sustaining ratio is not true measure of operation in public interest.

June 11 □  Frank Stanton, vice president of CBS, is elected director and appointed general manager; vice presidents James H. Ream and Frank K. White also elected directors of CBS.

July 2 □  FCC allocates FM to 86-108 mc band; TV: ch. 1, 4-4.50 mc; ch. 2-4, 54-72 mc; ch. 5-6 76-88 mc.

July 9 □  FCC rules on records on financial identification, dopping requirement for identifying each record played and leaving language up to broadcasters.

July 23 □  Associate Justice Justice Miller is picked as new NAB president, to assume office Oct. 1 for five-year term.

Aug. 2 □  FCC adopts new provisions requiring licensees to file annual ownership reports, plus interim reports on changes in "policy-making personnel"; ownership data to become public record but network and transcription contracts and financial data not to be open. □  FCC, by a 4 to 3 vote, approves sale of Crosley Corp., including WwC Cincinnati, to Aviation Corp. for $21 million. □  Westinghouse discloses "Stratovision" plan for airborne television transmitters to serve as relay stations for TV and FM programs as networks without wire connection.

Aug. 13 □  FCC decides financial data it collects will be kept confidential or disclosed at commission’s discretion; to broadcasters’ protests that disclosing their financial affairs would put them at disadvantage with competitive media, Commissioner Clifford Dunn replies that newspaper and magazines are private; radio is public; FCC announces that on Oct. 7 it will start acting on applications in its pending files, pressagio radio’s greatest construction boom. □  NAB chooses A.D. Willard, manager of WSM Nashville, to assume the position vacated by James H. Ream.

Aug. 20 □  Radio teils world of Japanese acceptance of Potsdam terms and end of World War II.

Sept. 10 □  Approving sale of Crosley radio properties to Avco by 4-3 vote, FCC announces "open book" policy toward future station sales, permitting number of applicants to compete for acquisition of any station put on market with FCC determining successful buyer on same basis as awarding new facility.

Sept. 17 □  FCC issues rules and regulations for FM broadcasting. □  Associated Broadcasting Corp. puts fifth national network on air.


Oct. 1 □  Networks sign NABET contract, including recognition of platter-turning jurisdiction.

Oct. 22 □  James C. Petrillo, AFM president, tells networks that "dual broadcasting" of musical programs on FM as well as AM outlets violates their AFM contracts. □  FMRI board votes to merge with NAB, which will establish an autonomous FM division.

Nov. 5 □  President Truman opens radio news gallery broadcast room in Senate wing of Capitol.

Nov. 20 □  Broadcasting becomes Broadcasting Telecasting with first appearance of Telecasting on cover and masthead. □  New FCC television-allocations plan follows proposals of Televisors Broadcasters Association, assigns seven channels each to New York, Chicago and Los Angeles, gives additional channels for 33 other cities, sets 28 hours per week as minimum operating schedule.

Dec. 10 □  U.S. Supreme Court rules that FCC must hear all mutually exclusive applications before making grants; reverses grant to WJZ Miami, Grand Rapids, Mich.; sustains appeal of WJZ Miami, Mich.

Dec. 17 □  Licensees must retain control of programs. U.S. District Court for New Mexico rules outlawing contract whereby KOBX Albuquerque, N.M., was to turn over one hour of broadcast time each day to New Mexico College of Agriculture and Mechanical Arts.

Dec. 24 □  FCC announces tentative allocation plan for FM, providing for over 1,500 FM stations; makes 32 more conditional grants bringing total to 229.

Jan. 14 □  William S. Paley is elected board chairman of CBS; Paul W. Kesten becomes vice chairman; Frank Stanton is elected president.

Jan. 28 □  After two days of hearings, FCC denies petitions of Zenith and General Electric rules that FM will stay at 88-108 mc. □  Achievement of John H. de Witt in "shooting the moon" is sensation of Institute of Radio Engineers convention; report details how chief engineer of WSM Nashville, as Army Signa Corps officer, bounced radar signal off earth's satellite some 240,000 miles away and got echo back.

Feb. 4 □  General Mills allocates $5 million half its advertising budget, for radio in 1946. □  CBS demonstrated color-television film program broadcast from its new UHF transmitter says with industry cooperation color for home can be available within year.

Feb. 18 □  Charles R. Denny Jr. becomes acting chairman of FCC as Paul Porter is drafted to head Office of Price Administration. □  First Washington-New York telecast through AT&COs coaxial cable is termed success by engineer and viewers.

Feb. 25 □  House approves Leu Bill to outlaw union excesses, chiefly those of AFM against radio. □  FCC report on Stratovision reveals that usable signal transmitted with 250 w from altitude of 25,000 feet have been picked up 250 airline mile away.

March 4 □  NARB signatory managers negotiate three-year interim agreement; clear-channel stations protest compromise that gives CBS right to use five between 1322-4300 kc, forseen damaging interference. □  Donald Flann, former owner of WGNAM New York, win $350,000 verdict against Edward J. Noble ABC board chairman, in New York Supreme Court; jury upholds Flann’s charge he was forced to sell station to Noble in 1940.

March 11 □  FCC issues 139-page report of “Public Service Responsibility of Broadcasts
FROM THE FROZEN WASTELANDS OF THE ANTARCTIC,

TO THE SEARING DESERTS OF KUWAIT, AND

1,700+

BROADCAST TRANSMITTERS LATER...
Licenses' soon nicknamed "The Blue Book," which lists carrying of sustaining programs, local live programs and programs devoted to discussion or public issues, along with elimination of advertising excesses, as factors to which FCC will give "particular consideration" when asked to renew station licenses. NAB declares basic freedoms of radio are at stake.

March 18  □  FCC makes first postwar full grants of construction permits for commercial FM stations.

April 1  □  ABC adopts elaborate system for recording and rebroadcasting network programs developed by Charles E. Rynd, network vice president, to keep them on air at same hour locally despite variations in time from city to city as some adopt daylight time, others remain on standard time.

April 22  □  President Truman signs Lea Act, drafted to stop featherbedding practices of unions; AFM plans court test of law's constitutionality. If FCC adopts Avco "auction" plan it will also seek control of station sales prices, Charles R. Denny, acting chairman, tells hearing. Opposing proposal, CBS, color television program is successfully transmitted over 450-mile coaxial cable link from New York to Washington and back.

April 29  □  Associated Press votes to admit stations as associate members, in recognition of "radio as a great medium for the dissemination of news; stations to have no vote in AP affairs.

World Wide Broadcasting Corp., wins fight for return of shortwave stations when Board of War Communications rescinds order of Nov. 4, 1942, seizing WWL and other World Wide transmitters. CBS presents plan for FM network of 200 stations, with five superpower AM stations, on broadcast-sharing basis, for a fee of $500 million for the color television program. Defying Lea Act, AFM President Petrillo notifies members not to play for combined AM-FM programs.

May 20  □  Census Bureau reports 90.4% of U.S. homes had radios in 1945, up 17.9% from 1940.

June 3  □  AFM strikes WWJ in Detroit; AFM strikes WBBM in Chicago over station's refusal to hire three additional "musicians" to work as librarians in movie seen as precipitating court test of Lea Act. Proposed amendments to Standards of Good Engineering Practice for FM include designation of community stations as Class A, with maximum power raised from 250 w to 1 kw; metropolitan and rural stations to comprise Class B (adopted June 24).

June 10  □  AFM President James C. Petrillo tells union's convention that if Supreme Court upholds Lea Act as constitutional he will forbid musicians to play on network programs at expiration of present contracts on Jan. 31, 1947.

June 17  □  FCC denies FM license to WWZ in Washington because of plan to duplicate give-away program which commission holds of questionable legality. Major Edward Bowes, originator of radio amateur show, dies after locoedness on eve of 72nd birthday.

June 24  □  WCBS, David Bracco heavyweight title bout, sponsored by Gillette Safety Razor Co. on four-city hook-up, reaches estimated

100,000 viewers, convinces skeptics that television is here. □  E. F. MacDonald Jr., president of Zenith Radio Corp., in Collier's magazine article, declares advertising alone cannot support television; public must pay for TV programs as it does for movies, magazines, newspapers. □  Cooperative Analysis of Broadcasting announces "temporary suspension" of service on July 31 after 17 years; Hoopla events made available to exclusive CAB subscribers.

July 22  □  Denying petition of Robert Harold Scott for revocation of licenses of three San Francisco stations for refusing him time for talks on atheism, FCC nevertheless warns that "lit freedom of speech is not to have meaning ... must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve." □  FCC adopts plan to set aside for one year every fifth Class "B" FM channel.

July 29  □  Religious leaders of all faiths denounce FCC opinion in atheism case.

Aug. 5  □  NAB membership passes 1,000 mark.

Commission adopts watered-down version of Avco plan lacking features that broadcasters most strenuously opposed.

Aug. 12  □  FCC adopts interim clear-channel policy providing for consideration of some clear-channel applications with mutually exclusive nonclear-channel requests; industry puzzled whether this means breakdown of clear-channel policy. Paul W.detten resigns as vice chairman of board and director of CBS because of ill health; to continue to serve as a consultant.

Aug. 19  □  Bing Crosby signs $300,000 per-week contract to do series for Philco, broadcast on ABC but transcribed in advance, deal is said to stipulate return to live broadcasts if program's rating falls below agreed-on level.

Sept. 23  □  Drew Pearson, columnist-commentator, and his former partner, Robert Allen, apply for facilities of Hearst Radio's clear-channel station, WWL in Baltimore, under "comparative consideration" clause of FCC rules.

Sept. 30  □  CBS petitions FCC to adopt standard and authorize commercial operation of color-television stations in UHF frequencies immediately. Licenses of AM stations pass 1,000 mark.

Oct. 21  □  AFM, after demanding increases ranging from 233% to 566%, accepts record manufacturers' offer of flat 37% increase in musicians' pay; asks transcription firms for $55 per man to make commercial disks of one minute or less.

Oct. 29  □  Clear Channel Broadcasting Service proposes realignment of clear channels whereby 20 stations (five to each network) would get 750 kw power. □  Promotional organization (subsequently named FM Association) is organized to foster growth of FM and succeed FMBA, now division of NAB.

Nov. 4  □  RCA demonstrates all-electronic system of color TV.

Nov. 11  □  Bruce Myers is first advertiser to sponsor television-network program: Geographically Speaking, which started Oct. 27 on NBC-TV's two-station network.

Nov. 18  □  Robert Harold Scott gets time on KOMAR in San Francisco to argue cause of atheism; more than 5,000 listeners write station to praise or condemn its grant of time for broadcast. □  Robert L. Kintner, ABC vice president in charge of business affairs, is elected executive vice president.

Dec. 9  □  Charles R. Denny is promoted from acting chairman to regular chairman of FCC.

Federal District Court Judge Walter L. Bury rules Lea Act unconstitutional, sustains motion of AFM President James C. Petrillo to dismiss charges of violating Lea Act in calling strike at WWJ in Chicago; appeal to Supreme Court is pending.

Dec. 16  □  Supreme Court upholds FCC in denying license renewal to WWOAM in Albany, N.Y., for failure to disclose 24% interest held by Sam Pickard, former FCC commissioner and CBS vice president, for 12 years.

Dec. 23  □  FCC orders networks to report on sustaining programs for next week of Nov. 17-23, making good on "Blue Book" promise to request this information every quarter.

1947

Jan. 13  □  Roy Hopfen, KHTI-KOOP-KFM Houston, is elected president of new FM Association at first general meeting.

Jan. 27  □  Receiver production hit high of 15-million units in 1946, Radio Manufacturers Association reports.

Feb. 9  □  Competing color systems are viewed by FCC as prelude to direct testimony at hearing on CBS petition for approval of commercial licenses for color TV.

Feb. 17  □  Money paid AFM by recording companies will be spent for free public concerts, James C. Petrillo announces; nearly $2-million already collected.

Feb. 24  □  Tests prove Stratovision feasible, Westinghouse tells FCC.

March 24  □  FCC denies CBS petition for commercial color-TV operation, sends color back to labs for continued search for "satisfactory" system.

April 7  □  Carl Hawerkin, CBS station-relations vice president, is appointed first paid president of Bmi at salary of $35,000 per year. □  Bmi now has 35,9-million radio families (93% of all homes) who listen total of 150,8 million hours per day, according to surveys made by Market Research Co. of America and A. C. Nielsen Co. for CBS.

April 21  □  Justin Miller, NAB president, urges stations to editorialize despite Mayflower edict.

April 29  □  Fred Allen uses gag about network vice presidents which NBC had ruled out and is cut off air while he tells it; story is front-paged across nation as advertising agency demands rebate for 35 seconds of dead air.

May 12  □  Senate votes to ban union-controlled "clash funds" in amendment to Labor Bill that would permit payments such as those made to AFM by record manufacturers only if funds are jointly administered by union and management.

May 26  □  WJW in Cleveland wins award for $120 k $50 k after long fight with WABC in Akron, Ohio, whose application was denied solely on program grounds, FCC states.

June 9  □  AT&T files proposed rates for coaxial cable intercity television program service; base rate of $40 per mile per month for eight-hour daily service is called exorbitant.

June 30  □  Within hour, Taft-Hartley Act becomes law and Supreme Court upholds constitutionality of Lea Act ban on featherbedding.

July 7  □  Abolition of federal ban on new construction lets broadcasters go ahead with building plans. □  FCC proposes to approve sale of KDAM in Medford, Ore., to Medford Radio Corp., which matched prior offer of Gibson Broadcasting Corp.; decision is under

Broadcasting Oct 12 1947

164
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AM Transmitters from 250 to 25,000 watts. FM from 250 to 50,000, and a line of indispensable audio processing equipment.
Jan. 19  ▪ Federal Judge Walter LaBuy again finds James C. Petriello, AFM president, not guilty of violating Lea Act by causing strike of librarians at WARRAM Chicago; Representative Clarence F. Lea (D-Cali) states that he plans to introduce a bill to change the strike law.

Jan. 26  ▪ AT&T files FM tariffs; base monthly airline-mile cost for 16 consecutive hours per day is $10, compared to $6 for AM.

Feb. 2  ▪ FCC by 4-to-2 vote in WILSHAM Port Huron, Mich, case, holds section 315 of Communications Act to comprise "absolute" prohibition against stations censoring political broadcasts; states this federal prohibition will relieve states of responsibility for libelous material in political broadcasts. ▪ RCA announces development of 16-inch TV picture tube, first metal kinescope, with picture area of 125 square inches.

Feb. 9  ▪ Western Union reveals plans to enter TV network service, starting with microwave relay between New York and Philadelphia.

Feb. 23  ▪ FCC assigns band for intensity TV relays operated by broadcasters for interim period until permanent common-carrier facilities are available.

March 1  ▪ Senate Interstate and Foreign Commerce Committee votes FCC to hold up Clear-channel channel as Senator Edwin C. Johnson (D-Colo), ranking minority member, introduces bill to break up Clear channels and limit power.

March 8  ▪ FCC starts hearings on right of stations to editorialize.

March 15  ▪ American Jewish Congress petitions FCC for revocation hearing for KMPH Los Angeles, charging station with "slanting" news comments.

March 22  ▪ FCC holds three-day hearing on proposed standards for facsimile broadcasting.

March 29  ▪ AT&T files new tariffs for intercity TV transmission, substantially lower than those proposed a year ago.

April 19  ▪ Court of Appeals for District of Columbia reverses FCC's nonhearing grant to Joseph P. Stanton of 10 kw daytime station at Philadelphia in Cincinnati's B-clear channel (1530 kc); rules that when licensee claims grant would adversely affect him he must be given opportunity to argue his case and if argument indicates that his rights would be adversely affected, full-dress hearing on application must be held.

April 26  ▪ As Senate Commerce Committee closes hearing on Johnson Bill to break down clear channels, Acting Chairman Charles W. Tobey (R-N.H.) issues surprise order for new hearing to investigate broadcast allocations, regulations and patent ownership.

May 3  ▪ Affirming lower court's denial of injunction to WSNY Rochester, N.Y. to keep ABC and MBS stations from switching affiliations to other stations, U.S. Second Circuit Court of Appeals, New York, holds that network is not common carrier and can make whatever contracts it wishes for distribution of its programs.

May 10  ▪ Texas attorney general notifies FCC that despite its whs Fort Huron decision, Texas libel laws are still in effect and "stations carrying libelous material shall be subject to state laws." ▪ FCC orders into effect earlier proposal assigning TV ch. 1 (44-50 mc) to nongovernment fixed and mobile services, denying FM spokesmen's pleas for that channel for use in FM network relaying; gives stations in 44-50 mc band until end of year to move to 98-108 mc; issues proposed new expanded TV allocation table; calls hearing on feasibility of TV use of frequencies above 475 mc; proposes required minimum hours of TV station operation be scaled from 12 hours per week for first 18 months to 28 hours per week for next 36 months.
on recordings; proposes royalty payments to be made to disinterested trustee, who would collect funds from recordings and use them to hire unemployed musicians, avoiding Taft-Hartley ban on direct payments to union.

Sept. 27 □ NBC proposes new TV-affiliation contracts calling for station to give NBC 30 hours of free time per week, while network assumes all connection costs; NBC sets objective of 28 hours per week of network service. NBC agrees to “forbear” to force ABC to transmit from New York to Boston TV programs sent via Philco’s own relay system from Philadelphia to New York; charges AT&T with insisting its intercity facilities be used allway.

Oct. 4 □ FCC puts freeze on TV licensing and hearing functions, pending decision of changes in present TV standards.

Oct. 1 □ CBS purchases “Amos ’n’ Andy” outright for $2 million makes strong effort to get Bergen and McCarthy away from NBC. □ Court of Appeals for District of Columbia rules that FCC must grant hearing to any station that claims it will be harmed by grant of another application, even if interference would occur outside normally protected contour; in decision reversing nonhearing grant to put 1 kW daytime station at Tarboro, N.C., on 760 kW I-A clear channel of WMAR-Detroit.

Oct. 25 □ FCC rules that equal-time provision of Communications Act applies only to candidates competing against one another in same contest. □ Ultrafax, high-speed communications system claimed to be capable of transmitting and receiving million words per minute, developed by RCA in cooperation with Eastman Kodak Co and NBC is demonstrated.

Nov. 1 □ Record companies threaten to boycott TV over public music fund administered by impertial trustee.

Nov. 22 □ FCC orders hearing on news policies of G. A. Richards, owner of KMBC (KCMO) Los Angeles, WJZ (Baltimore), and WJZ (Cleveland). □ Associate of Federal Communications Consulting Engineers is engaged by 26 consultants.

Nov. 29 □ CBS gets Jack Benny program; will start Jan. 2 in same Sunday evening period (7-7:30 p.m.) and with same sponsor (American Tobacco Co.). It had on NBC: Edward Bergen heads awaiting internal Revenue ruling. Phil Harris-Alan Hale show to remain on network.

Dec. 6 □ Frank M. Folsom, executive vice president in charge of Victor Division becomes president of RCA, succeeding Brigadier General David Saroff, who retains board chairman. □ Ward’s “Otellia” is telecast on first of Metropolitan Opera House in New York on ABC-TV with Texas Co. as sponsor.

Dec. 20 □ Recording peace near as Labor Secretary Maurice Tobin and Attorney General Tom Clark approve “trust fund” plan as within Taft-Hartley Act; Samuel R. Rosenbaum, one-time president of AFM; his replacement is chosen as “impartial and administrator of fund.”

Dec. 27 □ Transcription companies sign five-year agreements with AFEM.

Jan. □ Affirming FCC’s denial of application of Bay State Beacon Inc. for Brockton, Mass., station, which would offer 95% of its time for sale, Court of Appeals of District of Columbia rules commission has right to examine percent ages of commercial and sustaining time proposed by applicant.

Jan. 10 □ Data from Stratovision tests deliver good pictures to some areas but in others local-station interference mars reception. □ With Jack Benny and Amos ’n’ Andy’ s Sunday night line-up, CBS Radio now tops NBC in ratings in critical 7-8 p.m. period. □ Resisting FCC order to move all FM to 68-108 MHz, FM in ventor. E. H. Armstrong, wins stay order from U.S. Court of Appeals for District of Columbia permitting his experimental station, WMMN, Alpine, N.J., to continue operating on 44.1 MHz pending hearing.

Jan. 17 □ John Churchill resigns as BMB research director; NAB lends its director of research, Dr. Kenneth H. Baker, to supervise BMB’s second national-wide survey of station and network audiences. □ AT&T coaxial cable links East Coast and Midwest television stations.

Jan. 24 □ CBS gets services of Bing Crosby for both radio and television.

Jan. 31 □ Baltimore court finds three stations guilty of contempt for violating rule prohibiting publication of crime news. □ CBS signs Edgar Bergen and Red Skelton; other deals reported near. □ Academy of Television Arts and Sciences announces first Emmy awards; TELEVISION Los Angeles televises ceremonies.

Feb. 7 □ Appellate division of New York Supreme Court sets aside award of $450,419 to Donald Flamm, former owner of WMMCN (New York, WABC, ABC) board chairman, to whom Flamm sold WAMC in 1941. □ Pennsylvania state board of censors of motion pictures orders censorship of TV films before they are telecast by any Pennsylvania station.

Feb. 14 □ NBC rescinds rule against use of transcriptions on network.

March 7 □ NBC affiliates give network vote of confidence at Chicago meeting. □ Hugh Felts resigns as president of BMB to become general manager of KING FM Seattle.

March 21 □ Fred Allen signs contract giving NBC exclusive rights to his services for radio and television.

April 4 □ NAB protests limitations on use of 540 kc channel proposed by FCC; to limit power to 1 kw and no use at all within 25 miles of some 224 military installations; points out that 1947 Atlantic City allocations made 540 kc broadcast channel.

April 11 □ Frank K. White, president of Columbia A & M and previously treasurer and vice president of CBS, becomes president of Mutual, succeeding Edgar Kobach, retiring to open office as business consultant.

April 18 □ After stormy debate on convention floor, with expansion of Broadcast Advertising Department of NAB demanded, board creates Broadcast Advertising Bureau, names Maurice B. Mitchell as its director, operating under board policy committee, and earmarks $100,000 to get it going. □ WMBI wins vote of confidence from convention and loan of $75,000 from American International. □ National Advertising conference at Mexico City comes to stormy end as U.S. delegation refuses to approve pilot plan giving Russia and other countries greater share of channel hours.

May 2 □ Two New York-Chicago channels added to AT&T coaxial cable service now provide three west-bound and one east-bound channel for television programs.

May 9 □ FCC authorizes NBC to operate UHF stations at Bridgeport, Conn., for experimental rebroadcasts of programs of UHF WATTV in New York.

May 16 □ CBS signs Frank Stanton to 10-year contract to continue as president at base salary of $100,000 per year, followed by 10-year consultant’s contract at $25,000 per year.

May 23 □ Mark Woods signs five-year contract with ABC to remain as president at $75,000 per year; Robert E. Kinter as executive vice president, at $50,000, and C. M. Davila as ABC vice president and treasurer at $27,500, all provide for increases if earnings improve. □ Associated Actors and Artists of America, parent AFL talent union, sets plans for new branch, Television Authority, to end conflicting claims of Actors’ Equity, AFRA, Screen Actors Guild and others.

May 30 □ FCC consolidates all major television problems, including UHF-VHF allocations and color; plans hearings to start in August. □ Arkansas Supreme Court upholds Little Rock’s city tax on radio stations. □ Representative John Rankin (D-Miss.) introduces bill to make networks, stations and broadcasters-commissioners to suit up in the district where he resides “at the county seat” by law of Congress; FCC is “too slow,” Rankin states.

Disputing suggestion of FCC Chairman Wayne Coy that FM stations be forced to duplicate AM programs when facilities are jointly operated, FM Association President William F. Ware declared that “such regulations would sound the death knell of FM.” □ WOR-LAM: Boston goes off air after fighting for license renewal since 1945. □ Longest direct TV pickup, 129 miles, made by KNBB-TV San Diego during dedication when it got and broadcast salute from KLAS-LAS Angeles without special equipment of any kind.

June 6 □ FCC sanctions editorializing by broadcast stations within undefined limits of “fairness” and “balance” by 4-1 vote, overriding eight-year-old Mayflower decision; Commissioner Frieda B. Hennessy, dissenting, considered fairness “virtually impossible to enforce.” □ CBS announces it will editorialize “from time to time.”

June 13 □ FCC repeals Aroco rule which for four years had required stations up for sale to be advertised for competing bids; admits rule had failed its purpose and often inflicted “severe economic and other hardships” on buyers and sellers. Maryland courts have applied the reverse lower court ruling that upholds “Baltimore” rule, reverses contempt citations against WCEMM-Miami, WMWW-Baltimore and James P. Connolly, former with news editor. □ NAB TV Music Committee and ASCAP reach tentative agreement on AM formula plus 10% as basis for TV music licenses; stations and ASCAP members asked to approve before July 1 deadline.

June 27 □ Broadcast Advertising Bureau
transfers headquarters to New York; plans expanded operations with $200,000 budget.

July 4 □ CBS, having announced that it would broadcast editorials over its own name, now says it will sell time for “expression of opinion on public issues.”

July 11 □ Sylvia L. (Puit) Weaver vice president and radio-TV director of Young & Rubicam, joins NBC as vice president in charge of television.

July 16 □ NAB board streamlines association organization, establishes audio division comprising both AM and FM and video division; A.D. Willard, executive vice president, declines appointment as head of video division and resigns to return to private industry; □ FCC announces TV allocations plan: to add 42 UHF channels to present 12 VHF channels, with another 23 to 28 UHF channels reserved for experimental television, providing for 2,245 TV stations in 1,400 communities.

Aug. 28 □ FCC bans give-aways as violation of criminal lottery laws.

Sept. 5 □ ABC, CBS, NBC seek injunctions to prevent FCC from putting its anti-give-away rule into effect.

Sept. 12 □ AT&T’s policy of not connecting its television-network facilities with those of private broadcasters is called “unfair” in proposed FCC report; □ Attempts of TV networks to obtain exclusive rights to World Series end in court, costs to all on “no-pipe, no-charge” terms; Gillette Safety Razor Co. buys rights, gets TV time free.

Sept. 26 □ FCC denies sale of WHAS/AM, Louisville, Ky., to Crosley Corp. because of overlap of WHAS and Crosley’s WVLW in Cincinnati; □ Justice Department files antitrust suit against Lorain (Ohio) Journal, charging conspiracy to damage WFMJ-FM Elyria-Lorain through restraint and monopoly of dissemination of news and advertising; □ FCC suspends ban on give-away programs until court tests decided; □ Scheinly Distillers, after proposing to buy time for its hard-liquor products, decides to maintain “no radio” policy.

Oct. 10 □ Niles Trammell becomes NAB board chairman; Joseph McConnell, RCA executive vice president, succeeds him as NBC president; □ CBS demonstrates studio, film and outside pickup in color to FCC; observers find quality generally good.

Oct. 17 □ RCA official demonstration of its color system to FCC, presented in rush, is admittedly disappointing; later informal showing much better.

Oct. 24 □ TV networks sign five-year contracts with ASCAP retroactive to Jan. 1, 1949, work commences on per-program license terms.

Oct. 31 □ U.S. District Court for Eastern District of Pennsylvania rules that attempt of state board of censorship to require censorship of television films is invalid because it infringes on field of interstate commerce.

Nov. 7 □ Mutual and Gillette Safety Razor Co. sign seven-year, $1-million contract for radio rights to World Series and All-Star baseball games.

Nov. 14 □ U.S. Supreme Court upholds Little Rock, Ark., city taxes of $250 per year on generation of radio waves and $50 on solicitors of local advertisers; □ NBC reorganizes into three self-contained operating divisions: television network, radio network, owned-and-operated stations, plus small, high-level management staff.

Nov. 21 □ NAB approves plan to reorganize BMI as independent stock company along line of BMI; extends deadline for dissolution of present BMI to July 1, 1950; □ Television Authority is launched as AFL union talent union for television and film division of Screen Actors Guild and Screen Extras Guild.

Dec. 12 □ Stalemated when U.S. rejects Cuba’s channel demands, NARBA conference at Montreal resumes for fourth session to give U.S. and Cuba time to work out agreement; □ FM Association votes to disband, merge with NAB.

May 15 □ Television does not hurt attendance at sports events after first year of set ownership, when novelty has worn off, according to study conducted by Jerry Jordan.

May 22 □ CBS draws NBC’s two network stations, with NAB’s Color Television Inc. demonstrates its color system to FCC; □ DuMont shows its new three-color direct-view TV receiver tube.

May 29 □ Chromatic Television Labs and Don Lee Broadcasting System both announce development of new tri-color TV tubes.

June 5 □ ABC and its five owned stations pull out of NBC starts counter raid for CBS talent; signs Groucho Marx to eight-year, $3 million capital-gains contract; goes after other name stars.

June 12 □ NBC signs Bob Hope to five-year contract; □ KRJF-AM-TV Los Angeles asks all employees to sign loyalty oaths disclaiming membership in Communist Party or other subversive groups; □ Radio Manufacturers Association becomes Radio-Television Manufacturers Association.

June 19 □ ABC signs Don McNeill, conductor of Breakfast Club, to 20-year contract; also purchases Screen Guild Players; NBC signs Kate Smith to five-year TV contract; John Shepard 3d, founder of Yankee Network, dies of heart attack at 64; □ Skatron Corp. announces “Subscriber Vision” as its entry in pay television field.

July 4 □ Following outbreak of hostilities in Korea, White House calls for formation of all inclusive Broadcasters Defense Council to organize radio-TV for instant availability to government.

July 31 □ Association of National Advertiser starts drive for lower radio rates, citing inordinate rise in rates.

Aug. 21 □ Hugh M.P. Higgins, vice president and general manager of WMJIA/Mariette Ohio, is named interim director of Broadcast Advertising Bureau.

Aug. 26 □ FCC dismisses complaint against KOBAM-Albuquerque filed in March 1946; then New Mexico Governor John J. Dempsey accuses station of libelous attacks against him; admonishes station to “reread” commission’s new decision on editorializing.

Sept. 4 □ FCC states it will adopt CBS color television system unless set makers agree to “bracket standards” to enable sets to receive both 525-line pictures and 405-line images proposed by CBS; if they agree, commission will adopt “bracket standards” & black-and-white TV, postpone color decision.

□ General Foods drops Jean Muir from Aldric Family after protests against her appearance from “a number of groups”; □ John Committee Against Communist Credit for TV removal, announcing drive to “cleanse” radio and television of pro-Communist actors, directors, writers; Muir denies any Communist affiliations or sympathies; □ U.S. District Court in Cleveland holds that newspaper which refuses to carry advertisement of local radio sponsors violates antitrust laws, in deciding government antitrust suit against Lorain (Ohio) Journal for unfair competition with WEOL/AM Elyria, Ohio; □ Color Television Inc. announces new compatible “dash sequential” color TV; petitions FCC to reope color hearings.

Sept. 11 □ Three TV networks—ABC, CBS, NBC—agree to pay $50,000 apiece to Gillette Safety Razor Co. for pooled telecast of World
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Series, Gillette having paid $800,000 for TV rights; stations to be paid for one hour's time for each of four games; DuMont refuses to take part, dominion deal as "economically detrimental" to TV.

Sept. 28 □ Schemley International Corp. buys time on Hawaiian and Alaskan radio station to advertise whiskies. □ Multiplex Development Corp. demonstrates method for simultaneous broadcast of three signals on single FM channel.

Oct. 2 □ Liberty Broadcasting System starts operating as fifth national network, feeding more than 10 hours of programs daily to 240 outlets. □ Lewis Allen Weiss resigns as board chairman of Don Lee Broadcasting System, ending 20 years with regional network. New company, called Liberty, will operate in seven states. □ Zenith Titan Radio Corp. starts "_definition broadcast" system in Chicago.

Oct. 6 □ FCC approves CBS color, effective November 1. □ CBS promises 10 hours of color programs a week in first two months, RCA in second quarter. □ FCC denies licenses renewal to WJYX, Milwaukee; and WMLP, Youngstown, Ohio.

Oct. 23 □ NBC presents four-part radio plan to affiliates: Operation Tandem, rotating participation by six sponsors in five separate hour-long programs on four different nights; Night and Day, three-advertiser participation in two different programs on one night; and Three-Way Switch, rotating participation in half-hour radio and half-hour TV program. This is "Television, radio show made up of excerpts from six TV shows to be sold to radio sponsors.

Oct. 30 □ Reporting on its experience with UHF operation in Bridgeport, Conn., RCA states: "It will be most unfortunate if television expansion has to go into the UHF band."

Nov. 20 □ Cuba gets right to use six U.S.-A.-clear channels and Jamaica two under new five-year North American Radio Broadcasting Agreement. □ United States, Cuba, Bahamas, Jamaica and Dominican Republic. Mexico, which withdrew from conference, and Haiti, which did not participate, will be given chance to subscribe. □ Chicago federal court issues temporary restraining order halting FCC from putting its color rule into effect before final decision is made.

Dec. 1 □ FCC, by 4-to-2 vote, proposes to renew license of WBALAM Baltimore and deny application of Drew Pearson and Robert S. Allen for the 50-kw. 1.8-clear-channel facility.

Dec. 25 □ Chicago federal court dismissing RCA complaint against FCC adoption of CBS color system but bans commercial operation pending decision by U.S. Supreme Court. □ CBS asks all employees to sign loyalty oaths. □ NBC has inquired as to its employees Communist Party membership since 1944.

Jan. 1 □ FCC approves General Tire & Rubber Co. purchase of Don Lee Broadcasting System for $5,020,000. □ The company also owns Washington, D.C.-based KWKY Network, sells KTLV-Los Angeles to CBS for $333,765. □ New antenna rules call for special study of all towers over 500 feet for air safety purposes; those under 500 feet need special studies only if located near airports or airway systems. □ Gil Nahl, Co- owner of New York's TV rights to World Series and All-Star baseball games for six years at $1 million per year; also holds radio rights through 1956 with Mutual. □ Zenith Titan Radio Corp. starts "definition broadcast" system in Chicago.

Feb. 5 □ NAB board approves by-laws to board chairman (and elects Justin Miller to post, relieving him of operating duties) and TV participation; changes name of organization to National Association of Radio and Television Broadcasters; grants active-membership privileges to radio and TV stations and networks; creates autonomous 25-member radio and 12-member TV board of directors. □ Progressive Broadcasting System suspends operation two months and five days after its opening, Nov. 26, 1950.

Feb. 12 □ Average family sees movies at home slightly better than twice per week in "definition broadcast" test, Zenith Titan Radio Corp. says in report on first four weeks of pay-TV experiment.

March 5 □ Television Broadcasters Association dissolution; Thad H. Brown, J.T. TBA counsel, becomes president. □ RCA sues CBS, alleging it is unfair. □ George Marano, a former president of CBS, is assuming the presidency of the broadcasting division and Edward J. Noble Jr., ABC board chairman and chief owner, becoming chairman of finance committee.

March 12 □ After negotiations of more than year between ASCAP and All-Industry TV Program Committee fail to produce agreement on per-program license terms, ASCAP mails out license forms calling for payments of 8.5% to 9.5% of card rate for use of its tunes on commercial TV programs, terms had been rejected by industry committee.

March 19 □ Rowing drive for lower radio rates, ANA asserts that instead of TV on full network now amounts to 19% for NBC, 19% for CBS, compared to 14% for both networks in summer of 1950. □ ABC offers sponsors of afternoon programs on NBC 45% discounts on revenue of both-hour programs. □ ABC National Association of Radio and Television Station Representatives becomes National Association of Radio and Television Station Representatives, changing from NARS to NARTS. □ Frank Costello's hands is given three months to make television picture of week as he refuses to expose any criminals in New York, which include hearings of Senate Crime Investigation Committee whose chairman is Senator Estes Kefauver (D-Tenn.).
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United States: One Technology Parkway, Box 105600, Atlanta, Georgia 30348. Telephone 404-441-4000, TWX 810-766-4912, Telex 0542898
Canada: 1640 Bonhill Road, Unit 6, Mississauga, Ontario L5T 1C8. Canada. Telephone 416-677-6555, Telex 06983600
Europe: Horton Manor, Stanwell Road, Horton, Slough SL3 9PA, England. Telephone Colnbrook (02182) 3211, Telex 849406
June 25 □ ABC reorganizes into four divisions with a vice president in charge of each. Ernest Lee Jahncke for Radio Network Division, Alexander Stonorov for Television Network Division, Stuart Buechler for Owned Television Stations and Television Spot Sales, James Connolly for Owned Radio Stations and Radio Spot Sales. □ Louis-Swold heavyweight fight telecast to nine theaters in six cities but not to homes, draws capacity crowds. □ After years of hearings, FCC grants renewal of license to WABT, Baltimore, dismissing application of Drew Pearson and Robert Allen for facilities.

July 2 □ Mark Woods resigns as vice chairman of ABC. □ Sixteen advertisers co-sponsor first commercial colorcast, hour-long program on five-station East Coast CBS-TV hookup.

July 16 □ CBS separates its operations into six divisions, each with its own president: CBS Radio Division, headed by Howard S. Meghan; CBS Television Division, headed by J.L. Van Volkenburg; CBS Laboratories Division, headed by Arthur Murphy; CBS-Columbia Records Inc., (set manufacturing), headed by David H. Cogan; Columbia Records Inc., headed by James B. Conkling; Hytron Radio & Electronics Corp., headed by Bruce A. Coffin. □ Failing in its attempt to raid NBC, ABC introduces its own set of daytime series.

July 23 □ U.S. Court of Appeals orders FCC to resolve 10-year-old 770 kc dispute of WJZAM New York and KBAM Albuquerque, N.M. □ Aug. 20 □ Robert Saudek, ABC vice president, resigns to become director of Ford Television's Studio and Radio Workshop. □ Screen Actors Guild, opening contract negotiations with motion-picture producers, asks for ban on TV use of pictures made after Aug. 1, 1984, until agreement is reached on conditions of TV exhibition.

Sept. 10 □ President Truman address at Japanese peace-feast conference in San Francisco is pooled telecast to live $40 million coast-to-coast television facilities of AT&T. □ NCA announces TV schedule of 19 games featuring 29 teams on nine Saturdays; each city to get seven games with “在网络游戏中” Westinghouse Electric Corp. sponsoring on NBC-TV; colleges to get about $700,000 of $125 million paid for rights plus time. □ Gillette Safety Razor Co., holder of World Series TV rights for six years, signs four-year contract with NBC-TV as network to carry games.

Sept. 17 □ Senator William Benton (D-Conn.) proposes that limited amount of radio and TV time be given free to groups for political purposes.

Oct. 1 □ Brigadier General David Sarnoff, RCA board chairman, on completion of 45 years in radio, asks RCA scientists for three gifts for him: an electronic amplifier for light for television, a television picture recorder and an electronic air-conditioner for home use.

Oct. 8 □ Completely revamping its policies, NBC Radio eliminates “must buys” to let advertiser pick stations he wants; changes network rates of affiliates, some up, some down; adds five more stations, possibly as many as 200, to network; will broadcast “Minute Man” programs with top stars as network sustainers for local sale by affiliates on “pay as you sell” plan; offers certain network programs to advertisers on one-time or more-basis; revises network options to conform to changed sales requirements. □ Major league baseball teams drop “territorial” rules clamping radio-TV rights; Department of Justice starts court effort to break down professional football’s bans on broadcasting. □ Merger of radio-television properties of Roone Arledge, R.H. Macy & Co. completes WOR-AM-FM-TV New York with Don Lee and Yankee Network, giving new firm majority (58%) control of MBS.

Oct. 22 □ Complying with request of Defense Mobilization Chief Charles E. Wilson, CBS agrees to stop color-TV manufacturing and broadcasting for “duration of the emergency,” halt plans of James Lees & Sons Co. carpet firm, to be first regular network color-sponsor. □ NARTV board approves new and strict TV code with seal which subscribing stations may show; review board to enforce advertising and program provisions and to check unfair competition within industry; seal may be withdrawn for code violations.

Nov. 5 □ Judge Ira E. Robinson, one-time chairman of Federal Radio Commission, dies at 82.

Nov. 12 □ Federal District Court orders KFQAM San Francisco to make time available for campaign broadcast for Communist candidate as refusal would constitute censorship beyond authority of license.

Nov. 19 □ NBC Radio offers to guarantee to deliver 5.3-million messages weekly at cost of $2.75 per thousand for three-program deal; rebate will be made to advertiser if Nielsen audit at end of 13 weeks shows total listenership is below guarantee. □ Bing Crosby Enterprises announces development of system for recording sight-and-sound programs on magnetic tape; pictures shown at demonstrations described as “hazy” but “vibrant.”

Nov. 26 □ Transradio Press Service shuts down its news service after 17 years.

Dec. 3 □ NBC affiliates reject its “guaranteed advertising attention plan,” to delay new rate formula until research determines present radio values, approves establishment of NBC merchandising department but turns down its “market-basket plan” of merchandised advertising. □ Three-year-old Heart Fund license of Richards station, KXTA, Detroit, was bought by the NBC Los Angeles, ends with FCC accepting assurances of Mrs. G.A. Richards that stations would not broadcast biased or slanted news and granting lease renewal.

Dec. 19 □ National Television Systems Committee establishes field tests of tentative standards for compatible TV.

Dec. 21 □ Louis G. Caldwell, “dean of radio law,” dies at 60. □ Upholding lower court, U.S. Supreme Court holds that Lorain (Ohio) Journal violated antitrust laws when it refused to sell advertising to local advertisers who bought time on WEO, Elyria, Ohio.

Dec. 31 □ Westinghouse Electric Corp. buys $33-million exclusive package on CBS Radio and CBS Television, including conventions, 13-week get-out-the-vote campaign and election-night coverage.

1952

Jan. 7 □ Philo Corp. buys NBC radio-coverage of political conventions and election night for $3.6 million.

Jan. 28 □ Admiral Corp. buys convention and election coverage on ABC radio and TV networks for reported $2 million; DuMont announces cooperation with Life magazine, will be available for local sales by affiliates on co-op basis; after further withdrawal and Westinghouse buys DuMont as well as CBS coverage.

Feb. 25 □ Wayne Coy resigns as FCC chairman to become consultant to Time Inc. □ Liberty Broadcasting System sues 13 of major league baseball teams for $12 million, triple damage allegedly suffered through loss of Game of the Day broadcasts; MBS announces that nine teams have contracted for participation in its Game of the Day series.

March 3 □ Speaker Sam Rayburn (D-Tex.) bars radio-television-coverage of House Committees.

March 10 □ CBS acquires 45% interest in KOWAM Pittsburgh; arranges merger of WOCOM and WTCN-TV Minneapolis-St. Paul, with CBS holding 47%, subject to FCC approval. □ CBS demonstrates all-electronic color-TV receiver operating with CBS color system.

March 17 □ Adrian Murphy, president, CBS Labs, becomes president, CBS Radio Division, succeeding Howard S. Meghan, who joins general executive group of CBS Inc. □ Naylor Rogers, executive vice president of Keystone Broadcasting System, who entered radio in 1925 as general manager of KXAM Los Angeles, dies at 74.

April 7 □ Wallace A. White Jr., former Republican senator from Maine, co-author of Radio Act of 1927 and active in communications during his 32 years in House and Senate, dies at 74.

April 14 □ FCC issues “Sixth Report and Order,” lifting freeze on television as of July 1; provides for 682 stations in 1,291 cities, 617 VHF and 1,436 UHF, including 242 non-commercial educational stations (80 of them VHF); three zones are established, with different mileage separation and antenna-height regulations; Commissioner Robert F. Jones dissent, vehemently to whole report; Commissioner Frieda Hennock objects to “inadequate” educational reservations.

April 28 □ MBS Board Chairman Thomas F. O’Neil assumes presidency as well, following resignation of Frank White.

May 19 □ Liberty Broadcasting System, unable to break broadcasting restrictions of major baseball leagues, suspends operations.

June 2 □ Overruling Court of Appeals finding that transit broad casters had engaged in their business in ‘independent manner’ and saw no way for their freedom of the air, but without due process of law, U.S. Supreme Court holds that D.C. Public Utilities Commission was within its rights in permitting radio programming for street cars and buses in nation’s capital. □ Walter Evans, president, Westinghouse Radio Stations, dies at 53. □ FCC approves sale of KOWAM-TV Albuquerque, N.M., to Time Inc. and Wayne Coy for $800,000.

June 16 □ U.S. Supreme Court, reminding FCC its grant of new station to Texas Star Broadcasting Co., states that in considering application for new station commission must weigh gain of new service against loss to be suffered by existing licensee.

June 23 □ NBC reorganizes with Vice President Sylvester L. Weaver put in charge of both radio and TV networks; Frank White joins NBC as vice president and general manager for radio and TV. Vice President Robert W. Sarnoff heads newly created film division; NBC launches promotion drive for combined use of radio and TV as most effective advertising buy.

July 7 □ CBS Radio affiliates, at crisis conference, adopt resolution asking networks to
 resound 10% cut of year before and boost daytime radio rates by 20%. • **Radio Writers Guild calls strike** against ABC, NBC, CBS over issue of extra pay for writers on commercial programs.

**July 28** □ President Truman signs *McPortand bill*, first major overhaul of Communications Act of 1934, requiring FCC to issue cease- and-desist orders in addition to revoking licenses; prohibiting broadcasters from charging more for political advertising than for non-commercial ads; requiring FCC to act on case within three months of filing or six months after hearing is concluded, or to explain reason to Congress; forbidding staff personnel to recommend actions to commissioners; putting on FCC burden of proof that licensee is not qualified for renewal; permitting protests against grants to be made up to 30 days after grant but requiring FCC to answer such petitions or petitions for rehearing within 15 days; forbidding commissioners who resign to practice before FCC for one year after resignation; deleting permission to FCC to revoke licenses of those found guilty in federal court of antitrust violations. ■ Department of Justice files suit against 12 motion-picture producing and exhibiting firms charging conspiracy to restrain interstate commerce in 16 mm films in violation of Sherman Act in move to free films for use in television.

**Aug. 18** □ **CBS Radio affiliates approve discount** tantamount to 25% reduction in nighttime rates and accept 15% cut in network compensation, but win restoration of 1951 10% cut or daytime sales and increase of 5.5% in their pay for carrying shows; network also gives assurance that its card rates won't be cut or at least one year and that “deals” are out for good.

**Sept. 1** □ **Empire Oil Co. buys RCA's experimental UHF transmitter** for commercial operation in Portland, Ore.

**Sept. 8** □ **NBC cuts rates** through new discounts, average of 25% at night, with affiliates asking straight 14% cut in compensation; raises daytime rate 11.1% to restore 10% cut of 1951, but reverses discounts so increase to advertisers will be only 4% in morning and none in afternoon.

**Sept. 15** □ **Standard Radio Transcription Service** announces plan to discontinue monthly library releases and offer library, in whole or part, to stations on outright sale basis.

**Sept. 22** □ By rushing equipment across country from Bridgeport, Conn., to Portland, Ore., prairie Portland goes on air as first commercial UHF TV station. ■ **ABC Radio** reverses discounts to lower evening rates average of 25%; raises morning rates by 5%. ■ American Federation of Radio Artists and Television authority merge into American Federation of Television and Radio Artists (AFTRA).

**Sept. 29** □ **Max Uke of Kenyon & Eckhardt is named head of committee to set up ideal standards for broadcasting.** ■ Sub-committee of Advertising Research Foundation's committee on radio and TV ratings methods whose chairman is E. L. Deckinger of Blow Co.

**Oct. 6** □ **Merlin H. (Deak) Aylesworth, first president of NBC, dies at 66.**

**Oct. 20** □ **MBS reduces nighttime time costs 10% in TV areas, 10% in areas not yet served by TV.**

**Oct. 20** □ **NARTB and AAA adopt standard contract form for spot-TV time purchases, make it available to agencies and stations.**

**Oct. 27** □ **Harold A. Lafount, radio consultant to Bulova Watch Co., member of former Federal Radio Commission, dies at 72.**

**Nov. 17** □ **CBS opens its *Television City** in Hollywood.

**Dec. 1** □ **Don Lee Broadcasting System announces single rate, 7 a.m. to 1 p.m.**

**Dec. 15** □ **Niles Trammell resigns as NBC board chairman to become president of Bis-cayne Broadcasting Company, Miami; Brigadier General David Sarnoff assumes post in addition to remaining RCA board chairman.**

**1953**

**Jan. 5** □ **BDYO has broadcast billings of $40 million in 1952, making CBS agency customer for radio-TV for that year, BROADCASTING survey discloses.** • **Frank White** becomes NBC president, succeeding Joseph H. McConnell; **Sylvester L. Weaver** is elected to new post, vice chairman of NBC board; **John K. Herbert** becomes vice-president in charge of radio and TV networks; McConnell is to be president of Colgate-Palmolive-Peet Co. ■ **Bing Crosby Enterprises** demonstrates its magnetic-tape TV recordings judged "more than 20 fold" improved over demonstration of year before.

**Feb. 2** □ **FCC revises rules for operating personnel; opens way for remote operation of transmitters.**

**Feb. 9** □ Both Senate Commerce Committee and FCC investigate TV shakeout racket; applicants whose sole interest is in collecting fancy fees for clearing way for serious applicants. ■ Federal court in New York, in 2-to-1 decision, says FCC’s give-away rules misusing lottery law and represent "cessation" of 'sort of forbidden' by First Amendment.

**Feb. 16** □ **Merger of American Broadcasting Co. and United Paramount Theaters is approved by FCC in 5-to-2 decision, commissioner Hencken vigorously dissenting, commissioner Webster wanting further study of UPT's qualifications.**

**Feb. 23** □ **Westinghouse Radio Stations Inc., buys WPTZ-TV, Philadelphia from Philco Corp. for record price of $8.5 million.** ■ **Philip Morris & Co. and CBS sign Lucille Ball and Desi Arnaz to $8 million, two-and-a-half-year non-cancelable contract.**

**March 2** □ **Special commission on educational TV in New York.** ■ **ABC Radio** reversed discounts to lower evening rates average of 25%; raises morning rates by 5%. ■ American Federation of Radio Artists and Television authority merge into American Federation of Television and Radio Artists (AFTRA).

**March 9** □ **NARATB votes to give first Ketchner Award to Brigadier General David Sarnoff, RCA-NBC board chairman; award, created to honor outstanding service to broadcasting industry, will be presented at NARATB convention.

**March 23** □ **Both Senate and House Commerce Committees prepare to investigate color-TV situation and whether failure of manufacturers to turn out color sets (under CBS standards) is result of conspiracy.**

**March 30** □ **Empire Oil Co. and Wrathall-Carman-Smith join NBC, CBS and AP-PT as owners of five TV stations, maximum rules permitted, as FCC approves construction permits; Storer Broadcasting Co. will be in group if its tentative purchase agreement of WRGB-AM-TV in Binghamton, Ala., goes through.**

**April 20** □ **Rosal H. Hyde is given one-year appointment as FCC chairman, first Republican chairman since FCC was created in 1934.**

**May 4** □ **Ending years-old argument, ASCAP accepts broadcasters’ position on network co-op agreements on payment of local instead of national rate. ■ Listener protests over bait-switch advertising on air draw attention of both FCC and FTC.**

**May 11** □ **Expansion of Vitapix Corp., into nationwide, TV station-owned film distributing syndicate is announced by John E. Feltzer, WJLA, Washington; board chairman, Frank E. Mullen, former NBC executive vice president, is elected president of Vitapix; 40 stations are goal.**

**June 1** □ **David Sarnoff outlines RCA-NBC history and future plans in two-hour address to NBC-TV affiliates, who reaffirm "complete allegiance" to NBC, incident revolt seems quelled with no rush to follow WJAR-AM-TV in Norfolk to CBS.**

**June 8** □ **WWDG-FM Washington and Capital Transit Co. discontinue four-year-old service.** ■ **Worldwide radio covers Queen Elizabeth’s coronation, race of NBC and CBS planes with TV films show in victory for local feed from Canadian Broadcasting Co. and shared it with NBC-TV.

**June 22** □ **Two-hour Ford 50th Anniversary program, telecast on both CBS-TV and NBC-TV, makes television history, with Mary Martin, Ethel Merman songfest its high peak. ■ Louis Allen Weiss, former MBS board member and top Don Lee executive, dies at 60. ■ James C. Petillo, AFPM president, tells TV networks he will not tolerate AFTRA inruminations on his union’s domain; AFTRA insists that musicians who sing and act as MC’s must be its members.**

**June 29** □ **RCA-NBC asks FCC to approve compact color standards for RCA dot-sequential color-TV system on commercial basis.**

**July 6** □ **MBS executives meet with affiliates committee to plan revision of operations to improve programming, increase sales.**

**July 13** □ **Box Office Television Inc. signs five-year contract for home football games from Notre Dame for closed-circuit theater television. ■ Broadcasting survey shows nonnetwork film programs occupying quarter of time of TV-network interconnected affiliates, one-half of time of nonconnected affiliates and three-fifths of time of nonaffiliated stations.**

**July 20** □ **NBC separates sales, programming and promotion of its radio and TV networks; Vice President William H. Fineshriber Jr. heads radio network, Vice President John K. Herbert heads TV network, both report to President Frank White. ■ FCC revises its TV processing procedure to give first priority to biggest market with least TV service.**

**July 27** □ **FCC proposes extension of television station licenses from one to three years. ■ National Television Systems Committee files petition with FCC to establish its compatible color-TV standards to supersede CBS field-sequential color system approved by FCC in 1950, CBS-TV announces plans to start color-casting with NTSC system beginning in September.**

**Aug. 3** □ **President names Theodore C. Streibert, former WJAR-AM-TV New York president, to head new U.S. Information Agency. ■ Frank White resigns NBC presidency because of ill
health; General Sarnoff to serve as president until new one is chosen.

Aug. 10 □ Four UHF station permittees ask FCC to authorize subscription TV as their only new stations without VHF channel. Court of Appeals upholds FCC's table of TV allocations, ruling that commission has authority to establish nationwide TV allocation plan.

Aug. 31 □ MBS gets FCC approval for its new TV allocation, plans to go to market after Oct. 1. Kenyon & Eckhardt survey of merchandising services offered, free or for fee, by nation's TV stations and networks, is published in 'Television Yearbook,' first such study ever made.

Sept. 7 □ TeleVision Programs of America, leading film production and distribution firm, is formed by veteran Hollywood producer Edward Small, as board chairman; Milton Gordon, financial expert, as president; Michael M. Silberman, resigned as Ziv TV sales executive, as executive vice president.

Sept. 21 □ General Sarnoff presents NBC's plans to rehabilitate radio and to keep NBC Radio number-one network; affiliates give NBC unanimous vote of confidence. Broadcasters Committee for Subscription TV is formed by group of 20 station operators and grantees. Sylvania Products Inc. asks FCC permission to establish satellite TV stations in communities too small to support regular TV service.

Sept. 10 □ ZIV Spot Sales introduces "Electronic Spot Buying," with timebuyers and radio and TV time programs on stations represented by ZIV via closed circuit. With end of daylight saving time, CBS-TV, NBC-TV inaugurate "hot kinescope" system to put programs on air on West Coast at same clock hour as in East.

Oct. 5 □ Jack Gross and Phil Krass receive full owners of United Television Programs; buy one-third held by Sam Costello and Ben Fyfe of Studio Films and one-third held by Mill Blank of Standard Radio Transcription Services and Jerry King. □ J. John L. Sinn, president, ZIV Television Programs, announces sale of Spanish-language versions of five program series to advertisers for use in Mexico as first step in multi-lingual TV program-distribution plan. □ Emerson Radio & Photographic Co. exhibits what it calls "the first color TV set;" price: profitable price at $700.

Oct. 19 □ UHF stations form own trade association Ultra High Frequency Association. □ FCC rules that examiner has right to enlarge issues of hearing to determine if applicant has financial resources to carry out his program proposals. □ FM multiplexing system permitting simultaneous transmission of two programs on single 200 kc FM band is demonstrated by Dr. Edwin H. Armstrong, inventor of FM.

Oct. 25 □ FCC starts another investigation of Edward Lomb (WITM, Toledo, Ohio; wkwix and WTVN, TV Massillon, Ohio; wkia, Orlando, Fla., and purchaser of CP for WTVi, Pittsburgh, subject to FCC approval); authorship of The Planned Economy of Soviet Russia in early 1930's and alleged association with organizations subsequently listed as subversive. General stimulated earlier investigations of his fitness to be licensee.

Nov. 2 □ Extending divestment of radio and television, ABC names Oliver Treby director of its radio network. Stlocum Chapin, director of its TV network.

Nov. 1 □ MBS executives meet with affiliates and ad agency to discuss plans to drop plans to sell stations for time in programs rather than dollars at end of year. □ Bureau of Budget orders FCC and other licensing agencies to draw up schedules of fees that broadcasters and others should pay for privilege of using government licenses. □ Senator McCarthy asks FCC to authorize commercial establishment of booster or satellite TV stations. □ FCC finalizes extension of TV license renewal period from one to three years over renewed protest of Commissioner Hennock.

Nov. 16 □ Dissolution of NABT, divestment of BMI from its broadcaster ownership and $150 million in damages are asked by 33 winter members of ASCAP banded together as Contingency Amalgamation to settle suit filed in federal court in New York. □ Federal Judge Allan K. Grim rules professional football team may ban telecasts of other teams playing in its area if it is playing at home, but not when it is away; ban on radio broadcasts is held completely illegal.

Nov. 23 □ "Sound on Fax," audio transmission of tape recordings of new events together with pictures over International News Service facsimile circuit, is introduced by INS.

Nov. 30 □ FCC sets five TV, seven AM and seven FM as maximum number of stations any one entity can own.

Dec. 7 □ Sylvester L. (Pat) Weaver is elected NBC president, Robert W. Sarnoff becomes executive vice president. □ RCA demonstrates monochrome and color TV programs recorded on magnetic film and played on RCA-NBC board chairman reports "principal elements tested and confirmed," expects two years for finishing touches needed before system is ready for market. □ International Telemeter Corp. (Paramount Pictures subsidiary) starts Palm Springs, Calif., test of its subscription-TV system. □ Bureau of Internal Revenue gives relief to TV broadcasters' tax burdens in new ruling taking into account rapid growth of industry during war years.

Dec. 21 □ FCC approves color TV standards; manufacturers promise action but warn not to expect sets immediately. □ Justice Department investigates network's right to package program and restrict use of its own facilities.

Dec. 28 □ All-Industry Local TV Music Committee polls stations on submitting to ASCAP proposal for new blanket licenses for TV at roughly radio minus 10% rather than former radio rate. FCC proposes to amend its multiple-ownership rules to permit single ownership of seven TV stations, provided at least two are UHF.

1954

Jan. 4 □ RCA announces first all-electronic color TV, plans to go to market in 1954. □ Commercial product available to set manufacturers.

Feb. 1 □ Robert E. Lee, newly-appointed for full seven-year term on FCC, says he is "sorry so many senators were against the nomination," but "I'm not mad at anybody." □ Two separate antitrust probes are under way at Department of Justice—suit in involving alleged monopoly in release of 16 mm movies for TV without preliminary inquiry into advertising policies. □ Mayor Edward Howard Armstrong, who developed FM system of broadcasting, dies at 63, suicide.

March 15 □ Senator Joseph McCarthy demands equal time of CBS and NBC to answer Adial Stevenson's March 6 speech, which was carried without charge. Two networks resist and win President Eisenhower's blessing in face of senator's condemnation and threat to teach him law.

March 22 □ "Equal-time" issue continues to plague networks in wake of tempest stirred up by Senator McCarthy. Having carried 15-minute talk by President Eisenhowen, networks are told by FCC that they have give equal time to Democratic National Committee for reply, are accused by Democratic National Chairman Stephen A. Mitchell of giving minority party "dismount" treatment.

March 29 □ NBC's plans for TV "spectaculars," series of 90-minute programs, are scheduled to be announced by NBC President Sylvester L. (Pat) Weaver. □ General Foods withdraws nearly all its $3-million advertising allotment from Foote, Cone & Belding to move in consolidation of its advertising in company's two other agencies, Young & Rubicam and Benton & Bowles. □ RCA begins color TV receiver production of first 15-inch open-face console, to sell at $1,000, comes off Bloomingon, Ind., factory line.

April 5 □ ABC and Walt Disney sign long-term contract under which Disney studios will provide at least 26 hour-long programs per year for ABC-TV.

April 12 □ By R.D. Shilling, U.S. Supreme Court turns down FCC appeals from 1953 three-judge special New York court decision holding that one of commission's key provisions in its lottery regulations is invalid; court finds FCC exceeded its authority in attempting to define listening to radio program or watching TV show as "consideration" in meaning of lottery statute.

May 10 □ New TV sales-promotion project Television Advertising Bureau, promises it will be operating in time to influence fall-winter planning by advertisers and agencies, Richard A. Moore, krtvri Miami, leader of organizing committee, announces 38 station board appointment.

May 24 □ Senate subcommittee hears pleas from UHF operators, who ask "status" in VHF grants, other relief, including deintermix FCC deferrals, suspension, says move to all UHF unwise, sees programing help in films and tapes; Commissioner Frieda Hennock calls for VHF freeze, public out; manufacturers association asks elimination of 10% excise tax on all-channel sets; FCC proposes to amend its multiple-ownership rules to permit single ownership of seven TV stations, provided at least two own UHF.

July 5 □ TVAB and NABT telecommunication seizes hangup in radio-industry feud in bud: form TVB.

July 12 □ SRA opposes admission of networks to TVB. □ Clear Channel broadcasting rejects opposers FCC's daytime skywave proposal.

Aug. 9 □ FCC proposes UHF TV satellite are "budget" stations, in move to reduce cost of UHF station operation. □ Chairman John W. Bricker (R-Ohio) of Senate Commerce Committee formally announces impending probe of TV networks, UHF-VHF problems.

Aug. 16 □ Quality Radio Group (power radio stations) is organized to produce, sell network shows.

Aug. 23 □ House Commerce Committee issues report rebutting broadcasters for beer wine ads, calls for industry data, report or
Broadcasting without broadcasting just wouldn’t be broadcasting.

Thanks, Sol.
remedial actions.

Aug. 30  CBS President Frank Stanton broadcasts first network editorial, urging radio-TV right to cover congressional hearings.

Sept. 20  FCC boosts TV ownership limits; seven TV stations allowed, five VHF, two UHF.

FCC opens license-renewal hearing against Edward Lamb, Wgun-Fm, Erie, Pa., on charges Lamb lied about Communist affiliations.

Skiaton TV Inc. petitions FCC for approval of its pay-TV system.

Oct. 4  George C. McConnaughay appointed to FCC as chairman.

Nov. 1  President Eisenhower's cabinet becomes first to be televised.

Wcwy Cincinnati's L. B. Wilson, 63, pioneer broadcaster, dies.

Nov. 15  Broadcasters give overwhelming support to FCC's proposal to permit TV stations to build and operate their own inter-city relays.

Nov. 22  FCC makes VHF satellite grant to Ktretv-Lufkin, Tex., extending its satellite policy to VHF.

Nov. 29  CBS-TV offers Extended Market Plan service to small-market TV stations.

Network will pay affiliates 30% of gross time charge, less BMI and ASCAP deductions, and will offer stations as a group to advertisers with 10% discount.

Dec. 6  Westonhouse Broadcasting Co. buys winhrtv-pittsburgh from Allen B. Dumbert Labs for $9,750,000, all-time high for TV station.

Zenith Radio Corp. re-petitions FCC on pay TV, asking that 'phonevision' be authorized without rulemaking proceeding.

Senator Warren G. Magnussen (D-Wash) says he will accept chairman of Senate Commerce Committee and continue TV network probe.

Dec. 13  Marschall & Pratt to merge with McCam-Ericsson, become division of M-E, effective Jan. 1.

Ware-btv Wilkes-Barre, Pa., 28 ready to become first UHF station to use 1,000 ku maximum effective radiated power authorized by FCC.

Dec. 20  C.E. Hooper, 56, pioneer in radio-TV ratings, dies in boating accident.

Dec. 27  Advertising Research Foundation study represents first move to standardize radio-TV ratings among various rating services.

Jan. 5  DuMont announces it has developed combination live-film network system and predicts it will "set the industry on its ear."

Jan. 17  Sen. John O. Pastore (D-R1) named to head Senate Commerce Committee's Communications Subcommittee.

Jan. 24  President Eisenhower opens his news conference to TV-film coverage for the first time.

Jan. 31  Radio's 1954 time sales of $453,385,000 show 5% decline from previous year; first day radio sales since 1938.

Feb. 7  Senate Commerce Committee issues counsel Harry M. Plootkin's report calling for radical network restrictions and reduction of multiple ownerships. Senator Magnussen says committee will investigate UHF troubles, network power plays, station ownership and military spectrum use.

CBS's Stanton says if Plootkin's proposals are adopted, network TV would be gravely crippled; summons 30 CBS-TV affiliates to plan strategy on Senate probe.

Feb. 14  Key witness, Marie Natvig, in license-renewal hearings for wctv-Ft. Lauderdale, Fla., states she was "brainwashed" into giving false testimony linking Edward Lamb with Communist party.

Feb. 21  Senator John W. Bricker (R-Ohio), ranking Republican member of Senate Committee on Commerce, says network merger be made subject to public utility-type regulation in releasing report of minority counsel, Robert F. Jones.

Feb. 28  U.S. Court of Appeals, on Storer appeal, rules that FCC cannot set arbitrary limits on number of stations one entity can own.

Bing Crosby's new series demonstrates color videotape recording system.

March 7  Hal Roach Jr. buys father's studios in $10-billion deal.

March 14  Procter & Gamble leads 1954 radio-TV buyers with $36 million; Colgate-Palmolive second with $19 million.

NBC reaches maximum of five V's and two U's with purchase of war-btv Buffalo, N.Y. Estimated 65 million persons watch 'Peter Pan' on NBC-TV; audience Broadway predicted it would take 65 years to reach.

March 21  General Electric and National Telephone & Telegraph Associates play key roles in formation of first film network; National Affiliated Televison Stations Inc. will give assistance to ailing TV stations; NBC-TV's $3.7-million Color City in Burbank, Calif., opens.

March 28  Institute of Radio Engineers convention in New York witnesses disclosure of transistorized radio, tricorder vidicon, improved UHF transmitting antenna and earth satellite relay station for transoceanic TV.

Simon video-film consulate for simultaneous motion-picturing film and live telecasting, completed after four years in development.

DuMont introduces its Electromic live-film system.

FCC authorizes functional music or other secondary programing via multiplex for FM stations.

April 11  Pay-TV controversy raises more public reaction than any issue since color hearing in 1950; Zenith cancels advertising on CBS-TV charging network censored commercials, which is denied by CBS; Coty sues Revlon, Weirtrain, CBS charging theft of TV commercial copy; Hazel Bishop says same copy was created for its lipstick, not Coty or Revlon; White House announces President Eisenhower will address May 22-26 NABT convention in Washington, making him first chief executive to address broadcasters in person.

Broadcasting survey shows that film now occupies more than third of total TV broadcast time.

No witnesses appearing before Senate Juvenile Delinquency Subcommittee call for probe to determine if TV is factor in delinquency.

April 18  DuMont switches to film network, using Electromic, reserving live relays for special events and sports.

NABT TV board takes strong stand against pay-TV, lower restrictions.

April 25  Adrian Murphy retires as president of CBS Radio; replaced by West Coast vice president, Arthur Hull Hayes.

May 9  FCC launches probe into wkmrtv-San Francisco damage, reported coincident with a walkout of NABT engineers at station.

Liquidation of DuMont TV Network demanded by group of stockholders, headed by Carl M. Loeb.

May 10  RCA-NBC, Minnesota Mining participate in first transmission of color TV program on magnetic tape over commercial TV network facilities.

May 23  NBC swaps its wbnrtv and wtv-am with miami's wtnmn and cleveland's wtv-am for wtvam.

DuMont unveils Vitacon system for originating live color without use of color TV cameras.

May 30  President Eisenhower nominates Richard Mack to succeed Frieda Henmuck on FCC.

Affiliates stymie CBS Radio plan for one-rate structure.

June 13  Supreme Court upholds FCC right to make grants according to needs of cities involved.

Under decision, Wolhams, Allentown, Pa., must cease operating to make way for weekai Easton, Pa.

June 20  ABC-TV billings for 1955 are 68% above total gross in 1954, with major reasons Walt Disney and fade-away of DuMont.

Senate unanimously confirms Richard Mack for FCC.

Montana antenna system refuses to stop rebroadcasting kxfv-Tv Butte signals.

June 27  NABT board strengthens radio code; plans enforcement similar to that of TV.

FCC forbids stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs.

July 4  CBS reaches agreement with radio affiliates for single day-night network rate, affiliates to take 20% cut in compensation; deal must still be negotiated individually with affiliates.

NBC-TV revamps daytime programming; will have "service" in morning, "entertainment" in afternoon.

July 11  Contract between DuMont and ABC-televises Gleason Enterprises calls for Gleason's The Honeymooners to be done as Electromic film program for CBS-TV 30-minute Saturday night series.

CBS buys second UHF station, wtv-Tv Hartford, Conn., from General Telelider for $650,000.

July 18  CBS Radio affiliates accept network's single-rate plan.

Paul W. White, former CBS vice president and news chief, dies at 53.

July 25  FCC names committee to conduct study of network operations.

FCC Commissioner John C. Doerfer proposes changing New York City's seven TV stations from VHF to UHF and perhaps making some change in other major markets on theory that UHF is capable of delivering good service; big city is place to put it to work.

General Telelider buys KRO Radio Pictures for $25 million.

House Un-American Activities Committee announces it will hold hearings on alleged Communist infiltration of radio-TV and other entertainment fields.

Aug. 1  Westinghouse Electric Co. will sponsor 1956 presidential campaign coverage from conventions to election on CBS Radio and CBS-TV at $5-million cost.

Combination diary-recorder of audience measurement comes close to meeting "ideal" established by Advertising Research Foundation's Radio-Television Ratings Review Committee.

Aug. 8  Plan to liberalize TV mileage separation and drop in channels between existing stations, providing for 200 more VHF stations, is proposed by Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullaney.

Aluminum Co. of America buys all availabilities on eight NBC-TV programs for a one-day saturation campaign on Dec. 6 for
Congratulations “BROADCASTING” on your 50th from our 2,000 plus installations in over 100 languages.
$140,000

Aug 15  DuMont TV Network to cease operation: if stockholders of Allen B. DuMont Labs ratify "spin-off" proposal to separate manufacturing and broadcasting functions into individual organizations.

Aug 22  U.S. Census Bureau says 32 million homes, 67% of all U.S. households, have TV.

Aug 29  Senate Juvenile Delinquency Subcommittee headed by Senator Estes Kefauver (D-Tenn) recommends FCC establish program censorship. That all broadcasters’ on-air time and all TV film producers be urged to subscribe to the TV code. It states TV can prove its ability to cover court proceedings unobtrusively and decorously in test performance at American Bar Association meeting in Philadelphia.

Sept 5  Claiming intemperate in Havana, Cuban government suggests that Miami be made all-UHF city.

Sept 12  NBC Radio proposes to extend Monitor to week-ends, reduce station programming by 25% and open up additional evening programs for network sale of participations.

Sept 19  Republic Pictures signs government consent decree to make its feature pictures, in 16 mm prints, available to TV and other non-theatrical purchasers.

Sept 26  FCC Commissioner Robert E. Lee proposes that commission take up the UHF expansion by relaxing rules and getting more spectrum.

Commercial television starts in England as Independent Television Authority puts its London station on air.

Oct 10  FCC asks Office of Defense Mobilization to give some of its VHF channels to broadcasting, taking UHF bands in return. CBS proposes drop-in plan to provide at least three competitive TV services for nation’s top-100 markets. ABC suggests retaining UHF deinterlacing where practicable and adding VHF frequencies wherever possible to give at least three VHF channels to major markets.

Oct 17  MBS cuts personal 25% in "belt-tightening" program. Under present economic conditions 600 TV stations are maximum national can support, according to analysis prepared by Sidney S. Alexander, economic advisor to CBS. Coca-Cola shifts its $18-million national advertising budget to McNally Erickson after 49 years with D’Arcy agency.

FCC grants first permits for FM stations to engage in functional-music operations to WDGC-FM, Washington and WQP-FM, Philadelphia. U.S. Supreme Court refuses to review decision of New Mexico Supreme Court that state school tax of 2% on gross incomes is legal on local revenues of broadcasting stations.

KOB-NM, Albuquerque, has fought tax for 10 years on basis that broadcasting is interstate commerce and so exempt from state and local taxes. ABC Radio affiliates praise network’s programming based on personality-driven concept; plans call for two and a half hours to be programmed and sold in five-minute segments.

DuMont Broadcasting Corp., is organized with Bernard L. Goodman, vice president and general manager of publishing subsidiaries of Paramount Pictures, as president.


Nov 7  NBC board approves $9 million for color-TV project; to build new studios in Brooklyn, N.Y., and Burbank, Calif., and turn WNEW-TV Chicago into world’s first all-color station.

Sigma Delta Chi marks KDKA-Pittsburgh as “historic site in journalism” in plaque presenta-

tion on 35th anniversary of station’s beginning of regular broadcasting.

Nox 14  FCC denies all deintermixture proposals pending consideration of TV allocations plans. Chris J. Whitting is appointed general manager of Consumer Products Division of Westinghouse Electric Corp.; Donald H. Mcgonnaghi succeeds him as president of Westinghouse Broadcasting Co.

Nov 21  Forward scatter propagation is seen as one of opportunities of intercontinental TV by scientists at Washington conference; R.P. Haviland, GE research engineer, suggests use of man-made satellites as TV relay points for transoceanic telecasts.

Nov 28  General Teleradio and RKO Radio Pictures merge as RKO Teleradio Pictures; General Tire & Rubber Co. buys out R.H. Macy & Co.’s 10% interest to become sole owner.

Dec 5  1954 was first year that broadcasting revenues passed billion-dollar mark. FCC reports, with radio-TV total of $1,042.5 million; also first year that TV passed radio, with $595 million for video and $449.5 million for audio broadcasting. FCC rescinds decision of July to permit VHF TV stations in Zone 1 to broadcast with maximum power from 1,250 feet high, setting maximum height for maximum power back to 1,000 feet.

Dec 12  U.S. District Court upholds right of motion-picture companies to withhold films from TV. ABC-TV buys 100 feature films from J. Arthur Rank for its Afternoon Film Festival.

Robert W. Sorich is elected NBC president; Sylvester L. Wever becomes board chairman.

Initial decision favors renewal of license for WCCU-TV, Erie, Pa., owned by Edward Lamb.

KWXT-TV, Waco, Tex., is first TV station to cover murder trial with live telecasting; wins praise for inconspicuous presence.

1956

Jan 2  Television breaks into Hollywood vaults. RKO Teleradio Pictures sells 740 films and 1,000 short subjects to C & C Super Corp. (which holds up for desire to own, mostly in barter deals to TV). Columbia Pictures releases 104 features to TV through subsidiary. Screen Gems. CBS negotiates to buy Terrytoons for $5 million. Paramount Pictures negotiates to sell 1,600 short subjects for TV release. FCC approves Westinghouse NBC radio-TV stations swap.

Jan 16  NARTB group devises uniform station film contract. Congress passes Section 309(c), "economic protest" amendment to Communications Act.

Jan 23  Broadcasting survey finds agencies want guaranteed radio-TV circulation, but doubt it’s possible.

Jan 30  Democrats name Norman, Craig & Kinnell as agents to keep BBDO.

Magnusson Committee opens TV hearing with testimony from FCC on allocations, deintermixture, pay TV.

Feb 6  AAAA enters consent decree with Justice Department, agrees not to require 15% agency commission.

Bow-Beim-Boig loses $5 million Philip Morris account to N.W. Ayer & Son.

House Transportation and Communications (Harbaugh) committee opens hearings on communication bills with testimony from FCC on newspaper ownership of TV stations, equal political time, antenna farms, broadcaster recel; from CBS on Stanton proposal to amend Section 315 of Communications Act.

Feb 20  MBS guarantees circulation to advertisers based on Nielsen ratings.

NARTB asks FCC for remote operation for all radio stations.

Senate and House Commerce Committees hear usual pro, con testimony on bills to ban alcohol ads.

March 5  President Eisenhower uses radio TV to announce intention to run Democrats ask for equal time. Rand Co., network time, buys Warner Bros. library of 390 feature movies, 1,500 shorts for $21 million.

Colorado Supreme Court favors radio TV court coverage in historic recommendation.

Magnusson Committee hears Justice Department against TV head pending probe of WBC-NBC swap, option prices, must buys, network control of programs; UHF’s in criticisms of FCC allocations and requests for deintermixture; and others.

House Antitrust (Celler) Subcommittee opens broadcast-industry probe with testimony by Justice Department against TV head pending probe of WBC-NBC station swap.

March 12  Free & Peters becomes Peters Griffin, Woodland Inc.


March 28  Evins Subcommittee subpoenas RCA-NBC, CBS-NBC, sees two broadcasters on "influence" in FCC decisions.

April 2  Magnusson committee hears Richard Moore, KTVF-TV Los Angeles, charge that TV network option time, must buys, violate antitrust laws; ABC, CBS, NBC testify on allocations.

FCC proposes antena farms.

AB breaks into profit column in 1955, AB-PTC or PTA report says.

April 9  Broadcasting survey finds auto advertisers think TV effective — in follow-up of earlier criticism of TV effectiveness by Ernest Jones president of MacManus, John & Adams (ager cy for Pontiac).

April 16  ODM denies additional VH spectrum space to broadcasting.

April 23  More than 4,500 broadcaster and network representatives, keynoted by ABC President Robert E. Kinzie Amsco Corp.'s new TV tape recorder ($75.00 in orders) steals show; NBC's WNBQ Chicago goes for color; MBS unveils new sales plan; FM stations plan group; separate from NARTB; VHF plans private group.

Maintain maximum power.

Oct 13  John B. Bricker (R-Ohio), ranking Republican on Senate Commerce Committee, reveals confidential FCC figures on CBS and NBC revenue through 1954 in report, "The Network Monopoly."

Crowell-Collier Publishing Co. buys four radio and three TV stations in $1 million-plus-agreement to become third large nonnetwork multiple owner.

John B. Fox named MBS president.

May 7  FCC reported studying plan to mark U.S.-TV west of Mississippi River all-VHF, east of river all-UHF.

May 7  National Telefilm Associates Buys: UM-MGM Corp., leases 52 20th Century-Fox features.

May 29  McCann-Erickson gets $12 million Chesterfield account.

U.S. Supreme Court upholds FCC's multiple-ownership rule.

Storer case decision.

June 4  Power TV stations, mostly VHF, organize association of maximum service telecasters to resist curbs on maximum coverage.

June 18  Magnusson committee hea
Your contributions have given insight and vision to the industry. Congratulations on 50 years of achievement.
testimony against regulation of networks by FCC from network presidents, Frank Stanton of CBS, Robert Sarnoff of NBC, Robert E. Kinahan of ABC. They defend option time, must buy and other network practices, say they are legal and not monopolistic; say present networking system works to advantage of stations, advertisers and public; that network regulation would endanger networks and television that present TV allocations should be corrected.


July 2 □ FCC uncovers plan for long-range shift of TV to all-UHF; for present, proposes dechanneling 13 markets. □ Celler Subcommittee resumes hearings in probe of broadcast industry with testimony from FCC on Westinghouse-NBC swap; reveals FCC staff report indicating possibility of "force" on part of NBC.

July 16 □ Westinghouse Broadcasting Corp. radio stations drop NBC Radio affiliation.

July 23 □ Magneson Committee issue report supporting FCC on allocation proposals, urges speed to implementation; committee members of committee dissatisfied, urging FCC to keep present plan. □ New Gates Radio Co. tape-disc system promises entirely automatic radio-station operation.

July 30 □ ABC submits plan to FCC and Congress for equal TV facilities in top 200 markets.

Aug. 1 □ 725 MGM features leased to CBS, King Broadcasting Co.'s two TV outlets and Triangle Publications' four TV stations for estimated $16-20 million.

Sept. 3 □ Sindlinger & Co. says TV lost viewers because of political-convention coverage; Trendex says TV viewing exceeded that for regular series. □ Network officials say they lost $41-$51 million because of convention coverage. □ NBC-TV plans to increase color schedule 500% in fall.

Sept. 10 □ Big push for release of post-1948 movies to TV begins as men from 10 major studio huddle in Hollywood to explore allied plan. □ NBC Board Chairman Stelye L. (Pat) Wannen resigns, leaving President Robert W. Sarnoff in charge. Four executive vice presidents named.

Sept. 17 □ NTA Film Network reports lineup of 104 affiliated TV stations, plans Oct. 15 start.

Sept. 24 □ Celler Subcommittee hears ASCAP witnesses say networks and BMI dominate nation's music. BMI denies and is echoed by ABC President Robert E. Kinahan, who also defends network practices. Subcommittee reveals network's affiliation contracts. □ FCC meets with industry representatives to discuss "crash" program to save UHF.

Oct. 1 □ RCA scientists present General Sarnoff with "gifts" requested on his 50th anniversary: magnetic-tape player for TV programs, electronic air conditioner and electronic amplifier of light.

Oct. 15 □ Annual Videotown survey shows drop in viewing time, first in nine years.

Oct. 22 □ ABPT President Leonard Goldenson assumes charge of broadcast operations after resignation of Robert F. Kintner as ABC president. □ Olive Troy to join CBS as head of TV network. □ Norman Cash is elected president of Television Bureau of Broadcasting to succeed Olaf Sedling.

Oct. 29 □ Association of National Advertisers launches study to analyze agency functions, determines validity of traditional 15% commission.

Nov. 5 □ Robert F. Kintner joins NBC as executive vice president. □ Jack Von Volkenburg resigns as president of CBS-TV; Verle Jones, executive vice president, succeeds him. □ National Telefilm Associates acquires TV rights to 20th Century-Fox Film Corp. library of 390 feature motion pictures, sells that film company half-interest in NTA Film Network. □ Networks give Adolph Petersen, Democratic candidate for President, time to answer President Eisenhower's broadcast on Middle East crisis, as FCC delays ruling.

Nov. 12 □ House Antitrust Subcommittee discloses discount given to individual advertisers by CBS-TV, NBC-TV.

Nov. 19 □ People devote more time to television than to newspapers, TVB research reveals. □ Peter Panelli, S.F. potential, installs Univac computer to provide fast answers to queries about stations' programs, rates, availability. □ Radio Free Europe denies charges it instigated Hungarian revolt.

Nov. 24 □ Justly extensions or turn in construction permits, FCC tells 85 non-operating UHF TV grantees. □ Cowell-Collier Publishing Co. cancels $16 million purchase of BInner stations, forfeits $100,000 earnest money.

Dec. 10 □ Justice Department files antitrust suit against NBC and RCA, charging coercion of Westinghouse Broadcasting Co. in swap of Philadelphia and Cleveland stations. □ NBC celebrates 30th anniversary. □ Paul W. Kesten, long-time CBS executive, dies at 58.

Dec. 17 □ CBS News adopts "magnetic stripe" recording process to upgrade sound quality of newsfilm.

Dec. 24 □ Time Inc., buys Binner stations for $15,750,000. □ ABPT borrows $80 million to pay off $57 million indebtedness and improve competitive position in television.

Jan. 14 □ Roscoe L. Barrow, head of FCC's Network Study Staff, warns of growing concentration of control of television.


Feb. 4 □ WDAY-Fargo, N.D., complies with federal law forbidding censorship of political candidates, is hit by $150,000 libel suit.

Feb. 11 □ William Esty Co. asks radio stations for logs of morning hours, to check on commercial volume. □ U.S. and Mexico agree to use of standard frequencies.

Feb. 18 □ Videotape recorders are seen as solution to TV networks' daylight savings time problems. □ Oklahoma judges favor admitting TV cameras into courtrooms.

Feb. 25 □ CBS Radio will raise daytime rates 5%, cut nighttime rates one-third, if affiliates approve.
SYSTEM 20 is the latest addition to our family of innovative broadcast mixers. Although larger in size and scope, it still retains the elegant low profile appearance of our other desk top audio consoles.

Affordable options include 7 frequency graphic equalizers, pan pots and a studio monitor output which can be selected from the studio. Technical features include P & G slide faders, custom wound wide band output transformers and voltage regulators on each mixer.

This all new design has spectacular performance at a surprisingly low cost. Delivery? Four weeks or less. Why wait?

11355 PYRITES WAY, RANCHO CORDOVA, CA 95670
(916) 635-1048
Foods and Bristol Myers to share 52-week TV spot schedule arouses concern. ■ Network changes in Stephen Foster song lyrics stir up South. ■ California group buys MBs for $550,000.

Aug. 12 ■ Association of National Advertisers decries 52-week contracts of TV networks.

Aug. 19 ■ Ideal Toy Co. puts Shirley Temple movies on TV to sell Shirley Temple dolls to new generation. ■ AT&T scatter circuit jumps 185-mile water hole to take U.S. TV to Cuba.

Sept. 6 ■ Test of pay TV starts in Bartlesville, Okla., theater owner sends movies to home audience via wire now flat monthly fee.

Sept. 16 ■ How well is spectrum being used? Manufacturers and broadcasters urge sweeping study. ■ Zenith wins patent suit against RCA after 11 years in five courts; settlement put at $9-$11 million.

Sept. 23 ■ FCC invites bids for three-year experiments with on-air pay TV; leaves Congress six months to get into act. ■ NARTA presents TV circulation-audit plan at regional meetings. ■ Muzak Corp., wired-radio giant, is sold to Jack Wrather-John Loew for $4,350,000.

Sept. 30 ■ Wayne Coy, former FCC chairman, dies at 53. ■ Community antenna operators look at pay TV, worry about public-use classification. ■ FM broadcasters hold first multiweek meeting, discuss present problems (positively), future profits (perhaps).

Oct. 7 ■ FCC Network Study Staff recommends 37 changes in TV network practice (Barrow Report). ■ Automation joins Peters, Griffin, Woodward staff; Univac-type computer expects time-selling services.

Oct. 14 ■ Sputnik sparks speculation about communication satellites.

Oct. 21 ■ Networks don’t want pay TV, but they say if it comes they’ll be in it.

Oct. 28 ■ Varick & Leglar gets court injunction preventing Schick and its new agency from using idea dreamed up by WLW, when Schick was its account. ■ William Philadelphia lets panel of representative listeners determine music format. ■ RCA shows new color videotape recorders.

Nov. 4 ■ American Bar Association committee recommends retention of Canon 35, barring cameras and microphones from courtrooms.

Nov. 25 ■ FCC studies subliminal perception as stations experiment.

Dec. 2 ■ St. Louis ponders ad tax as Baltimore broadcasters go to court to fight levy in that city. ■ AFL-CIO President George Meany runs program directors can direct technical crew members.

Dec. 9 ■ Kolynos quite Grey Advertising after agency president tells TV interviewer he used another brand of toothpaste. ■ FCC approves Comerade use for storm warnings.

Dec. 23 ■ CBS pays $20 million for WCAM FM-TV Philadelphia, biggest price for broadcast property. ■ Arbitron, instantaneous electronic rating service, is unveiled by ARB. ■ Kodak loses $23 million Buick account over 22 years.

Dec. 30 ■ Chroma Key unlocks TV magic.

Jan. 6 ■ Voice of America finds truth best propaganda.

Jan. 13 ■ TV audiences aren’t rising with TV prices, agencies complain.

Jan. 20 ■ Invisible (subliminal) TV put under spotlight in Los Angeles and Washington. ■ Jan. 27 ■ Bernard Schwartz, counsel to House Legislative Oversight Subcommittee, charges FCC commissioners with malfare. ■ Dodgers, moving to Los Angeles, permit radio coverage, ban TV. ■ Unions protest use of Republic Pictures’ films on NBC-owned TV stations without payment to actors, writers.

Feb. 3 ■ Pressure groups, professional and trade as well as ethnic, have forced much comedy off air. Groucho Marx changes.

Feb. 10 ■ Paramount Pictures, last holdout from TV, releases pre-’46 library for $50 million. ■ House Commerce Committee tells FCC not to authorize pre-’48 tests until Congress approves. ■ "Potomac plan" lets business firms underwrite ETV programs without violating non-sponsor rule.

Feb. 17 ■ FBI investigates charges that FCC Commissioner Richard Muck sold vote on ch. 10 Miami grant; Schwartz is fired as Oversight counsel.

Feb. 24 ■ "Burns and Allen" TV series comes to end as Gracie retires. ■ Oliver Tate is elected president of ABC-TV. ■ AFM strikes Hollywood movie makers in dispute over fees for release of films to TV.

March 3 ■ Frey Report provides basis for realistic appraisal of agency services, compensation by advertisers. ■ Leo Broc?” drops Penobscot spot-radio advertising, buys up spot TV. ■ FCC agrees not to act on pay-TV applications until month after Congress adjourns.

March 10 ■ Barrow proposals would not put networks out of business, 60 executives tell FCC. ■ Maryland outlaws county-ad tax, ending Baltimore levy at end of 1955. ■ Richard Muck resigns from FCC.

March 17 ■ ABC officials ponder dropping radio network. ■ CBS divides television operations: Merle Jones heads TV station division; Lou Cowan, TV network.

March 31 ■ Rebel musicians form Musicians Guild of America as competitor of AFM.

April 7 ■ Court dismisses libel suit against WB&TV Fargo, N.D., rules station can’t be punished for obeying federal law forbidding censorship of political candidates. ■ FCC disclaims jurisdiction over CATV.

April 21 ■ FCC proposes to duplicate half of 24 Class I-A channel frequencies.

April 25 ■ Federal court remands ch. 10 Miami case to FCC for rehearing.

May 12 ■ Videotape creates new problems of union jurisdiction. ■ CATV is tough competition for small-market TV stations.

May 19 ■ Commander Eugene McDonald Jr., board chairman of Zenith Radio and ardent advocate of CATV, dies at 72.

May 26 ■ ANA opens war on TV triple-spotting. ■ Bartlesville, Okla., experiment in wired pay-TV fails. ■ Elmer Davis, news commentator, wartime head of OWI, dies at 68.

June 2 ■ FCC studies plan to consolidate TV in one 25-channel band. ■ ANA completes three-year, $200,000 advertising management study. ■ United Press and International News Service merges into UPI.

June 9 ■ Justice Department calls option time, program ties illegal, waits for FCC to act. House Legislative Oversight Subcommittee looks at ex parte pressure on FCC.

June 16 ■ NBC shuts down Buffalo UHF station, in face of VHF competition.

June 23 ■ CBS-TV acts to end triple-spotting; BAR reports on extent of practice. ■ NAB bans "men in white" commercials, subliminal perception. ■ Uncooperative witnesses before House Committee on Un-American Activities lose jobs in television.

June 30 ■ Timebuyers say they don’t like “top-40” stations, fail to explain why these stations get so much business. ■ AFM-Desilu contract boosts employment of musicians on TV film shows. sets flat rate for re-runs.

July 7 ■ NBC-TV, CBS-TV affiliates videotape new pictures off ABC tapes.

July 14 ■ Musicians Guild beats AFM in NLRB election, wins right to represent movie musicians. ■ FCC must consider economic impact in new-station grants, court of appeals rules. ■ Maryland court rules Baltimore ad tax unconstitutional. ■ Court rejects invasion-of-privacy plea of Tony Accardo, lets TV cameras cover his testimony. ■ Independent Television Corp. is formed by Jack Wrather Organization, Associated TV Ltd. and others, as international distributor of TV programs. ■ Robert Sarnoff’s elected NBC board chairman; Robert Kintner succeeds as president.

July 21 ■ “Operation Daybreak,” daytime TV plan developed by ABC-TV and Young & Rubicam, is damned by other networks but accepted by ABC-TV affiliates.


Aug. 4 ■ New federal censorship code, similar to that of World War II, is ready. ■ TV stations may operate private intercity relays, regardless of availability of common carriers, FCC rules, reversing previous stand. ■ Appeals court upholds FCC grant of ch. 5 Boston to Herald Traveler (which), but remands case for re-investigation of undue influence.

Aug. 11 ■ TV Q-Ratings are offered as measurement of program appeal; UHF has lost ground in last two years, Nielsen finds.

Sept. 1 ■ New York district attorney investigates “Twenty-One” after contestant claims fakery. ■ Music guilds sign contract with motion-picture producers; AFM charges "sellout".

Sept. 7 ■ Oklahoma court holds radio-TV entitled to same courtroom rights as press. ■ America introduces TV tape splicer. ■ Ed Crane, Montana broadcaster, goes to court to stop CATV from picking up TV programs off air without permission.


Sept. 22 ■ Independent Television Corp. buys Television Programs of America for $11.35 million.

Sept. 29 ■ Federal grand jury indicts former FCC Commissioner Richard Muck, charged with selling vote in ch. 10 Miami grant. Thurman Whiteside accused of buying it. ■ BBDO converts live commercials to videotape.


Oct. 20 ■ WOMBAM (Manitowoc, Wis., says it will take liquor advertising shakes up NAB.
“Twenty-One” is canceled as ratings drop. ■ J.S. Court of Appeals upholds right of Loyola University, New Orleans, to own TV station, despite ties with Rome.

lov. 3 ■ CBS Radio offers affiliates pay in programs for local sale instead of cash. ■ RCA signs consent decree, accepts fine of $100,000, agrees to set up nonroyalty patent pool in color TV, ending four-year antitrust suit.

lov. 10 ■ Albert Freeman, producer of “Twenty-One,” is indicted for perjury.

lov. 24 ■ President Eisenhower names advisory committee in telecommunications, asks for “report on role of government in spectrum management.”

sec. 1 ■ Option-time question divides FCC. ■ Westinghouse forms Television Advertising Representatives to represent its five owned TV stations. ■ James Byrom, news director of WABC-TV Fort Worth, is first broadcaster-president of Sigma Delta Chi, national professional journalism society.

sec. 8 ■ Major leagues reject players’ pitch for harem in TV profits.

ec. 22 ■ Orbiting Atlas missile takes President’s “peace on earth” message from sky to ground. ■ MCA takes over Universal Studios.

1959

in. 5 ■ Public describes ideal station spotmat in motivational research study for WCOM Houston. ■ Edward J. Noble, who bought Blue Network from RCA, changed name to ABC, merged it with United Paramount Theaters, dies at 76.

in. 12 ■ Young & Rubicam combines pro- and media operations into expanded dio-TV department. ■ “Must-buys” now dropped by all TV networks as NBC-7TVC falls in line. ■ FCC invites comments on space-comunications allocation. ■ Commercial TV broadcasters contribute time, facilities, know-how to TV.

jb. 2 ■ TV films; big firms prosper as small ones get squeezed out. ■ FCC proposes rule on “waving” TV-network spot representation to own stations.

jb. 16 ■ SEC investigates Guterman stock manipulations; MBS future uncertain. ■ FCCoders new booster study. ■ Fund for Republic ads sentiment growing for TV censorship.

b. 23 ■ Lar Daly, perennial splinter candidate, is accorded equal time under Section 5 of Communications Act. ■ Supreme Court finds that NBC must stand trial for alleged excretion in station swap with Westinghouse.

rch 9 ■ Multiple spotting widespread in adium-sized markets. ■ BAR monitors find 5% of commercials incorrect. ■ TACO conclusion: UHF can’t compete with VHF.

rch 23 ■ FM Association of Broadcasters reelects FMDA.

rch 30 ■ Malcolm Smith group buys MBS. ■ 2C issues new rules for pay-TV test; House Immerse Committee approves action by 10-1 vote.

xrl 6 ■ African-Americans plan for “revising allocations of whole radio spectrum” emerge as FCC talks with UHF-VHF problem and mobile users clamor for more space.

xrl 13 ■ Subliminal advertising works, but at least as visible ad, Indiana study shows. ■ FCC lets local stations apply for time maximum power of 1 kw; adopts deadline cutoff policy to speed processing of new FM applications.

April 20 ■ Fall TV-network programing takes shape early. ■ FCC agrees to license on-channel VHF boosters if Congress passes enabling legislation.

April 27 ■ Sixty-eight TV stations defy code, refuse to drop Preparation H commercials. ■ News scc reports they have now more stations subscribers than newspaper clients.

May 4 ■ NAB TV board renews code membershup of handful of stations that refute to comply with code rules.

June 22 ■ Radio broadcasters and ASCAP agree on new license terms. ■ NAB TV code board cracks down on Preparation H; 19 stations are dropped; 17 resign; NBC-TV broadcasts new film sent from London through underwater cable, using slow-scan process.


July 26 ■ Big businessman, Al McCarthy, steps in to rescue MBS.

Aug. 3 ■ Congress wants look at quiz-show scandal records held by New York grand jury. ■ Ampex’s Grundy smuggles videotape recording of Nixon-Khrushchev debate out of Russia for broadcast on all three U.S. television networks.

Aug. 31 ■ How big is payola? Can disk jockeys be bought? Broadcasting special report surveys sorry situation.

Sept. 7 ■ Congress amends Section 315, exempts newspapers from equal-time requirement, but writes “fairness doctrine” into the law. ■ Broadcasters fight antitrust exemption for professional sports which would permit blackout of 20 million homes. ■ Mission of Television Information Office is defined. ■ Grand jury indicts Alexander Guterman and associates for wiretapping as propaganda tool for Dominican Republic.

Sept. 14 ■ New labor bill protects broadcasters against blackmaile pimicking, secondary boycotts.


Sept. 29 ■ NAB signs consent decree, agrees to sell Philadelphia stations acquired from Westinghouse, not to add or exchange stations or increase representation without Department of Justice permission. ■ FCC proposes to add Class II unlimited stations to 23 of 25 Class I-A clear channels, invites comments. ■ Special Examiner’s report finds nothing improper in grant of ch. 5 Boston to WWBH (Boston Hearld-Traveler) and no reason to set case aside.

Oct. 12 ■ In Detroit, rips network, beams up staff and live programing, increases revenue. ■ FCC orders TV networks not to represent stations they don’t own. 13 stations need new reps. ■ Quiz contestant tells House Legislative Oversight Subcommittee they got answers in advance; CBS-TV drops big-prize shows.

Oct. 19 ■ Timebuyers prefer one-minute TV spots. ■ Supreme Court upholds lower court ruling that FCC acted illegally in ordering that functional music must be multiplexed.

Oct. 26 ■ TV networks start repackaging image as President Eisenhower calls quiz-show rigging “a terrible thing to do to the American public.”

Nov. 2 ■ RCA color tape recorder is fully compatible for playback on other VTR machines, company announces.

Nov. 6 ■ NAB, CBC move to eliminate all program practices that might deceive public, as Van Doren’s confession that his “Twenty-One” performance was rigged causes public outcry. ■ House probe finds other quiz shows fixed.

Nov. 16 ■ FCC order sweeping inquiry into programing and advertising practices of radio-TV.

Dec. 7 ■ FCC goes after illegal plugs at stations; FTC charges record companies, distributors bribing disk jockeys, networks tighten curbs on plugs, payola; NAB toughens code restrictions.

Dec. 14 ■ Quiz and payola scandals, government probes haven’t hurt time sales, station reps say. ■ Jim Aubrey succeeds Lou Cowan as president of CBS-TV Network. ■ NAB forms task force to handle industry’s ethical and legal problems. ■ Judge takes $150-million damage claim out of songwriters’ suit against BMI, lets other challenges go to trial.

Dec. 21 ■ Public does not condone abuses but has not lost faith in radio-TV, research for Eino Roper finds. ■ FCC sign consent judgment with FTC, agrees not to pay disk jockeys to play records unless payment is publicly disclosed.

Dec. 28 ■ Audio tape cartridge for home use is under development by 3M Co. and laboratories at CBS.

1960

Jan. 4 ■ Fees from movies sold to TV loom large in Hollywood-union contract talks.

Jan. 11 ■ FTC issues more payola complaints, composers, demand stations sell BMI stock or lose licenses. ■ FTCer, Assistant Attorney General William P. Rogers says FCC and FTC have authority to clean up deceptive broadcasting, should use it more effectively. ■ ASCAP fees for radio stations drop 9% under new licenses. ■ FCC proposes reduction of co-channel mileage separation to permit VHF drop-ins.

Jan. 16 ■ FCC Chairman Doerfer proposes prime time cultural programming, it invites reaction among TV networks. ■ FTA hits TV commercials of Laver Bros., Standard Brands, Colgate-Palmolive, Alcoa as phony.

Jan. 25 ■ Networks agree to try Doerfer prime-tine culture plan.

Feb. 1 ■ Former FCC Commissioner Richard Mack enters psychiatric institute as second trial of him and Thurman Whiteside pend; first trial ended in hung jury.

Feb. 15 ■ House Legislative Oversight Subcommittee opens payola hearing with Kevin Cleveland and Warren Boston as horrid examples. ■ Telemeter puts coin boxes into 2,000 Canadian houses for pay-TV test in Toronto suburb.

Feb. 21 ■ FTA seeks to clarify law on misleading ads on case-by-case basis, exchanges information with FCC on payola. ■ Alexander Guterma, former MBS president, is sentenced to four years, 11 months in federal prison, fined $160,000 for stock fraud.

Broadcasting Oct. 12 1981 178E
Feb. 29 - Gillette, NBC tie-up radio-TV rights to World Series, All-Star Game through 1966. NAB stand on FCC program surveillance has not changed. NAB President Harold E. Fellows tells state association presidents: NABC purchases Oakland-San Francisco; KRON-TV, NBC-TV affiliate in San Francisco, protests. Senate passes NARBA, Mexican treaties.

March 7 - FCC Chairman John Dowerer admits riding to Florida on Storer plane, spending nights on Storer yacht. House Legislative Oversight Subcommittee Chairman Orson Hartis (D-Ark) and FCC Chairman Dowerer stage impromptu debate on CBS-TV affiliates meeting. FCC cites four Boston-area stations for payola offenses. NAA strikes major movie companies, settles with U-1 fees from sale of pictures.

March 14 - John Doerfer resigns; Frederick Ford is new FCC chairman. Bulova time signals return to radio. Harold E. Fellows, NAB president since 1951, dies of heart attack at 60.

March 21 - NBC sells Washington stations to RKO General, exchanges Philadelphia broadcast properties for RKO in Boston.

April 4 - Satellite sends weather reports back to station from 400-mile-high orbit. RKO-Zenith plan $16 million test of on-air pay television in Hartford, Conn.

April 25 - Advertisers use to buy TV entertainment programs, shun public-service shows. Minnesota Mining & Manufacturing Co. is new MBS owner.

May 2 - FTC investigators ratings, use in station advertising. Philco applies for 3 Philadelphia, now occupied by NBC's WOR-TV. Sam Goldwyn offers movies to television.

May 16 - Color commercials have 3.5 times the impact of black-and-white, Cincinnati study finds. FCC to establish Office of Complaints and Compliance as watchdog over broadcasters. TV networks control 80% of shows for new season, up from 71% in 1959-60.

May 23 - N.W. Ayer joins drive for summer discounts in TV rates. TV networks offer free time to major-party presidential candidates as Senate considers bill to require it. New York grand jury issues eight payola indictments. By single vote, Senate kills bill to pass CATV under FCC regulation.

May 30 - UPI adds "audio" news reports to radio stations.

June 13 - Station representatives urge stations to clear up rate muddle, after N.W. Ayer threatens to deal directly with stations. Broadcasters have no common-law rights in their programs, Montana district judge rules, dismissing infringement suit of KLLW-TV Butte against Helena CATV system.

June 20 - Writers Guild of America strike ends after five months.

June 27 - Freia Hennek Simons, first woman FCC commissioner, dies at 55, following brain surgery.

July 4 - Long-term contracts, tying top talent to one network for many years, are out of date; new contracts reflect changes in economics, public taste.

July 11 - Product protection dovetails on TV. FCC makes Fresno, Calif., all-UHF market, deletes ch. 12. Hughes Aircraft unveils laser (light amplification by stimulated emission of radiation) system.

July 18 - FCC cancels grant of Miami ch. 10 to National Airlines, gives it to L.B. Wilson Inc.

July 25 - TV affiliates want 46-second station breaks. Advertisers and agencies tamper with scripts and casting, writers declare.

Aug. 1 - FCC announces new policy of keeping careful watch of station programming and efforts to find and meet needs of community.

Aug. 15 - CBS Radio plans to cut entertainment programming, bolster news. SAC members reject merger with AFTRA. Echo I, balloon satellite, relays signals from 1,000-mile-high orbit.

Aug. 21 - End of daytime eurals on network radio.

Aug. 29 - Congress suspends equal-time requirement for presidential candidates.

Sept. 5 - TV-network programmers are hard at work on 1961-62 shows, even before 1960-61 season starts. KUAM San Francisco, institute single rate, bans multiple spotting, refutes barter and per-inquiry business to test viability of ethical radio.

Sept. 12 - AFM wins back right to represent musicians in negotiations with movie producers, lost to MGA two years before.

Sept. 19 - Special FCC examiner recommends downsizing three applicants for Miami ch. 7, voiding grant to WORWXV. President signs payola bill into law. Federal Aviation Administration claims final say on broadcast towers as hazards; broadcasters favor FCC.

Sept. 11 - Florida ex-governor, LeRoy Collins, is picked as new NAB president. Opening Kennedy-Nixon debate gets biggest TV audience ever.

Oct. 10 - Advertisers join agencies in "interchange" program to improve advertising through self-criticism. FCC TV code board interprets liquor-ad ban to include any commercial indirect use of liquor; cocktail lounge spots move to noncode station. Courier I-B goes into orbit, stimulates talk of stationary satellites.

Oct. 17 - TV producers tell FCC they control programs, admit they accede to policy taboos of sponsors, which may be extensive. Thurman Whiteside is acquitted in Miami ch. 10 case; former FCC Commissioner Richard Mack is too ill to stand trial. Crowell-Collier buys WBBM-TV New York for $11 million.

Oct. 24 - Taft Schreiber refuses to tell FCC Which shows MCA has interest in, after William Morris executives explain company's operation. Quiz contestants are indicted for perjury.

Nov. 7 - Debates helped Kennedy, hurt Nixon, Sindlinger study shows. Canadian pay TV families spend 80 cents per week to see movies at home. Dr. W.R.G. Baker, noted GE engineer who headed group that set TV standards, dies at 67.

Nov. 21 - James Hagerty, White House news secretary, picked to head ABC News, as John Daly resigns. FAA chief convenes FCC has final say on tall towers.

Nov. 28 - Negotiators for networks, ad agencies, film producers reach agreement with AFTRA-SAG.

Dec. 12 - ABC-TV, CBS-TV take 8:30-11 p.m. evening option time. Gene Autry, Bob Reynolds add baseball club to broadcast holds. FCC moves to stop station trafficking, proposes three years as minimum ownership period. Richard Eaton stations are first to be given short-time license renewals, under new law establishing that penalty for violations of FCC rules.

Dec. 19 - New SAG-AFTRA agreement gives actors equal pay for film and tape commercials.

Dec. 26 - Airborne TV transmitters are ready to send instruction to Midwest schools.

Jan. 2 - James M. Landis, former dean of Harvard Law School, joins Kennedy staff to study regulatory agencies. House Subcommittee on Legislative Oversight comes to end. In three and half years, it turned spotlight on quiz scandals, payola and ex parte influences, caused downfall of Doerfer, Mack, Van Doren and cancellation of six TV-station grants. "March-Mad South" plans economic reprisals against sponsors of programs distasteful to Southerners.

Jan. 6 - Newton Minow, law partner of Adlai Stevenson, is picked as FCC chairman. New FCC rules tighten restrictions on payoffs and strike applications.

Jan. 30 - U.S. Court of Appeals approves FCC plan to revoke Boston d's grant to Boston Herald-Traveler, Examiner case.

Feb. 6 - Repeal of Section 315 urged by NAB, CBS, NBC; modification advocated by ABC, MBS, Edward R. Murrow leaves CBS to head U.S. Information Agency.

Feb. 27 - FCC approves three-year trial of subscription television on WORWXV Hartford, Conn. 20th Century-Fox sells 30 motion pictures to NBC for $6 million, plans major expansion of TV film production.

March 6 - Baseball billings of $75 million for year estimated by Broadway. Viewers say they want culture, but it's pure entertainment that they watch, researchers discover. WBC Productions formed to produce programs for Westinghouse-owned radio and television stations, syndication to others.

March 20 - Threatened by boycott, picketing, Liggett & Myers drops "The Untouchables." NBC-TV cuts product-protection time to 10 minutes.

March 27 - KGW in Portland, Oregon, draws first FCC fine, $10,000 for alleged "willful and repeated" technical violations.

April 3 - Powell Criley, Jr., early radio-television manufacturer who established WJWJ Cincinnat i in 1921, dies at 74.

April 17 - Political billings of radio and television in 1960 campaign totaled $14 million.

April 24 - Kennedy plan to reorganize FCC with added power for chairman is opposed by commissioners. FCC approves FM stereophonic broadcasting.

May 1 - Televised audience is hard to please, demands better programming, Campbell-Ewald youth study shows. Young & Rubicam asks NAB, FCC to persuade ABC-TV not to adopt 40-second breaks.

May 8 - Kennedy order on ethics for government officials bans gifts, fees, compensation for outside activities.

May 15 - Minow shakes up NAB convention with "wasteland" speech, warns broad casters to improve programs or get off air. Col lines urges editorializing as way to attain prestige.

May 22 - V&R writers ban on triple-spotting goes into effect with Gulf Oil contract with NBC-TV.
A STANDING OVATION TO Broadcasting

BMI STANDS FOR THE BEST
June 5 □ FM multiplex stereo starts at deadline in Schenectady, N.Y., Chicago, Los Angeles.

June 12 □ TV crime and violence increases, so does juvenile delinquency, witnesses at Senate hearing seek to prove connection. □ Television Affiliates Corp. formed to make best local shows available to all member stations. □ J. Harold Ryan, co-founder of Storer Broadcasting Co., former president of NAB, BMI assistant director of censorship during World War II, dies at 75.

June 19 □ NAB bans prime-time triple-spotting, cuts commercial time in TV participation shows to four minutes per half hour, forbids personal product ads on radio as well as TV. □ Programmers blame networks, advertisers, agencys for violence on television; networks say no one has proved connection with juvenile delinquency. □ House rejects President's plan to reorganize FCC.

June 26 □ Writers tell FCC television's promise of golden age has hit dead end. □ ABC-TV National Station Sales will represent network's owned stations. □ FCC's Minow, NAB's Collins agree there's too much violence in television, disagree on remedy. □ ARI issues county-by-county breakdown on nation's 47.9 million television homes. □ Duane Jones, agency executive credited with development of box-top premium technique in radio advertising of packaged products, dies at 63.

July 5 □ Applicant for new FM station is denied on grounds to determine local program needs. □ President orders Federal Space Council to study ways to develop communications-satellite system. □ Federal court tells Salt Lake City stations they can't stop Idaho CATV operators from picking up their programs. □ Civic group buys commercial WMAT-TV Newark, N.J., for use as New York-area educational station; New York commercial TV stations contribute $2 million toward purchase.

July 17 □ Off-network shows become popular TV syndication fare. □ New policy of matching proposals of applicants with their performance is announced by FCC in granting one-year renewal to KXPN-Pasadena, Wash. □ $1.1 million to New York's Crouell-Coll isier dies when option expires with no FCC approval.

July 31 □ FCC proposes to abolish UHF allocations table, authorizes dual VHF operation; deleter VHF channels from seven intermixed cities, add third VHF channel to 10 cities. □ FCC revokes station WPTZ, Grant to Bis- cayte TV Corp., disqualifies two other applicants for ex-parte contracts, awards channel to Sunbeam TV Corp.

Aug. 7 □ Broadcast Clearing House is announced as central processing, billing service for spot radio and television.

Aug. 14 □ WINSAM to be New York key of MBS as WORAM drops 27-year affiliation.

Aug. 28 □ Congress passes own FCC reorganization bill.

Sept. 4 □ Tax court tells Westinghouse NBC-TV affiliation contract of WRTV Philadelphia can't be appealed.

Sept. 18 □ FCC ignores House Commerce Committee request to delay decision, breaks down 13 of 25 Class 1-A frequencies, ending 18-year battle.

Sept. 25 □ Sports stars find TV commercials road to riches. □ Minow suggests quality children's program, rotated among networks at same time each day. □ Celler bill to let professional sports leagues negotiate package-television contracts passes House, Senate.

Oct. 9 □ FCC kills proposal to charge broadcasters 4% of gross revenue in annual license fees. □ Ratings, cost-per-thousand are important considerations in program selection but not final factors, big advertisers tell FCC.

Oct. 16 □ Advertisers spent $10.03 per family on TV spot in 1960, TVAR study shows; city 폭 also varies from minimum of $27.3 to $83.7 (Evansville, Ind.-Henderson, Ky.). □ Central Media Bureau is third to offer computerized service for spot buyers. □ Grant of Miami ch. 10 to B.W. Wilson Inc. is final as Supreme Court denies appeal of Airlines from lower court ruling.


Oct. 30 □ KVTU-TV San Francisco calls off sale to NBC; NBC-RKO deal may be upset. □ FCC finds CBS-TV compensation plan violates rules.

Nov. 6 □ GE, Westinghouse are asked to explain why broadcast licenses should be renewed after price-fixing convictions of corporate officers. □ Rush for VHF drop-ins swamp FCC. □ Ampex "electronic editor" permits inserts, additions to be made in videotape without physical splices.

Nov. 13 □ BBD uses computer process for media selection. □ Tecno TV drops cut rates to ETV, annoys some commercial broadcasters.

Nov. 20 □ ABC-TV engineers develop process for immediate playback of videotape recordings in slow motion.

Dec. 25 □ All-industry committee goes to court to get ASCAP music on film cleared at source.

1962

Jan. 8 □ FTC calls Rapid Smoke popcorn commercial "deliberate fraud" by Colgate-Palmolive and agency, Ted Bates. □ FCC approves plan to restrict station trafficking.


Jan. 27 □ A.P. Management Corp. sues Young & Rubicam, 15 station representatives, 22 stations for $1.4 million, charging conspiracy to destroy APMC service-for-time business.

Feb. 5 □ NAB Board scuttles reorganization plan, approves study of radio "overpopulation," opposes network licensing, favors all-channel sets.

Feb. 12 □ Public has higher opinion of TV now than two years earlier, Roper survey shows. □ FCC commissioners blame ABC counterprogramming for many TV program ill. □ President Kennedy proposes publicly-held corporation to own, operate space communications system.

Feb. 19 □ FCC proposes application filing fees of $250 for TV, $150 for radio.

Feb. 26 □ FCC picks Chicago for first hearing on local TV programing. □ Colonel Glenn's orbital space flight seen by 135 million on TV at cost of $3 million to networks.

March 5 □ Baseball broadcast billings hit $83 million for season. □ Young & Rubicam researchers find no evidence that program content influences commercial recall, impact. □ FCC wants satellite owned by international common carriers, not public. □ "Unusually good" programming wins license renewals for 14 Westinghouse stations, despite antitrust violations of parent company.

March 12 □ ASCAP offers reduced fees, to TV stations if they'll drop BMI ownership. □ Schaefer Research Corp. says TMR is wrong, that program music use not commercial recall. □ A.P Management Corp. wins preliminary injunction against TMR, nine station representatives. □ FCC warns stations on spread of double billing.

March 19 □ FCC agrees to hold up deinterlacing if all-channel set bill passes. □ Radio, TV get almost as much music from BMI as from ASCAP. □ KRLA (Los Angeles), KLFT (Miami) Gaussian Meadow, L.A. lose licenses for alleged attempts to mislead FCC. □ FCC finalizes rules requiring hearings on transfers of licenses held less than three years.

March 29 □ Witnesses praise, damn Chicago television at FCC hearing. □ TV negotiators refuse to give up BMI ownership for ASCAP cut rate. □ Oliver Treze, for five years head of ABC-TV, is fired, replaced by Tom Moore.

April 2 □ ABC-TV promises color programming for fall.

April 9 □ NAB, FCC will cooperate to solve radio's overpopulation problem. □ ABC-TV turns Friday night 10:30-11 p.m. back to stations.

April 16 □ Department of Justice files antitrust suit against CBS on grounds Incentive Com- pensation Plan forces TV affiliates to carry full network schedule.

April 30 □ New AAAA creative code discourages "deliberately irritating" ads. □ Conrelad ending, outmoded by guided missiles. □ John Henry Faulk sues Aware Inc. for $1 million, charges bulletin labeling him as Red sympathizer cost him broadcasting career.

May 7 □ A.P. Management Corp. gets permanent injunction against Y&R and nine representatives, no money, as suit is settled.

May 14 □ FCC imposes Partial freeze on AAA applications, reexamines criteria for FM grants.

May 21 □ Network heads deny sex and violence TV programs for own sake as Senate Juvenile Delinquency Subcommittee hearing go on.

May 28 □ Networks get seats on NAB TV code review board. □ FCC Review Board establishes to review examiners' decisions and routine radio hearing cases.

June 4 □ Some 300 stations tell Bates they'll provide 15-minute product protection; only seven say no. □ Possible harm from smoking could endanger television's tobacco billings $114.6 million a year. □ FCC orders CBS-TV to negotiate new affiliation compensation plan.

June 1 □ B&B joins Bates in demand for 15 minute protection; Triangle stations back Westinghouse on 10-minute standard. □ Edgar Kobak, former MBS president and earlier vice president of NBC, Lord & Thomas, Blue Network, dies at 67.

June 25 □ American Cancer Society moves to stop tobacco sponsorship of college sports. □ CBS-TV amends compensation plan to meet FCC objections. □ Associated Correspondent News Service inaugurates first Negr newswire.

June 18 □ Walter J. Damm, head of WFMJ-TV Millan, Lk. 35 years dies at 69. □ Henry J. Wrede, former president of NBC, FMAB, TBA.

July 2 □ FCC stays grant of ch. 10 Tampa-St. Petersburg to WTVT to look at programming.
79.5 million dollars.

July 6 □ Telestar, AT&T's orbiting satellite, provides glamorous debut for global TV. New RS rules give broadcasters quicker write-offs on equipment. Owen D. Young, founder and first chairman of RCA, GE chairman for 17 years, dies at 87.

July 23 □ NBC-TV acts affiliate compensation.

July 30 □ Late-night television income tripled in five years, accounts for 10% of all national TV offerings. FCC revises FM rules, specifies more classes, tightens mileage separations. Vodkat Kingsfleece, Inc., licenses $18.5 million for "vulgar" programs.

Aug. 8 □ Group headed by Alfred Stern, NBC vice president, buys 18 CATV systems for $510 million, biggest cable sale to date.

Aug. 13 □ Ted Husing, pioneer sportscaster, dies at 50. Six Hollywood studios produce 0% of TV's prime-time entertainment shows.

Aug. 20 □ TV networks look askance at JSP plans to buy five-minute segments lopped off prime-time programs. NB, AIE, AIEE agree to separate into Institute of Electrical & Electronic Engineers (IEEE).

Aug. 27 □ TV networks reject Republican attempt to buy five-minute political ads lopped off prime-time programs.

Sept. 3 □ President signs bill creating Communications Satellite Corp. Networks pay 14.4 million for television rights. IRS rules set proceeds from sale of film or taped TV now as ordinary income, not capital gains.

Sept. 17 □ GE will sponsor Victor Borge in weekly hour on XEVR Network of 40 FM stations, biggest buy in FM history. FCC promises that any TV sets made after April 30, 1964, must be all-channel, calls moratorium on deintermixtures.


Oct. 20 □ Ayr asks stations to give circulation guarantees for Sealtless tests.

Oct. 22 □ Major advertisers use "bulk buying" cliniique for TV spot. NBC goes ahead with "Rodney," despite protests by U.S. State Dept., East Germany, West Germany, West Berlin.

Oct. 5 □ Network news chiefs charge Pentagon with managing news in Cuban crisis.

Oct. 5 □ Supreme Court upholds ban on block booking for feature films to TV.

Oct. 26 □ NAB President Collins expresses arsonal dislike of cigarette advertising that influences school-age children to start smoking; immediate reaction is negative.

Oct. 17 □ FCC staff wages campaign to force stations to schedule local discussion shows prime time.

Nov. 11 □ NAB's Collins suggests restrictions on cigarette commercials designed to appeal to youngsters; code board sends proposal to NAB.

Nov. 13 □ AIEE Space Act as watchdog for member UHF stations. NASA puts RCA-built relay satellite into orbit.

Dec. 24 □ FCC releases proposed table of FM allocations.

1963

Jan. 7 □ RCA pays Philco $89.9 million for patent rights; Philco withdraws bid for ch. 3 Philadelphia. Major rating firms sign FTC consent order to agree to stop claiming 100% accuracy.

Jan. 10 □ AAO offers pre-emption formula to reduce paperwork in spot buying. FCC gets more complaints, took more disciplinary actions in 1962 than in any previous year.

Jan. 21 □ NAB board gives LeRoy Collins three-year contract; more money for ad action on cigarette commercials. FCC plans to add 650-700 UHF assignments to TV allocation table.

Jan. 28 □ Federal Communications Bar Association starts drive to rewrite Communications Act, replace FCC with new regulatory agency.

Feb. 4 □ FCC knows better than public what garden service payments are, Commissioner Henry states at Omaha hearing, as witnesses praise that city's stations.

Feb. 11 □ Minor, leaving FCC for Encyclopaedia Britannica post, recommends Henry as new chairman; American Bar Association votes to retain Canon 35, prohibiting broadcast and photography equipment in courtrooms.

Feb. 18 □ National Community TV Association board sees federal control necessary to assure orderly growth of CATV. Regional radio broadcasters form Association on Broadcast Standards. Spectrum, formerly called stationary satellite, goes up, doesn't work.

March 11 □ ASCAP offers reduced fees to TV stations if they will drop ownership in BMI. House Special Subcommittee on investigations hears ratings called "fraud," "absurdity." Network executives say they are only one factor in determining program worth. FCC tells staff to prepare order denying VHF drops-in in seven two-station markets. FCC refuses to approve arrangement for NBC to reimburse Philco for expenses if Philco withdraws application for ch. 3 Philadelphia, says Philco can compete for channel or withdraw without payment.

March 25 □ Methodology of Pulse, Nielsen probe at House subcommittee hearing; Chairman Harris says Pulse service looks like "con game."

April 1 □ House subcommittee hears into Nielsen testimony; agencies wonder how to produce believable ratings. FCC prepares to adopt license fees of up to $100 for TV, $50 for radio. Industry advisory committee recommends Emergency Broadcasting System, with stations broadcasting on regular frequencies with normal power, as Connelrad replacement. FCC considers ways to limit amount of time given to commercials.

April 21 □ Pulse's Roslow calls for industrywide "standards and auditing committee," as researches, broadcasters seek solution to ratings problem.

April 29 □ AAAA board bars ownership of ad media by member agencies. Judge rules under Chattanooga can amortize cost of acquiring license, reversing IRS decision.

May 6 □ Broadcasters favor industry audit for ratings; RAB wants radio, TV research separated; FTC charges Nielsen with rating monopoly, asks for surrender of half its clients. Georgia commercial broadcasters protest paid entertainment on state-owned ETVs.

May 13 □ New FCC order amends sponsorship rules to implement 1960 legislative ban of payola, plugola. FCC finalizes license fees. Telestar II off to good start.

May 20 □ FCC proposes to include NAB code in new rules. News rules for radio, proposed by FCC, would break up some AM-FM duopolies, limit FM duplication of AM programs to 50%. Astronaut Gordon Cooper sends back first TV pictures from space.

May 27 □ Glitter cuts value of TV ad dollar in half, B&W's Burgand tells ANA. Court of appeals approves FCC refusal of additional facilities to Carter Mountain Transmission Corp., upholding commission's right to use licensing powers over common-carrier relays to protect TV stations from CATV intrusions.

June 3 □ FCC outrules network option time. FCC finally rejects plan for shortened VHF drop-ins, ABC seeks reconsideration. CBS Radio terminates New York Philharmonic broadcasts after 33 years.

June 10 □ Politicians spent $20 million for radio in 1962 campaigns.

June 17 □ FCC-FTC tell broadcasters to be prepared to prove rating claims; agencies warn ARF to have in rating audit. Contest winning,

Aug. 9 □ NAB's Collins invites network heads to off-record meeting with selected agencies, advertisers, to upgrade TV commercial practices; say no. Fall full broadcastings total $85 million; networks pay $14 million for rights.

Sept. 2 □ Civil rights march on Washington gets full radio-TV coverage.

Sept. 16 □ Nine rating services seek Rating Council accreditation; some stations cancel ratings, others use them with disclaimer; NABFM outlines FM rating needs; FCC, FTC keep heat on but don't specify rules. Pat Weaver leaves McCormick-Erickson to head STV, wired pay-TV enterprise.
Sept. 30  □ Screen Gems transfer Negro to "Hazel" series, avoids clash with NAACP. □ Jack Benny, who left NBC for CBS in 1964, returns to NBC in series of fall. □ FTC investigates SESAC; Justices Department intensifies probe of BMI.

Oct. 7  □ FCC reserves channels 37 for exclusive use of radio astronomy for 10 years. □ H & B America, RKO plan CATV merger to operate over 50 systems with 100,000 subscribers. □ ABC-TV's big money quiz "100 or nothing" dies in three weeks for lack of audience.


Oct. 21 □ California theater owners pledge $500,000 to fight pay TV.

Oct. 28 □ FCC proposes adding 411 assignments to UHF table, 374 for ETV.

Nov. 4 □ Investors go for pay-TV stock; buy out STV offering first day.

Nov. 15 □ FCC reaffirms drop denial.

Nov. 25 □ All commercial, all entertainment, banned from radio and TV networks following John F. Kennedy assassination. □ First trans-Pacific broadcast via satellite previewes live-TV coverage of 1964 Olympics in Tokyo.

Dec. 2 □ President Johnson's wife gives up control of Texas stations, transfers holdings to trustees. □ Four Minneapolis-St. Paul stations refuse to pay FCC fines for sponsor-identification omission.

Dec. 16 □ P&G won't pay for spots next to piggyback ads, representatives are told. □ FCC plan to adopt NAB code rules is all but dead.

Dec. 23 □ Broadcast Licensing Council incorporates as nonprofit organization, sends proposed standards to rating services; AAAA is full member. □ NCAA sells 1964 football rights to NBC-TV for $13 million.

Jan. 6 □ Milwaukee Advertising Laboratory founded by Milwaukee Journal, WTMJ-AM-FM-TV to evaluate advertising effectiveness.

Jan. 13 □ Nielsen "reluctantly" stops measuring radio-network audiences.

Jan. 20 □ Government, tobacco companies, broadcasters ponder next moves after report to U.S. surgeon general links cigarette smoking to lung cancer. □ FCC drops plan to adopt NAB codes into rules.

Jan. 27 □ CBS buys NFL rights for two years for $12 million. □ Grand jury indicts Drug Research Corp., agency (Kaster, Hilton, Chesley Clifton & Atherton) for fraudulent advertising of Regimen, reducing pill. □ NAB TV code board bans piggyback ads, cigarette commercials appealing to youngsters. □ FCC renews licenses of Pacifica stations whose programs were accused of being offensive to some listeners. □ Judge in broadcast in deciding what public shall see and hear "is entitled to very great weight" and commission will step in only where facts "flagrant" call for such action.

Feb. 3 □ American Tobacco drops sports broadcasts; some radio stations ban cigarette ads. □ Use of piggyback ads upheld by Kenyon & Egan, Levitt & Nappo, McCann-Erickson.

Feb. 19 □ Reynolds Tobacco cancels late-afternoon commercials on radio stations popular with teen-agers; CBS-TV orders de-emphasis of cigarette use on programs.

Feb. 24 □ Baseball rights cost $13.5 million. □ McCann-Erickson initiates "instant upgrading" policy will cancel TV spot schedule if other stations offer better values.

March 2 □ House passes bill to prohibit FCC from setting commercial standards.

March 9 □ New AFM contract reduces number of staff members at networks from 409 to 320, gives them 3% pay boost.

March 16 □ Network affiliations are deductible, U.S. Tax Court rules, giving Corinthian victory over IRS after seven-year fight. □ Barter is $35 million-per-year business; SRA finds that lack of Federal registration of time deals is leading to losing market at cut rates. □ Tomyakrs accept NAB guidelines on TV commercials. □ Supreme Court rules public officials can't sue for libel unless malice proved.

March 23 □ NAB code officials explain stand on multiple-product spots to agencies, producers, station representatives, Corinthian stations ban piggybacks. □ WNEW, New York, accepts liquor ads after 10:30 p.m.; NAB protests action.

March 30 □ BBDO "Channel One" on-air experiments show piggyback ads, vintage, special program, looks like filmstrip. □ Senate bill would bar liquor advertising on Radio-Television. □ FCC certificates Harris (D-Ark)karaoke would be legal if Federal Communications Commission rules.

April 8 □ McKesson & Robbins switches wxy-c from spot to wine. □ Twenty applicants seek 1100 kc in Los Angeles, lost by KRLA. □ Broadcast Rating Council issues rules, authorizes audit of rating services. □ Association of Motion Picture Producers formed by merger of two producers' groups.

April 20 □ United Church of Christ asks FCC to deny renewal to WTVR and WABR, both Jackson, Miss., for alleged discrimination against Negroes.

April 27 □ FCC tells Gordon McConnell to give 57 hours of free time on his Texas stations to Senator Ralph Yarborough, his opponent for Democratic nomination.

May 15 □ ABC-TV, CBS-TV pull out of Emmy awards in hassle over method of picking winners.

May 25 □ NAB TV code board bans titles, teasers, credits, hopes to knock 30 seconds of clutter out of each half-hour.

June 1 □ Common carriers buy 5 million shares of Comcast stock; AT&T gets most, then ITT, General Telephone, RCA.

June 15 □ FCC court upholds FCC revocation of license of KWMI, St. Louis. □ ABC, CBS, NBC set up Network Election Service, central vote-counting system, AP/UPI join election-day pool.

June 22 □ House gets bill to prohibit broadcasting of early Eastern election returns while polls are still open in West.

June 29 □ NAB President Collins resigns to accept federal post as conciliator in civil rights cases. □ Goldwater calls "philosophical" resolution by Congress of all cigarette packages as of Jan. 1, 1965, in all advertising. □ As of July 1, 1965, tobacco industry plans courts fight, if necessary. □ Capital Cable of Austin (Tex.) agrees to purchase TV Cable of Austin, ending CATV dispute in that city. □ Closed-circuit pay TV takes lot of hardware. □ Doctrine of "no pickets at TV" is set up.

July 5 □ GE stations get license renewals after General Electric Broadcasting Co. is formed to operate them. □ FCC lifts two-year-old AM freeze; order sets rigid technical standards, limits FM duplication of AM programming to 50% of total permitted.

July 13 □ New SAG contracts with Inovey, TV film producers give actors more residual pay.

July 20 □ STV starts pay-TV service by wire to 2,500 homes in Los Angeles; in Hartford, Conn., RKO General completes two years of on-air pay-TV believes it can make profitable, has found people most willing to pay for movies, shows, have little interest in culture. □ Barry Goldwater, Republican candidate for President, challenges President Johnson to TV "debates," is highly critical of CBS News's coverage. □ San Francisco federal court reverses ruling of Idaho judge that CATV systems can't duplicate network or film programs of TV stations. □ FCC suggests that broadcasers seek copyright protection.

July 27 □ Oak Knoll Broadcasting Corp., nonprofit organization, gets grant for "initiation of KLBAM" Pasadena-Los Angeles until permanent license is issued to one of 19 applicants.

Aug. 3 □ FCC renews NBC licenses for WRC-AM, TV Philadelphia, on condition they be exchanged for Westhouse stations in Cleveland, reversing deal made in 1956.

Aug. 10 □ SAG negotiates first contract for actors on videotaped shows with Universal; first for performers on pay TV with STV. □ Ranger 7 sends back close-up pictures of moon.

Aug. 17 □ Spot billings per TV family average $11.80, TVAR finds. □ More than 300 stations get fallout shelters for transmitter engineers, supplied by federal government.

Aug. 24 □ FCC, tax commissioner spurt broadcast to diversify; Broadcasting lists holdings of some 40 companies. □ No "Great Debates" in 1964; Senate kills bill to suspend equal-time law.

Aug. 31 □ "Grace Allen, co-star of "Burns and Allen" on radio-TV for more than 20 years, dies at 58, after heart attack. □ Most stations accept piggyback arrangements at regular rates as controversy dies out.

Sept. 21 □ Republican protest Demoncratic spots linking little girl and nuclear cloud as unfair scare tactic.

Oct. 5 □ FCC turns down RKO, Philco pleas for reconsideration, after NBC, WBC file applications to trade back Philadelphia, Cleveland stations. □ FCC rules stations carrying presidential news conferences are subject to equal-time demands of other candidates.

Oct. 19 □ ABC urges FCC to regulate CATV. □ FCC fines kx-AM Tyler, Tex., $250 for rebroadcasting football game without consent of originating station, reprimands KELA-TV Shreveport, La., for refusing permission. □ Television Audit Corp. claims to measure audience from planes.

Oct. 17 □ Heart attack kills Eddie Cantor, 72, top radio star of the 1930's.

Oct. 26 □ "GOP film," "Choice," depicting crime, mob violence, sex, scandals in government, set to go on NBC-TV in many localities, when candidate Goldwater has it dropped as not "appropriate." □ Herbert Hoover, 31st President, dies at 90. As secretary of commerce in early 1920's, he guided development of American system of broadcasting.

Nov. 2 □ Campaign costs for radio-TV put at $40 million. □ "Wife AM-FM" draws one-year renewal for "improper use of ratings." □ Dodd committee interim report calls relationships between TV violence and juvenile delinquency
broadcasting
For 50 years it's been essential
to the American way of life.

Broadcasting

For 50 years it's been essential
to the American broadcasting industry.

Sincere Thanks & Warm Congratulations
from Paramount Television.
"conclusively established"

Nov. 9 □ STV loses at polls, starts court fight to have California law declared unconstitutional, closes operations in Los Angeles, San Francisco; plans for systems elsewhere held up.  
Nov. 16 □ Monday night baseball network on TV loses out; maybe Saturday afternoons.

Dec. 14 □ CBS sues Teleprompter for CATV pickups of CBS-TV programs without permission of copyright owners. □ Presidential commission recommends *massive antismoking drive*, spearheaded by TV documentaries. □ Justice Department files antitrust suit to require broadcasters to give up ownership of BMI.

Dec. 21 □ ABC-TV signs 18 major league baseball clubs for 25 Saturday afternoon games, two holiday games.

1965

Jan. 4 □ Frederick W. Ford leaves FCC for $50,000-a-year NCTA presidency. □ Shell Oil "public service grant" provides two nightly newscasts for WOR-TV New York non-commercial station, each preceded and followed by credit to Shell; commercial broadcasters wonder if commercial is not commercial.

Jan. 25 □ Corinthian stations change policy, will accept piggybacks. □ FCC considers TV network control of prime-time programming to 50%, barring networks from syndication field. □ Some 65 million watch President Lyndon B. Johnson inaugurated on TV.

Feb. 1 □ Vincent T. Wasiutynski, NAB executive vice president, named president at $50,000 per year; board also votes to have full-time chairman at same salary. □ NAB, NCTA split over CATV protection for local television stations, FCC procedures for ensuring it.

Feb. 8 □ AMST calls on FCC to take immediate jurisdiction over CATV. □ BD&D, SSC&B test new system of agency compensation; formula assures agencies profit on accounts, assures clients that agency profits won't be excessive. □ White House TV studio gets first live use for presidential news conference.


March 8 □ James T. Aubrey Jr. is suddenly put as president of CBS-TV; John A. Schneider succeeds him. □ Supreme Court won't review award of $500,000 (reduced from $3.5 million) to John Henry Faulk in suit against Aware Inc., Vincent Hartnett, award director, also refuses to hear McKiernan St. Louis appeal for reversal of license revocation.

March 15 □ Montana bill to have state set performing rights rates for music used in state has broadcasters, licensing organizations in uproar; special report on music for radio-TV, who supplies it and for how much.

March 22 □ New York State Supreme Court orders Kemper Insurance Group to pay AB-PT for time Kemper tried to cancel following Alger Hiss appearance on news special on Richard Nixon. □ WINSAM, New York switches to all-news format.

April 5 □ Film dominates TV network prime time, supplies 84.1% of scheduled shows. □ CBS-TV will have seven one-minute prime-time breaks in fall, has two now. □ FCC approves plan of WOR-TV New York non-commercial station, for programming underwritten by business organizations that get name credits.

April 12 □ Early Bird, first commercial communications satellite, goes into stationary orbit, opens trans-Atlantic circuits for TV use. □ Supreme Court affirms FTC decision against Colgate-Palmolive, Bates, in "sandpaper" case rules mock-ups OK if it's not implied they're real things.

April 28 □ FCC asserts authority over all CATV, requires proposing cable systems to carry local programs and stop importation of those from distant stations, freezes CATV microwave applications in major markets.

May 3 □ AAAA offers to help FCC solve problems of overlaid commercials. □ Edward R. Murrow, dead of cancer at 57, honored as man who did most to set standards for broadcast journalism.

May 10 □ Federal court finds Kastor Hilton, Chesley Clifford & Atherton guilty of preparing fraudulent advertising for Regimen; it is first agency ever convicted on such charge.

May 17 □ ABC tells FCC it wants to operate domestic satellite. □ Three surveys show election returns, predictions had no effect on votes of those who heard them before going to polls. □ John F. Dille Jr., Indiana broadcaster-publisher-CATV owner, elected NAB board chairman, now full-time salaried job.

May 24 □ California superior court finds ban on pay TV unconstitutional.

May 31 □ Comsat files fee schedules. □ Telemetrex ends five-year test of closed-circuit pay TV in Canada, calls it successful.

June 7 □ Owners of 27 TV stations break with

Congratulations to Sol Taishoff and Broadcasting Magazine on 50 years of excellence.  

The next 50 will be even better!  

Wometco Enterprises, Inc.  
Mitchell Wolfson, President
NAB-AMST on CATV, support bill limiting FCC authority.

June 14 □ Supreme Court, in 5-to-4 decision, upholds presence of TV cameras in courthouse prevent fair trial of Billie Sol Estes. □ Gemini 4 light coverage costs networks $6 million. □ FCC rejects plea of atheist Madelyn Murray who has 15 Honolulu stations ordered to sell her time at "preferential rates afforded to religion." □ FCC issues new rule of UHF assignments, proposes low-powered TV stations for smaller markets.

June 21 □ P&G drops fight against piggybacks. □ NBC gives Philadelphia stations to WBC, gets Cleveland stations; WBC makes KWW Philadelphia "all-news." □ Glitter doesn't "seem to suit commercial recall." Needham, Harper & Steers, researchers find. □ H.V. Kaltenborn, lean of news commentators, dies at 85.

June 28 □ FCC issues proposed rule limiting new group owners to two VHF stations in up to 50 markets, makes effective immediately. □ NAB radio code lifts ban on personal products, if ad is in good taste.

July 12 □ FTC issues guides on ratings claims showing BBDO's "emotional advertising." □ Cigarette bill passed by Congress. □ "Affordable" health advertising, not in advertising.

Aug. 2 □ FCC decides not to ban TV-CATVrossownership.

Aug. 23 □ Los Angeles broadcasters use helicopters to cover Watts riots after mobile units estrayed, newsmen beaten. □ Court of Appeals overturns Tex Court ruling, upholds IRS finding that network affiliation contracts are not appreciable assets for tax purposes.

Sept. 30 □ United Church of Christ asks court to overturn license renewal of WLS-TV Jackson, Miss.

Oct. 6 □ Robert W. Sarnoff named president of RCA.

Oct. 4 □ KABLAM Oakland, Calif., kin to "canvasser" anchor, Wash. face FCC fines for failure to notify properly communities they are censused to serve.

Oct. 11 □ FTC orders J. B. Williams Co. to stop retransmision of, but promises to "keep the public body effective. □ 'Oregon's historic visit to U.S. seen in 90% of nation's homes; Dr. Carl Mcintire, the evangelist, seeks free time to reply to what he calls aggressive propaganda.

Oct. 16 □ Color set sales for first nine months of 656 double-meter set a year earlier. □ FCC creates new class of service for non-common-carrier operators serving CATV. □ Community Antenna Relay pays it back in 12,300 home sales; NAC drops NBC TV, signs four-year $32 million contract with ABC-NTV.

Oct. 25 □ FCC outlines double-billing. □ NBC sets rights for World Series, All-Star Game, some of Week for $86,000 for $20 million. □ Directors Guild of America absorbs Screen Directors International Guild.

Nov. 7 □ TV nighttime audience down slightly from previous year, Nielsen report. □ TV shows TV in its first rest less. □ Ralph Blumberg sells WGBH-Galaus. La., after KLAN boycott reduced on-time story from $4,000 to $400, receives TNDAS Public Award for courageous civil rights stand.

Nov. 8 □ Four Los Angeles businessmen for delity Television apply for ch. 9 there, on which RKO General's KNXT has operated since 1951.

Nov. 15 □ Court upholds FTC complaint against General Motors, Libby-Owens-Ford for representation in commercials shot through open door, purported to be through safety glass. □ Carone Corp. forms "blue-ribbon" commission to study ET. □ Nov. 22 □ Dr. Allen B. DuMont former TV inventor, manufacturer, broadcaster, dies at 64.

Nov. 29 □ NASA seeks feasibility study of broadcasting satellite radio signals directly to home receivers.

Dec. 6 □ FCC approves transfer of WLTV Jackson, Miss., to Lamar Life Insurance Co.; United Church of Christ, arguing for review of WLM's license renewal, asks8 circuit court to give aggrieved members of public right to be heard in license-renewal proceedings. □ UPJ takes over Radio Press International, chief rival in audio news service field. □ ABC plans merger with ITT. □ New York City issues three CATV franchises; Sterling Information Services gets Manhattan south of 86th St. on East Side, 79th St. on West Side. Teleprompter net's northern Manhattan; CATV Enterprise gets Riverdale.

Dec. 20 □ NAB TV code board puts new restraints on ads that criticize competitors. □ Five radio stations get short-term renewals for carrying more advertising than they proposed. □ Gordon McLendon at FCC approves his acquisition of WAKFS Los Angeles to be used as "classified-ad station" with no other programming. □ Walter D. Scott named NBC president; chief executive officer, Robert Kinner to become board chairman, duties not defined.


Jan. 10 □ CBS TV prices commercial minutes in football telecasts at $70,000 each. □ James Lawrence Flynn, 67, FCC chairman, 1939-44, dies of cancer.

Jan. 17 □ People in second-set TV homes don't watch more, do watch differently, McGuff & Hoffman survey shows.


Feb. 7 □ CBS-TV sets flat prices for time, drops all discounts but one for 52-week continuity. □ Ratings provide reasonably accurate attendance estimates, Committee on National Television Audience Measurements reports. Supreme Court refuses Congression petition to review lower-court ruling that TV network affiliations cannot be amortized.


Feb. 21 □ FCC sets rules for CATV for systems not using microwave as well as those that do, requiring carriage of all local station signals same day; nonduplication, no importation of distant signals by top-market systems except with FCC permission; reaction violent. □ Fred W. Friendly quits as president of CBS News, when new boss Schneider cancels coverage of Senate hearing on Vietnam; Richard Salant named acting news head.

Feb. 28 □ Robert E. Kriner leaves NBC. NBC radio network has cumulative audience of 30 million each week. NBC Radio's new measurement method shows. □ Supreme Court refuses to review 770 k baud battle of WABC-NY and WKBW-Albany, N.Y. returns 25-year-old case to FCC.

March 7 □ FCC proposes to limit network control. □ The claims of a three-year study made by Arthur H. Little asserts. □ Bristol-Manx buys 15-second spots for Ban. □ California Supreme Court rules measure outlawing pay TV in state is unconstitutional. □ Feature films are best buy for advertisers, BBDO study shows. □ Britain chooses PAL system of color TV. □ NBC will give annual renewal to WGMAM Hollywood, Fla., provided quizzed owners sell it within 60 days.

March 21 □ Network coverage of Gemini 8 splashdown brings thousands of calls from angry viewers who missed regular programs. □ George C. McConaughy, 63, former FCC chairman, dies of cancer. □ CBS-TV affiliates have choice of keeping present compensation or switching to new plan.

March 28 □ Representatives of audience have right to be heard, court tells FCC in ordering rehearing of license renewal of WLTV Jackson, Miss., requested by UCC.

March 28 □ Rex Sparger, government investigator during 1961-63 rating probe, admits rigging Nielsen audience surveys. □ S. L. (Pat) Weaver resigns as head of STV, as company announces plans to acquire Shasta Telecasting.

April 4 □ FTC announces that cigarette companies may advertise tar, nicotine content; Lonillard withdraws from cigarette-advertising code. □ ABC-ITV merger application filed with FCC.

April 11 □ Chairman E. William Henry resigns from FCC. □ FCC proposes incorporating fairness-doctrine provisions regarding personal attack, endorsements for or against candidates into commission rules. □ Fred W. Friendly named Edward R. Murrow professor of journalism at Columbia graduate school; seeking advisor to Ford Foundation; Richard Salant succeeds him as president of CBS News. □ Appeals court upholds FCC contention that CATV is not common carrier.

April 18 □ ABC-TV gets rights to summer Olympics for $4.5 million, already has winter Olympics rights. □ Westinghouse Broadcasting offers alternate to FCC's proposal for limiting network control of prime-time TV programs to 50%: limit amount of programing affiliates in major markets may take from networks; most advertisers, agencies oppose 50-50 plan. □ ANA may favor 15% media rate and popular agency compensation plan, but fee system growing. □ Domestic satellite is technically feasible, could save networks $20-$35 million per year of $55 million line charges. Comsat hears, but first questions of ownership, operation, service must be answered.

April 25 □ TV newsweekly, documentary programs, regional loss ratings of four network points: □ Court upholds WJW's 7 Louisville, Ky., refusal to pay FCC fine for failure to identify political sponsor. □ ABC-TV uses "Ben Casey" as example in answering FCC on why shows are dropped: Ratings fell off, so did sponsor interest, so did live station clearance, but costs kept rising.

May 2 □ FTC plans probe of network rate structures.
May 2. Many off-network TV programs, chiefly monochrome, go into syndication.

May 9. NBC affiliates celebrate network's 40th anniversary year at Honolulu meeting.

May 18. NAB radio code board bars feminine-hygiene products, adopts rule permitting the denial of competitive products—possibly bannning disparagement. Mutual Industries Inc. pays $100,000 for option to buy MBS from 3M Co. for $3.1 million.

May 30. U.S. district court finds Fortnightly CATV systems guilty of infringing United Artists' 'Night Train' rights, and has been licensed to five stations picked up by Fortnightly systems. Wnu-tv Newark-Linden, N.J., accepts commercial for Rum Superior of Puerto Rico, first hard-luck advertising on TV.

June 6. Network TV audience sees live close-up pictures of moon sent back by Surveyor I as they come into Jet Propulsion Laboratory.

June 13. Wcu-tv Chicago says it will take liqour ads; senators warn NAB to endorse code or expect legislation. TV code board relaxes stand on comparative commercials to agree with radio code.

June 20. Wcu-tv Chicago changes mind, won't take liqour advertising. Twelve broadcast licensees, owners of 49 stations, plus Radio-Television News Directors Association, protest proposal of FCC fairness rulemaking, say they'll push fight to Supreme Court if necessary. New writers' contract with film producers raises minimum payment for scripts, restores rerun system writers struck to change in 1960, eliminates clause denying screen credit to writers taking Fifth Amendment refuge under questioning.

June 27. President Johnson reappoints Rosel Hyde to FCC, names him chairman, nominates Nicholas Johnson, maritime administrator, to FCC vacancy. Common carriers win hard-fought battle as FCC rules Comsat can deal only with them; FCC approves Comsat application, but with condition that six satellites to be owned by InterSat; BMI, radio bargaining committee agree on 12.5% increase in music fees. NAB board re-elects John F. Dille Jr. as chairman, approves appropriation of up to $10,000 to help evacuate Red Lion, Pa., in case of surprise; Common carriers, in fairness doctrine, propose to create CATV division of NAB.

Concentration of control does not exist, is not threatened in TV, United Research Inc. tells FCC in preliminary report of study of TV industry structure. Ed Wynn, vaudeville comic who became Texaco Fire Chief on radio, star on TV, dies of cancer.

July 4. FCC gives conditional approval to McLendon application to purchase KGAF, KGAF, Los Angeles, turn it into all-advertising station. CATV operators plan local programming; Dal-Worth proposes three-channel non-broadcast program service for Texas systems. Universal Studios makes two-hour commercial for first use on NTC-V: MGM makes three features for ABC-TV. Hughes Aircraft gets minority interest in Teleprompter New York City CATV project. Hughes, Teleprompter form Theta Communications to make, market electronics equipment. Appeals court upholds FCC rules on multiple-ownership of major-market TV stations, dismisses appeal of Meredith Broadcasting to declare them invalid.

July 11. Mutual Broadcasting Corp. is new owner of MBS. FTC closes investigation of Sessac following commitment to publish catalogue of compositions so broadcasters can tell if they need Sessac licenses.

July 18. Overmyer Network announced as fourth TV network by Daniel H. Overmyer, LHF station owner. Oliver Treyz, former president of ABC-TV, plans eight-hour nighttime service, including two hours of news, two-hour variety show from Las Vegas.

July 25. Nineteen religious, social, civic groups call on FCC to set license renewal of WYRUM Media, Pa., for hearing charge program is one-sided.

Aug. 1. AT&T proposes rate boosts for radio-TV that would add $16.4 million per year to broadcast line charges. Ford Foundation seeks domestic satellite of own, would sell service to network cheaper than present ground lines, donate profits to educational network.

Aug. 8. Several Southern stations drop Beatles records over statement of John Lennon that 'we're more popular than Jesus now.' Broadcasters pay $44 million for football rights, except $100 million for commercials on game broadcasts.

Aug. 22. FCC forms task force to deal exclusively with CATV.

Sept. 5. Rex Sparger, ex-investigator for House Investigations Subcommittee, admits Nielsen security system prevented his attempt to rig ratings, signs consent decree ending Nielsen side-out promotion battle users in new TV season.

Sept. 12. NAB, AMST, Texas stations oppose giving microwave facilities to Dal-Worth to service CATV systems with program material.

Sept. 19. Judge Ryan gives ASCAP access to financial reports of TV stations back to 1959.

Oct. 3. TV buys $93 million worth of movies in week: 63 MGM films go to CBS-TV. 17th Century Pictures, 32 Paramount features go to ABC-TV. ABC-TV's 22-hour free television of "The Bridge on the River Kwai" has largest audience of any movie ever shown; on TV.

More than 1,500 leaders of industry, government, science, religion honor Brigadier General David Sarnoff, RCA chairman, on 60th anniversary of his entry into communications.

Oct. 10. NAB TV code board issues new cigarette-advertising guidelines: will accept nicotine, tar-content statements, ban use of sports themes, athletes, children, implied health benefits from filters. FCC issues new TV program reporting form, seven years in making.

Oct. 17. Matthew J. Culligan, former head of NBC Radio Network, Curtis Publishing Co., named president of MBS, succeeding Robert Harleigh, resigned. Supreme Court refuses to review California court ruling that vote outlawing pay TV was illegal, opening way for pay TV to return to state; TV says it's broke.

Oct. 24. Overmyer Network claims 85 stations lined up to take Las Vegas nightly show NBC, second network evening show.


Nov. 7. Justice Department suggests FCC delay action on ABC-ITT merger until Justice study of deal is complete. Wnu-tv Los Angeles gets ready for continuous coverage of stock market, Monday-Friday, 7 a.m. to 3 p.m. local time.

Nov. 14. Kemper Insurance Group must pay ABC-TV $298,800 for time unused; Supreme Court refuses to review lower court decision that Kemper had no right to cancel sponsorship of "Evening Report" because it didn't like program critical of Richard Nixon on which Alger Hiss appeared. TV networks do fast, comprehensive election reporting job, marred by some wrong predictions. Loni Bird, Pacific satellite, fails to achieve synchronous orbit; is usable at some times.

Nov. 28. Court of Appeals dismisses petition of Woodland Red Lion, Pa., for renewal of FCC fairness doctrine notice, but tells FCC letters are not orders and cannot be reviewed in courts, putting decade of rulings in jeopardy.

ABC-TV, Loni Bird take Notre-Dame-Michigan State football game to Hawaii. Continental Football League signs with Overmyer Network to three years of broadcasts, starting in 1967. Blair Television stations test new rate formula making 30-second spot base figure; 60-second spot is priced at 30-second rate plus 40%; 60-second piggyback at 30-second rate plus 60%.

Dec. 5. When-IV Syracuse adds 5% extra for color commercials; annoyed buyers see no reason for increase. FCC splits channel assignments in 450-470 mc band to make room for land-mobile services; purposes realocating UHF's top 14 channels for land-mobile use, sharing of seven lowest UHF channels with land-mobile operators. Loni Bird usable eight hours per day, goes commercial has heavy TV traffic both ways across Pacific.

Government suit against BMI ends with consent decree; broadcasters keep their BMI stock.

Dec. 12. FCC approves sale of KFW/AM Los Angeles to Westinghouse for $3.1 million, but with threat of suit over objection to Collier for lack of good standing in guarding against payola; price has been reduced to $1,650,000 by WBC for C-C's letting station's financial position deteriorate. American Advertising Federation, formed by merger of Advertising Federation of America and Advertising Association of the West, invite other advertising groups to join AAF in uniferiise, against government attacks on advertisings.

John F. Banzhaf III, New York attorney, asks Wcbs-TV New York for free time for anti-smoking messages, roughly in proportion to time used for cigarette commercials.


Dec. 24. FCC approves ABC-ITT merger, 4 to 3-vote.
"special circumstances." Justice Department asks FCC to reopen ABC-ITT merger case, hold hearing: ABC stock drops 14 points.


Feb. 6 Cost of participating commercials in TV-network programs, estimated by BAR, shows NBC-TV's "Bananza" highest: $55,000 per commercial minute. When-TV Syracuse rescinds extra charge for color commercials. Yankee Network ends operations after 39 years.

Feb. 13 Frank Stanton, CBS president, signs new 21-year contract to 85th birthday, five more years active service, 16 as consultant.

Feb. 20 ABC gets $25 million loan from ITT to meet "critical cash shortage." American Television Relay Inc. seeks FCC permission for point-to-point microwave relay to carry Los Angeles signals to Texas CATV systems. Baseball rights cost $29 million, sponsors' bill will be $105 million. Gulf & Western Industries buys Desilu productions.

Feb. 27 CBS buys Republic Studio, Hollywood, 70 acres, 17 sound stages, for $9.5 million, renames it CBS Studio Center. Technicolor shows new tape-to-film transfer method, claims full broadcast quality.

March 8 President sends toned-down version of Carnegie "public television" plan to Congress, asks aid for educational radio, too. FCC adopts NAB code commercial time limits as benchmarks for license-renewal applications. Justice Department sues General Tire & Rubber Co. on charge of trying to coerce suppliers into buying time on KGO General stations.

March 13 Queeny Network is now United Network, as western syndicate takes control.


March 27 Agreement reached on new ASCAP radio rates calls for 6% drop in commercial fees, 10% reduction in sustaining fees.

April 3 APTRA strikes network: all live talent leaves; nonunion employees, run over networks going. Brinkley, most others leave, Huntley, some others stay on ground union dominated by entertainers cannot properly represent newcomers.

April 17 House passes copyright bill with no exemptions for CATV. Supreme Court holds P&G acquisition of Clam违反ed antitrust laws because P&G's large advertising expenditures with resulting media discounts form effective bar to new entrants into bleak field.

Talent, newsmen returns to networks after 13-day AFTRA strike; Oscar broadcast gets on, but barely, as strike ends less than two hours before airing.

May 1 United Church of Christ agencies ask FCC to deny license to any station engaging in discriminatory employment practices.

May 8 Stations must make run-of-schedule announcements available to political candidates on request, FCC rules. News CBS-TV rate card has simpler price structure, higher rates. Senate subcommittee approves bill to subsidize educational radio, TV, changes names of Corp. for Public Television to Corp.

for Public Broadcasting. United Network begins operations, sends nightly two-hour "The Los Angeles Show" to about 125 stations, 13 advertisers participate.

May 22 Senate passes bill establishing Corp. for Public Broadcasting. Bill that broadcasters attack must inform person or group involved that attack has been made or is about to be, include transcript or tape with invitation to reply on air, FCC tells KTVU wires maywood, Calif.

May 29 U.S. Appeals Court confirms CATV liability for copyright infringement, upholds lower court ruling that Fortnightly's West Virginia cable systems violated United Artists' rights in films licensed by UA to TV stations picked up by Fortnightly systems. UHF broadcasters form own organization, All-Channel Television Society (ACTS), independent of NAB.

June 5 FCC denies request of John F. Bancroft for "troughy" proportional time to that used for cigarette spots on wcbs-nv New York, but tells station that antimoking proponents must give time for its advertising on radio-TV. FCC General Counsel Henry Geller gives personal view that three-to-one ratio of cigarette commercials to antimoking messages would be acceptable. United Network quits after 31 nights, can't raise money for line charges. U.S. district judge awards $96,000 to WREX, Elyria, Ohio, in triple-damage antitrust suit against Lorain (Ohio) Journal; action was started 17 years earlier on charges newspaper tried to persuade advertisers to boycott.w.

June 19 Court of Appeals upholds FCC's fairness doctrine as "completely legal.

June 28 ABC-ITT merger gets FCC approval for second time, but applicants agree to wait 30 days before consummating merger to give Justice Department time to decide on appeal.

July 3 Federal court affirms FCC jurisdiction over CATV, upholds cease-and-desist order issued to Buckley Cablevision of Toledo, Ohio, to prevent importation of distant signals without license.

July 4 APTRA strikers return; all live talent leaves; nonunion employees, run over networks going. Brinkley, most others leave, Huntley, some others stay on ground union dominated by entertainers cannot properly represent newcomers.

July 10 FCC adopts fairness doctrine on personal, attacks, editorials for or against political candidates as formal rules.

July 24 Justice Department appeals FCC approval of ABC-ITT merger; gets stay order pre- venting consummation for week.

July 31 Radio-Television News Directors Association, eight broadcast licensees, ask U.S. Court of Appeals in Chicago to review FCC order adopting fairness doctrine provisions as commission rules. CBS files similar appeal in circuit court in New York.

Aug. 7 Football rights cost over $48 million this year, but advertisers are expected to pay $105 million to get in on such popular broadcasts. Larger revenue, more likely station is to editorialize, NAB survey finds. Newscasts are exempt from personal-attack provision of fairness doctrine. FCC tells NBC after complaint of former employee of Senator Thomas Dodd (D-Conn.) that he was attacked by Senator Russell B. Long (D-La.) in film clip used on Huntley-Brinkley news program.

Aug. 14 All three TV networks reject recommendation of Senator Hugh Scott (R-Pa.) that networks, wire services adopt "code of emergency procedure" to govern news coverage of racial riots.

Aug. 21 President appoints task force to study national, international communications policy. Classified-ad station, KABC-FM Los Angeles, can't make it; Gordon McLendon seeks license renewal, new format. ABC Radio has radical plan: four networks in place of one, each tailored to suit different station format; Walter A. Schwarte replaces Robert R. Pauley as ABC Radio network president.

Aug. 28 NAACP finds Negroes used in only 5% of commercials on TV sports shows, asks FCC to investigate "possibility of bias." CBS introduces ZVR, electronic recording-playback system for TV using low-cost film cartridges.

Sept. 4 ABC Radio plan is OK with FCC; rules ban "simultaneously" operated networks of same owner; ABC's four network services will operate consecutively within hour.

Sept. 18 NAB, WTVF-TV Wheeling, Va., file suit in federal court in Richmond, Va., asking over FCC rule requiring broadcasters to give time for antimoking spots: John F. Bancroft III, instigator of rules, asks federal court in Washington to tell FCC its rule doesn't go far enough. Red Lion Broadcasting Inc. (Wgch-AM FM Red Lion, Pa.) asks Supreme Court to review personal-attack section of FCC fairness rule, reverse lower court decision upholding it. Cox Broadcasting Corp. buys Bing Crosby Productions.

Oct. 9 NAB television board revises TV code.

Dear Sol:
You are one helluva guy!!

With affection, Howard (Stark)

Broadcasting Oct 12 1981
divides broadcast material into program, non-program, limits latter to 10 minutes per hour in prime time, 16 minutes at other times, restricts program interruptions to two per half-hour in prime time, four at other times.

Oct. 30 □ NBC retires from radio station representation, names Eastman, Katz, Chistial to handle its six-owned stations.

Nov. 13 □ President signs Public Broadcasting Act into law, names educators Dr. James R. Killian Jr., Dr. Milton Eisenhower as first members of CBP board, accepts $1-million gift from Carnegie Corp.

Dec. 4 □ CBS Laboratories demonstrates broadcast ETV to agency commercial-production executives.

Dec. 11 □ H.R. Blackett, founder of Blackett, Sample & Humptat advertising agency that pioneered radio daytime serials, dies at 75. First spot in commercial cluster is most effective, Canadian study shows.

Dec. 25 □ Kemper Insurance Group suite against ABC ordered tried in district court by Court of Appeals in ruling reversing lower court dismissal of Kemper charges of antitrust violations.

1968

Jan. 1 □ NCAA football stays with ABC-TV for two years more at cost of $16.5 million.

Jan. 8 □ ITC cancels merger agreement with ABC after two years of government obstruction.

Jan. 15 □ American Bar Association committee on fair trial-free press, headed by Judge Paul Reardon of Supreme Judicial Court of Massachusetts, submits report for action by ABA's house of delegates in February; recommendations would sharply restrict news coverage of criminal proceedings. Wsbm-tv Chicago denies charge that "Pot Party at a University" was staged. ABC appoints Thomas Moore, ABC-TV president, to new post as vice president of reorganized grouping of broadcast departments.

Jan. 29 □ NAB television board adopts new time standards for four consecutive commercial announcements in any program interruption, maximum of three in any one station break; radio board approves elimination of time standards for single-sponsored programs longer than 15 minutes; for single-sponsored radio program five-minutes-long, limit is minute and a half; for shorter single-sponsored radio shows approved commercial times are: five-minute program, one and a half minutes commercial; 10 minute program, two and a half minutes commercial, 15-minute program, three minutes commercial.

Feb. 12 □ Lorillard drops sports sponsorship, all nonnews programs before 9 p.m. FCC abandons two-to-a-customer policy for VHF stations in top-50 markets after two-and-a-half years.

Feb. 19 □ Frank Pace Jr., one-time secretary of Army, director of budget, former president, chairman, General Dynamics, is named chairman of Corp. for Public Broadcasting.

Baseball rights for radio-TV climb to $31.7 million, sponsors will pay $107 million for play-by-play coverage, associated programs.

Feb. 25 □ American Bar Association adopts Reardon report, lightening restrictions on news media trial, pre-trial coverage.

March 11 □ Department of Justice asks FCC not to grant sale of KDFM-TV Beaumont, Tex., to Enterprise Co., publisher of only two daily newspapers there, without hearing.

March 18 □ General Artists Corp., Creative Management Associates merge into possibly world's biggest talent agency.


April 1 □ Plan to curtail clutter by banning all station-break commercials, putting all TV advertising within programs, network spot, local under development by leading station representative. FCC proposes rule to prohibit licensee of any full-time station from acquiring another full-time station of any type in same market.

April 15 □ Broadcasters win wide acclaim for coverage of racial outbreaks across nation in wake of Martin Luther King assassination.

April 22 □ ABC asks FCC to help keep ABC-TV affiliates in markets with fewer than those stations from switching to NBC-TV. New York state supreme court rules CATV system operating in New York City with underground telephone wires does not need city franchise, refused to enjoin Comtel.

May 13 □ House Investigations Subcommittee opens hearing on wcbv-tv Chicago pot-party broadcasts; charges that party was arranged are made, denied.

May 20 □ Teleprompter gets FCC OK for wireless CATV.

May 27 □ Paul Segal, pioneer communications attorney, assistant general counsel to Federal Radio Commission before entering private law practice in 1931, dies at 68. Broadcast Media Corp. formed to handle spot-TV, radio buying for agencies.

June 3 □ Madelyn Murray O'Hare buys time on Ktcb-tv Austin, Tex., for series of lectures, "The American Atheist," she instigated ban on Bible reading in public schools; ktrc is owned by President Johnson's family. Senate suspends equal-time requirement for presidential, vice-presidential campaigns.

June 7 □ Supreme Court gives FCC jurisdiction over all CATV systems. Networks pledge cooperation with new Commission on the Cause and Prevention of Violence.

June 24 □ Frank J. Shakespeare Jr., president, CBS Television Services Division, takes leave to join Nixon campaign staff.

July 1 □ FCC gives full renewal to wltv-tv Jackson, Miss. FCC takes CATV control; tells phone companies to get approval to build, let cable systems; rules that proof of economic damage not needed, restricts importation of Los Angeles TV signals by San Diego CATV systems. Negro militants protest inadequate program attention by St. Louis radio stations, ask FCC to investigate.

July 8 □ Howard Hughes offers $50 million for July 22 □ NBC cuts price of prime time in half for political advertising from Aug. 1 to election day. FCC cuts out trees on AM applications considering replacing allocation rules. FCC seeks merger after Howard Hughes abandons fight for control.

July 29 □ General Foods tells agencies to steer clear of violence on TV, puts 57 syndicated programs off-limits.

Aug. 5 □ Westinghouse proposes merger with MCA; Department of Justice, IRS take close looks. Federal court set aside FCC approval of sale of wfmt-fm Chicago to won says FCC should have given hearing to protestors despite late filing of objections. Signal Company offers $25 million for 49.9% of Golden West Broadcasters; Gene Autry to retain control.

Aug. 12 □ Networks pay $55 million for football rights, expect $107 million from advertisers. NBC and CBS give GOP convention gavel-to-gavel coverage; ABC has late-evening summary, gains rating advantage with early-evening entertainment. Thirty-second commercial use has told by growth in year; piggybacks have slight gain, all other lengths decline. Sale of Kdfm-tv Beaumont, Tex., to city's newspapers called off because hearing on transfer, requested by Department of Justice, would run beyond contract termination date.

Aug. 26 □ Basic agreement reached on new ASCAP pact for TV, ending six-year-old lawsuit, saving 12% in first-year fees, more later. Negro activist group, Fair Play for Black Citizens Committee, moves into convention of National Association of Television and Radio Announcers, claims 500 signed pledges from NATRA members. Norton Simon Inc. acquires National Announcers AT&T gives lower rates to ETU, but circuits can be pre-empted for commercial users.

Sept. 2 □ Battles inside Democratic convention hall, battles in Chicago streets outside, feud between politicians and broadcast newsmen add up to vivid contrast to Republican's Miami meeting. FCC modifies sunrise rule, changes starting time from 6 a.m. to "local standard" time to 6 a.m. "local" time.

Sept. 9 □ Washington rings with Chicago echoes; Congress denounces TV reporting; broadcasters protest police harassment. Report of staff on President's Task Force on Telecommunications sees cable systems supplanted the broadcast systems but "is supplanting it, subject to FCC dopy rule, other restrictions now applied to broadcasting. FCC rejects ABC-TV plea for help against raiding by other networks, emphasizes it won't allow incentive-compensation features in affiliation contracts, renews rulemaking to require full disclosure of ownership to public.

Sept. 15 □ Court of Appeals in Chicago says FCC fairness rules are unconstitutional, contradicting earlier decision of Court of Appeals in Washington; Supreme Court appeal foreseen.

Hughes Tool Co. acquires Sports Network Inc. Agencies, representatives concerned at rise of independent buying services as middlemen between buyer and seller.

Sept. 23 □ Broadcasters call BMI demands exorbitant, break off negotiations for new licenses.

Oct. 14 □ Transamerica Corp., Metromedia plan merger in $300 million stock deal; FCC approval is needed because both companies have broadcast holdings. "Great Debates" this year; House votes to suspend equal time for presidential candidates but includes George Wallace; Senate fails to pass amended bill. Pictures taken inside Apollo 7 in flight, sent back to earth, revive public interest in space program.

Oct. 28 □ Producers Guild of America wins reversion as collective bargaining agent for movie, TV producers, who gain health, pension benefits under 10-year contract. ABC seeks broadcast participation in ownership of domestic satellite.

Nov. 4 □ AAAA chairman attacks "middle men," defends timebuying skills of agencies in speech to ANA. Republican campaign spot
alternating still picture of grinning Hubert Humphrey with scenes of poverty, war, etc. is called “smear” by Democrats, canceled by Nixon-Agnew committee. ■ NBC requirement for news personnel to furnish reports of financial investments, outside employment brings acceptance, resentment. ■ U.S. Tax Court approves proportionate write-off of feature films overrules IRS demand for straight-line depreciation.

Nov. 18 □ Iowa Supreme Court upholds state 3% tax on advertising, reversing lower court finding. ■ FCC affirms earlier decision to ban CATV import of Los Angeles programs into San Diego, except in areas served before Oct. 24, 1966.

Nov. 25 □ FCC rule that stations must carry anti-smoking spots upheld by Court of Appeals. ■ NBC-TV starts “Heidi” on schedule, loses Raiders’ two-touchdowns-in-nine-seconds defeat of Jets, rouses ire of fans; tape of game ending shown on affiliates’ late news programs, on next morning’s Today. ■ TV commercials are prime source of actors’ incomes; 34% credits them as source of some 40% of members’ earnings.

Dec. 2 □ BMI, radio-music committee agree on new pact, boosting fees 10% immediately, more later. ■ U.S.-Mexican treaty for use of AM broadcast band completed after two years of talks; 260 U.S. stations to get presunrise time after pact is ratified.

Dec. 16 □ FCC proposes new rules for CATV, would limit importation of distant signals into all markets, require program origination, authorize tightly controlled on-air pay TV. ■ President’s Task Force on Communications policy recommends single carrier for all types of international communications, create super federal agency to allocate radio spectrum among government, nongovernment users. ■ CBS demonstrates EVR (electronic video recording); Motorola will build players for industrial, educational use; home use seen three to five years away.

Dec. 23 □ Microwave Communications offers plan for ETV interconnection service at rates lower than AT&T’s. ■ Television blasted as corrosive force at hearing held by President’s Commission on the Causes and Prevention of Violence; ABC’s Goldenson, CBS’s Stanton report steps to reduce violence in programs, deny staging incidents for TV cameras during Chicago disturbances. ■ Fifth global satellite, Intelsat III-A, launched for synchronous orbit over east coast of Brazil.

Dec. 30 □ Christmas broadcast from Apollo space capsule orbiting moon with three astronauts reading opening verses of Book of Genesis, successful splashdown, end eventful year. ■ TWA undergraduates Newsfront, nightly newscast on Eastern Educational Network of 17 educational TV stations for six months for $160,000, gets 4,550 on-air mentions. ■ Sales of U.S.-made color TV sets top those of black-and-white receivers for first time, EIA reports, about 6 million for year, versus 5.5 million monochrome sets. ■ Raymond Swing, radio news commentator with following in 1930’s and 40’s dies at 81.

Jan. 6 □ Justice Department asks FCC to break up media “monopoly” in Cheyenne, Wyo., by ordering Frontier Broadcasting Co. to sell KRLC-TV. Frontier also owns city’s only full-time AM station; only CATV system has CP for city’s second FM station; Frontier’s principals also own Cheyenne’s only morning, evening, Sunday newspapers. ■ RKO General announces termination of Hartford pay-TV test after six and a half years; Zenith seeks “showcase” payvision operation in major market. ■ Federal court in Nevada holds CATV systems are essentially local, subject to state regulation.

Jan. 20 □ NAB code boards lessen personal-product restrictions, approve feminine-spray ads on TV, tampon ads on radio. ■ Frank J. Shakespeare, president, CBS Television Services, named to head U.S. Information Agency. ■ More than 80 congressmen join in producing legislation directing FCC to conduct comprehensive investigation of effects of violence on TV.

Jan. 27 □ FCC decides to take ch. 5 Boston away from WNBH Inc., gives it to Boston Broadcasting Inc.; WNBH Inc. operated WNBH AM-FM-TV. Boston, is owned by Boston Herald-Traveler, publisher of two daily newspapers, Sunday paper; BBI is virtually free of media connections.

Feb. 10 □ FCC proposes rule to prohibit broadcasters from accepting cigarette advertising unless Congress says “no” or broadcasters voluntarily surrender billings that totaled $236 million in 1968.

Feb. 17 □ Westinghouse stations withdraw from NAB TV code as too weak, call lifting ban on personal product ads “last straw.” ■ Baseball gets 100th birthday present of $37.2 million from broadcasters for rights to carry games on radio-TV. ■ FCC starts investigation of conglomerate ownership of broadcasting stations.

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We identify with community problems. That's why our documentary unit, PROBE, has been honored with the Peabody, Mental Health, Iris Awards, and many more.

We identify with the youth of today. That's why our KIDS CORNER children's program has been honored as one of the nation's five best by the Action for Children's Television.

We identify with news credibility and integrity. That's why the WLBT newsteam has been honored as Mississippi's best overall news coverage seven years in a row.

We identify with our audience. That's why we've won 24 straight sweep periods... for eight straight years.

Being one of America's few dominant stations proves that we're committed, not only to the best programming in our market, but also to the awareness of our community. We're one television station our viewers can identify with.

**WLBT-TV3**

TV-3, INC. PO BOX 1712 JACKSON, MS 39205
Feb. 24 □ Advertisers, agencies active in buying TV series, specials for placement in special markets.  □ Comcast cuts Pacific satellite rates.
March 3 □ IRS ponders Supreme Court appeal of Court of Claims decision upholding right of Meredith Broadcasting Co. to amortize network affiliation contracts of KHOP-TV Phoenix.
March 10 □ Senator John O. Pastore (D-R.I.) asks U.S. surgeon general to make study of violence on TV and its effects on viewers.  □ Top price of commercial minutes in prime-time TV network programs is $85,000 asked by Laugh-In, Mission: Impossible, Mayberry RFD.
March 17 □ New group, Civic Communications Corp., challenges WLMX-TV Jackson, Miss., for ch. 3, asks for competitive hearing.
March 24 □ FCC adopts rule to permit public inspection of network affiliation contracts.  □ House publishes report of Investigations Subcommittee on pot party, recommending government controls over broadcast news.
March 31 □ Public watches TV more, trusts it more as news source, likes program mix better, Roper survey shows.  □ Preplanned network coverage goes into action with notice of death of former President Dwight D. Eisenhower; time pre-empted for funeral, memorial broadcasts, obituaries, but normal schedules not completely abandoned.
April 7 □ CBS-TV fires Smothers brothers after hassle over performers’ failure to comply with network’s program standards, or to meet deadline for delivery of program to network for preview by affiliates.  □ Another applicant wants KHAT-TV's Boston ch. 7, Dudley Station Corp., representing “black community of the Boston area.”  □ TV rights to 1972 summer Olympics in Munich, Germany, go to ABC-TV for $12 million.
April 14 □ Local TV business grows as department stores lead other retailers into video advertising.  □ Post-Newswave Bonneville station groups take no new cigarette business, won’t renew present contracts.  □ Corp. for Public Broadcasting plans creation of Public Broadcasting System to distribute programs to ETV stations.
April 21 □ NAB drive for legislative relief against competing applications filed at license renewal time gets several bills introduced in House.
April 28 □ NBC-TV adds three 30-second anti-smoking spots to weekly prime time schedule: Westinghouse stations drop all cigarette ads.
May 12 □ New ASCAP TV contracts finished after eight years, could mean $53 million savings to stations over 10-year period.
May 19 □ FCC says WMAQ-TV Chicago should not have put pot-party program on air because it involved “inducements of the commission of crime” (smoking marijuana), urges guidelines for investigating reporting, but station's license not jeopardized.
May 22 □ Television election broadcasts have “no detectable influence on voting behavior”; NBC researchers state, after analysis of 1964, 1968 elections.
June 2 □ Plan for settling differences over cable regulation reached by staffs on NAB, NBC, NCTA, accepted “in principle” by NCTA board, to be considered by NAB board in mid-June.  □ Agreement proposes joint support of legislation to protect broadcasters’ program rights, give CATV chance to grow.
June 20 □ ABC-TV gets Monday-night pro football for reported $8 million a year.
June 30 □ AMST, ACTS, attorney for motion picture firms object to NAB-NCTA agreement.  □ FCC gets tough on equal-employment opportunitics, orders broadcasters to establish programs “designed to assure equal opportunity in every aspect of station employment policy and practice.”
June 16 □ Supreme Court holds FCC's fairness doctrine, personal-attack rules “enhance rather than abridge the freedom of speech and press protected by the First Amendment.”  □ Metromedia, Transamerica call off merger.
June 23 □ NAB board scorns staff agreement on cable TV as broadcasters demand more protection.  □ FCC sets aside license renewal of WLIST-TV New York, paving way for comparative hearing with new group seeking to take channel; dispute raging on responsibility for commission's delay in acting on complaint.  □ Court of Appeals takes license from WLIST-TV Jackson, Miss., orders FCC to invite new applicants for ch. 3, castagtes commission for its handling of case.
July 14 □ NAB proposes phase-out of all cigarette advertising on code stations, with total elimination by Sept. 1, 1973.
July 20 □ Cigarette companies offer to cancel all radio TV advertising by September 1970.
Aug. 4 □ KTVL-TV Tucarkanla, Tex., gets license renewal.
Sept. 1 □ Politicians spent $59 million for radio-TV during 1968 campaign.
Sept. 6 □ More challenges for licensees: Black group files against WMAL-TV Washington; former state official buckh WJTV-Huntington, W. Va.; renewal; lawyers seek channel occupied by WJTV Norfolk, Va.  □ Standard 15% commission for station reps no longer standard.  □ IBFM survey reveals, NAB, NCTA can’t agree on CATV, break off talks.  □ AT&T proposes new broadcast tariffs, seeks $90 million a year for lines.
Sept. 21 □ President names Dean Burch, former chairman, Republican National Committee, Robert G. Wells, Kansas broadcaster, to FCC.  □ NCTA survey shows 98 cable systems carry ads; 329 originate programs.
Oct. 6 □ Twentieth Century Fund proposes prime-time half-hours for presidential candidates for 35 days before election, broadcast on all stations, CATV systems, priced at 50% normal rate, with government paying bill.  □ FCC gives Bartell heaviest fine, $30,000, for allegedly unauthorized transfer of control of three radio stations.
Oct. 13 □ Asco stations will ignore NAB TV code, use live models in lingerie commercials.
Oct. 27 □ FCC requires program origination by CATV systems with over 3,500 subscribers, permits commercials at normal breaks.  □ Collections slow in TV spot; paper work, high interest blamed.  □ James T. Aubrey Jr., former president, CBS-TV network, named president, chief executive officer of MPMG.
Nov. 5 □ Electronic Industries Assn, forecasts multichannel wiring of whole country.  □ House Commerce Committee cites FCC chairman Hyde for contempt of Congress for refusing to produce confidential documents on case still open.  □ Wiws gives WPMF-TV Chicago to Chicago Educational Television Assn.
Nov. 17 □ Vice President Agnew charges network with biased reporting; broadcasters fume; new FCC chairman defends Agnew’s right to “express views on objectivity of network news coverage.”
Dec. 8 □ Blacks, churches, liberals protest Pastore bill to protect broadcasters from irresponsible applications for their facilities as racial measure to guarantee licenses in perpetuity.  □ New merger in works: Dun & Bradstreet would acquire Corinthian broadcasting-publishing interests for $134 million.
Dec. 22 □ CBS-TV seeks music licenses on per-piece basis.

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land-mobile users say it is. ■ Competitive groups seek ch. 10 Miami owned by WPLW-TV, (Washington Post-Newsweek) ch. 2 Orlando now held by WEXTV (Cowles).

Jan. 19 ■ FCC eases broadcast fears aroused by AT&T decision by adopting policy statement asserting it will favor incumbent broadcasters over rival applicants if it can show his programing ‘has been substantially attuned to the needs and interests’ of his area. ■ AT&T rejects CBP request for free interconnection service, tells FCC 40% reduction is best it will do. ■ Cypress Communications Corp. Honeycomb Cables Corp. plan merger of CATV operations into one company serving 165,000 subscribers. ■ Frank Folson, RCA executive, chairman of executive committee until 1966, dies at 75.

Jan. 26 ■ Nixon administration recommends FCC establish interim domestic satellite policy permitting any one with proper financial, technical resources to own, operate its own system.

Feb. 2 ■ ABC, CBS, NBC agree to undertake study of feasibility of jointly operating own satellite system to distribute TV programs; AT&T says it will seek right to use satellites in its domestic-communications service.

Feb. 9 ■ BMI files suit against CBS, NBC, ASCAP alleging conspiracy to destroy BMI, asks $50 million treble damages. ■ Orrin E. Danlas, former vice president in charge of advertising, publicity for RCA, earlier a 18-year radio editor of *New York* Times, dies at 73.

Feb. 18 ■ President asks Congress to let him establish White House Office of Telecommunications Policy. ■ “Frito Bandito” pulled off air after complaints of Mexican-American group, will be replaced by new Fritos campaign.

Feb. 23 ■ FCC proposes fee boosts for all licenses, with broadcasts paying largest part. TV belting fee would rise from $150 to $5,000 for VHF in top-50 market.

March 2 ■ FCC sets up spectrum management task force to develop, carry out centralized frequency-management program. ■ Pay TV gets green light; Supreme Court refuses review of lower court ruling upholding FCC’s order authorizing such services. ■ ABC-TV terminates affiliation with WKBW-TV Dayton, Ohio, after network station-relations man is charged with accepting bribe for recommending that WKBW get affiliation. ■ State utility commissioners move quickly into CATV after Supreme Court’s decision. National Assn. of Regulatory Utility Commissioners decides to recommend model CATV statute for all states.

March 9 ■ House, Senate confer on legislation to outlaw cigarette advertising on radio-TV, change date from Jan. 1, 1971, to Jan. 2, to let commercials appear on New Year’s Day football bowl games.

March 18 ■ American Broadcasting asks FCC to prohibit major-market stations from taking more than three hours of network nonnews programming between 7 and 11 p.m.

March 30 ■ Elton H. Rule, president, ABC-TV, named to new post, president of American Broadcasting Co., broadcast division of ABC Inc. ■ FCC tentatively votes to limit amount of programming TV networks may supply in prime time and to make networks completely out of domestic syndication, largely out of foreign sales. ■ FCC adopts proposed rule barring renewer of any full-time broadcast station—AM, FM, TV—from acquiring another station in same market; issues notice of proposed rulemaking to break up existing multimarket combinations, including newspapers, in same market, excepting only AM-FM combinations. ■ FCC opens door to all persons interested in domestic satellite operation, who have ability, money, need for service.

April 5 ■ Anti-pollution group complains to FCC that WNET-TV New York failed to fulfill fairness doctrine obligations when it refused to carry rebroadcasts to gasoline and automobile commercials, messages dealing with air pollution they cause. ■ Justice Dept. announces agreement with TV networks, motion picture producers, associated unions intended to insure 20-25% of daily craft employment going to minority workers. ■ FCC rejects plan to open UHF channels 14 through 20 to land-mobile radio operators in top-25 markets.

April 20 ■ FCC approves inclusion of coded patterns in TV signals to identify programs, spots electronically. ■ Senate passes bill repealing equal-time provision for presidential and vice presidential candidates, enabling candidates to buy time at lowest rate for commercial advertiser for same period, limiting amount any candidate for national office can spend for broadcast time.

April 27 ■ AAAA lifts ban on media ownership by member agencies. ■ After over 20 years of sharing two channels, 820 KC, 570 KC, WFAA Dallas, watf Fort Worth go separate ways; WFAA gets 820 KC, WMEG 570 KC.

May 4 ■ FCC orders AT&T Western Union to end preferential private-line rates for press users, including broadcasters.

May 11 ■ Richard A. Moore, West Coast broadcaster, recently consultant to NEW Sec. Robert Finch, named special assistant to Atty. Gen. John N. Mitchell. ■ FCC adopts rule prohibiting TV affiliates in top-50 markets from accepting more than three hours of network programming between 7, 11 p.m., bars networks from domestic syndication, lets them sell abroad only programs they produce themselves, all effective Sept. 1, 1971; after Sept. 1, 1970, networks barred from acquiring subsidiary rights in independently produced programs. Only on-the-spot, fast-breaking news, political broadcasts are exempt. ■ BMI files $6 million copyright infringement suit against NBC. ■ WKBW-TV Dayton, Ohio, gets court order for ABC-TV to retract pre-1969 affiliation, switching from WKBW to Triangle Publications having sold nine radio-TV stations to Capital Cities Broadcasting, agrees to sell remaining broadcasting properties, retire from radio-TV.

May 12 ■ MBS affiliates ask other networks, NAB, to join in test of law banning cigarette commercials. ■ Sen. Frank E. Moss (Utah) introduces resolution directing FTC to study possible connection between advertising, drug abuse. ■ Metromedia donates WNEW TV San Francisco, JHIE to Bay Area Educational Assn.

May 25 ■ New FCC rules require broadcasters to adopt report to commission, detailed equal-opportunity employment programs. ■ FCC formulates plan for new CATV rule dropping local station protection against importation of signals from overlapping markets, permitting importation of at least four nonnetwork station signals plus whatever affiliated-station signals needed for full network service, requiring deletion of commercials from imported programs and permitting voids to be sold to advertisers by local TV stations, requiring copyright payments, requiring payment of 5% of gross subscription charges to CBP, other changes. ■ FCC amends double-billing prohibition rule to

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ban any kind of misrepresentation in station billing. ■ Merger of Teleprompter Corp. and H & B American Corp. approved by stockholders, would make Teleprompter largest CATV operator in nation.

June 8 □ ASCAP asks court to order CBS-TV, NBC-TV and owners of owned stations, to end their policy of including ASCAP music in their programming. A federal judge in New York has ordered the stations to pay ASCAP members for the use of their songs. ■ ASCAP asks court to order CBS-TV to pay it 70% of what network pays ASCAP. ■ Former Sen. Edw. C. Johnson (D-Colo.), chairman of Senate Commerce Committee, 1949-54, dies at 86.

June 15 □ Edward Petry, founder of station sales representation, as it is today and leading figure in field for over 30 years, dies at 73. ■ Department of Justice tells FCC it should deny license renewal to KHJ-TV Los Angeles, if examiner finds that General Tire & Rubber Co. has engaged in anticompetitive practices benefiting station is upheld.

June 22 □ If station sells time to political candidate it must sell reply time to opponents but doesn’t have to give them free time to answer paid announcement, FCC explains. ■ House Investigations Subcommittee censures CBS for part in Haiti invasion plot, charges network with staging scenes for presentation in documentary, encouraging illegal invasion scheme, recommends new legislation specifically to outlaw such practices. ■ NAB plans all-out fight against FCC move to end media crossownership, asks for more time to make extensive survey, seeks to hire former FCC member Lee Loening as special counsel. ■ Examiner recommends renewing WCCO-AM-TV Minneapolis broadcast license without hearings. ■ June 29 □ Nixon picks Dr. Clay T. Whitehead, special assistant to President, as first director of new Office of Telecommunications Policy. ■ FCC releases package of CATV actions, proposals anticipate future role of cable television in nation’s communications system. ■ CBS president Frank Stanton announces that network will be selling commercial time to network stations after the election. ■ Campaign of blacks to require broadcasters to change hiring, program practices moves to Nashville, Memphis. ■ Foundation of National Black Network to furnish news, information service to black-oriented radio stations, announced by Robert R. Layne, former president of ABC. ■ Mutual radio networks, Murry Woroner, head of Woroner Productions, ABC’s RFM affiliates reject acceptance of FCC prime-time rule of ABC Inc. President Leonard Goldenson, tell him so. ■ Michael H. Dann resigns as CBS-TV senior vice president, programing, to join Children’s Television Workshop; Fred Silverman, vice president, for programming and development under Frank Stanton.

July 6 □ Triggybacks next? Alberto-Culver sounds station out on acceptability of three 20-second spots in single minute. ■ Competing applicant will withdraw bid for NBC’s KNBC-TV Los Angeles under agreement approved by FCC for NBC to repay expenses incurred in prosecuting an application, about $102,400. FCC denies renewal application of WTOP-FM Media, Pa., orders station off air by Sept. 1, 1970. ■ FCC adopts $20-million increase in fees from broadcasters, other licensees; station fees with market location, type of service, hours of operation power. ■ CBS spins off program syndication, domestic CATV operations in independent company, names Clark B. George as president; Sam Cook Digges, executive vice president, CBS-owned AM stations, succeeds George as president, CBS radio division. ■ Consolidation of WNBC New York, National Educational Television into Educational Broadcasting Corp. provides expanded center of educational-TV programing or national distribution by Public Broadcasting Service.

July 13 □ Domestic broadcast in CBS-TV free time set off outbursts of political demands. ■ Blacks ask FCC to deny renewal of WREX-TV, WIRG-TV, both Memphis. ■ July 20 □ Football rights go up to $66 million, cost of minutes rises to $200,000 each. ■ Blacks add WCBF-MTV finds with F-130 as test cases. ■ WCCO-AM Minneapolis get renewals; FCC ducks mass-media-control issue. ■ Court sets interim ASCAP fees of $4.3 million a year for NBC-TV; CBS-TV rejects same fees as too high. ■ President Robert Wells, now serving term ending June 30, 1971, to full seven-year term succeeding Kenneth Cos; Sherman E. Unger, general counsel, Dept. of Housing and Urban Development, named to serve out 11 months of Commissioner Wells’s present term.

Aug. 3 □ Hal C. Davis, vice president, American
Oct. 19 □ *Time-Life* negotiating sale of stations
□ Combined Communications Corp. □ president vetoes political broadcasting bill.
□ FCC invites comments about antismoking pacts when cigarette advertising goes off air.
□ FCC has best chance of all federal agencies to lay key role in promoting civil rights. U.S.
commission on Civil Rights report assets.
□ FCC probes financial ability of WPXTV New
York challenger to raise initial million needed
take over station. □ Midwest Video Corp.
asks court to tell FCC it has no right to order
able systems to originate programming.
Oct. 26 □ Networks, affiliates have to start
laning how to handle "shorter network nights," appeals court refuses to stay Oct. 1, 1971,
effective date of FCC’s prime-time rules.

ov. 2 □ Agreement in principle for McGraw-
Hill’s $80.1 million acquisition of Time-Life TV
1st radio stations announced.
□ U.S. district court rules CBS-TV must pay BMI $1,607,000
or 9% retroactive to Jan. 1, 1970, until litiga-
tion between them is settled. □ “New York
Times” buys its first TV, WABC-TV Memphis, as
art of $50 million deal for Cowles Com-
unications properties.

ov. 9 □ FCC extends deadline for citizen
complaints to file against Chicago stations, saying it'll
study means to allow more time for
new challenges and to bar extensions of
deadlines unless “all interested parties” join in
quest.

ov. 16 □ Manship committee, set up with
100,000 grant from NAB to fight curbs on
media crossownership will solicit $100,000
more from broadcasters.

ov. 23 □ NBC and NBC-TV affiliate group
withdraw from appeals court case against FCC
prime-time access rule.

Nov. 30 □ FCC hardens line against allegedly
deceptive advertising by announcing intent to
issue cease-and-desist orders against Mattel
and Topper for toy commercials and duPont for
Zerex antifreeze demonstration.
□ Newly merged D’Arcy Advertising, St. Louis, and Mar-
plan to buy control of Intermarco N.V., of
Amsterdam, creating agency with $250 million
in billings. □ FCC’s prime-time access rule
comes under further attack in filings with U.S.
Second Circuit Appeals Court in New York.

Dec. 7 □ Stronger role for citizen groups in
license-renewal process proposed by FCC
staff and Dr. Barry Cole, commission consul-
tant. □ FCC clinches nine-month probe of
Burden stations by ordering hearing on ac-
tivities of group owner’s five AM and FM stations.
□ Among 22 issues is charge of illegal gifts
and contributions to members of Congress.
□ Boards of Dun & Bradstreet and Conlan
Broadcasting Corp. extend deadline on their
$100 million-plus merger to May 1, 1971.
□ Six AM stations file suit in federal district court in
Washington to stop ban on cigarettes commer-
cials on radio and TV.

Dec. 14 □ President Nixon withdraws name of
FCC nominee Sherman Unger, object of routine
IRS audit, and instead nominates Thomas J.
Houser, deputy director of Peace Corps.

Jan. 11 □ Thomas J. Houser sworn in as FCC
commissioner to complete term of Commissi-
ioneer Robert Wals, who in turn, was named to
full seven-year term, succeeding Kenneth A.
Cox. □ With cigarette advertising banned from
radio and TV effective Jan. 2, 1971, tobacco
companies seek alternative methods.
□ Capital Cities Broadcasting Corp. pledges $1
million for minority programs to demonstrate
its public-interest commitment, which had been
challenged by citizen groups opposing
Capacities $147-million acquisition of Triangle
Publications’ stations.

Jan. 18 □ FCC and Office of Tele-
communications Policy embark on long-range
study aimed at more efficient use of radio
spectrum.

Jan. 25 □ Prodded by Action for Children’s
Television and other citizen groups, FCC an-
nounced inquiry and notice of proposed
rulemaking on schedules, standards and com-
nercials for children’s TV programming.

Feb. 1 □ Teleprompter Corp. and its president-
chairman, Irving B. Kahn, indicted by federal
grand jury on charges of bribery and con-
spiracy in obtaining cable franchise in Johns-
town, Pa.

Feb. 15 □ President’s Advisory Council on Ex-
ecutive Reorganization criticizes operation of
seven regulatory agencies and proposes FCC be
trimmed to five members.

Feb. 22 □ Broadcasting’s annual survey finds
major league baseball will receive $40.4 million

March 1 □ FCC approves Capital Cities Broad-
casting acquisition of Triangle Publications sta-
tions, part of deal that, overall, added up to
$147 million.

March 15 □ FCC endorses agreement of TV net-
works to designate 8-11 p.m. as prime time in
fall. Under prime-time access rule, networks
were limited to three hours between 7 and 11
p.m. John A. Harlin elected president and chief executive officer of Mutual Broadcasting Co. Under revised agreement, Time Inc. plans to sell five TV stations to McGraw-Hill for $69.3 million, deleting Time’s radio properties from earlier announced package.

March 22 □ Vice President Spiro T. Agnew renounces on media, including CBS News and its “The Selling of the Pentagon,” program he describes as “subtle but vicious broadcast against nation’s defense establishment.”

Coast-to-coast flap over drug lyrics in songs erupts following FCC notice telling broadcasters to be cautious. Philo T. Farnsworth, who obtained first patent for electronic TV 50 years ago, dies at age 64.

April 12 □ Staggers subcommittee subpoenaes CBS, NBC documentaries in quest of information on how TV networks produce information programs; CBS’s Stanton refuses to yield outtakes, other unaided material.

April 19 □ FCC backs off slightly on its controversial drug-lyrics policy issued in March.

May 3 □ CBS refuses to comply with subpoena from Staggers subcommittee for outtakes, unaided material. National Public Radio starts up with 90-station interconnected lineup.

May 10 □ FCC’s prime-time access rule and related restrictions on syndicated and related programming activities of networks is upheld by New York appeals court.

June 7 □ FCC belatedly approves CBS spinoff of cable and syndication to Viacom International.

June 14 □ FCC’s Jan. 15, 1970, policy statement—regarded by broadcasters as protection against challenges to renewal applications—is thrown out by U.S. Court of Appeals in Washington. Supreme Court, in case involving WIP/AM Philadelphia, rules broadcasting has First Amendment parity with press and is immune to suits by private citizens under normal circumstances.

June 29 □ President Nixon names special administration subcommittee, headed by Clay T. Whitehead, to include three cabinet members and three White House aides, to develop cable policy.

July 5 □ President Nixon confirms that Representative Charlotte Reid (R-Ill.), who at some time was scheduled to appear on NBC Radio’s Don McNeill’s Breakfast Club, will be appointed to FCC. She eventually was sworn in Oct. 8.

Four different product TV ads of American Home Products Inc. are among latest batch challenged by Federal Trade Commission.

Staggers committee votes for CBS’s Frank Stanton to be cited for contempt for refusing to supply outtakes from “The Selling of the Pentagon.”

July 12 □ House of Representatives refuses to back Staggers committee on Stanton contempt citation.

Aug. 9 □ Washington appeals court overturns FCC ruling and says broadcasters may not impose flat ban on sale of time for discussion of controversial issues.

Aug. 23 □ Washington appeals court rules that ads for high-power cars and leaded gasoline raises fairness doctrine considerations—just as the FCC had held four years before with respect to cigarette advertising.

Sept. 6 □ Stern Community Law Firm plans campaign to force broadcasters to run “truth-in-advertising” public service spots that could contradict commercial station messages.

Sept. 13 □ John Thomas Ireland Jr. picked to succeed CBS President Frank Stanton, who becomes vice chairman and continues as chief operating officer on Oct. 1. Sept. 27 □ Government plans 1973 experiment with satellite and public institutions in Rocky Mountain area that some see as prelude to satellite-to-home broadcasting.

Oct. 11 □ Office of Telecommunications Policy Director Clay T. Whitehead calls for elimination of fairness doctrine, change of license-renewal process to get government out of programming, and to begin steps to deregulate radio.

Oct. 18 □ Broadcasting offers compendium of anecdotes about radio and television’s yesteryears, based on magazine’s personal interviews with pioneers in field. Supreme Court refuses to review FCC decision that will strip WHN-TV Boston of its license.


Nov. 8, Dec. 6, Dec. 13 □ NAB carves out proposed legislation that would favor performance over promise in FCC license-renewal proceedings. Four states deny filing on Nov. 1 against California stations’ renewals by blacks, Orientals and chicanos.

Nov. 15 □ Compromise on FCC’s proposed cable rules, orchestrated by Office of Telecommunications Policy, is reluctantly accepted by cable operators and broadcasters.

Questions raised in Congress as to why White House had FBI check made on Daniel Schorr, CBS correspondent who clashed with White House aides over accuracy of Schorr reporting. White House denies intimidation, says check was in connection with government post for which Schorr was considered.

Dec. 6 □ Nixon nominates FCC General Counsel to succeed Commission Robert Wells, who resigned Nov. 1. David C. Adams succeeds Walter D. Scott as NBC board chairman.

Dec. 20 □ David Sarnoff, dominant force in electronics communications for more than 50 years, dies at 80.

Representative Paul Rogers (D-Fla.) introduces legislation to ban TV blackouts on TV stations that are sold out; similar bill by Senator William Proxmire (D-Wis.) is subject of congressional hearing next year.

Action for Children’s Television petitions Federal Trade Commission to ban toy advertising in children’s TV programs.

Dec. 27 □ CBS abandons marketing of its electronic video recording system.

1972

Jan. 10 □ Federal Trade Commission urges FCC to enlarge its fairness doctrine to cover production companies. Former ABC broadcaster C. Edward Littie is named MBS president.

Dr. Peter C. Goldmark, inventor and scientist recently retired as president of CBS Laboratories, establishes Goldmark Communications with Kinney Services Inc. as majority owner.

Jan. 22 □ Surgeon General Jesse L. Steinhardt and 12 members Scientific Advisory Council on Television and Social Behavior releases $1 million study that says there is “usual link between TV violence and aggressive behavior in some children.”

Leonard H. Goldenson becomes chairman and chief executive officer of ABC Inc. and Elton H. Rule becomes president and chief operating officer.

Jan. 31 □ Supreme Court refuses to stay August 1971 decision of U.S. Court of Appeals prohibiting broadcasters from enforcing ban on sale of time for discussion of public issues.

Feb. 7 □ FCC delivers its package of basic rules for cable, to be effective March 31.

Feb. 28 □ Satellite coverage of President Nixon’s trip to Red China marks a new milestone in broadcast history.

March 6 □ First official challenge to FCC’s new cable rules comes from Dale Moore, Northwest TV station owner who cites dangers rules pose for small-market broadcasters. NAB seeks stay pending copyright litigation.

Paul Comstock resigns as NAB executive vice president and leaves is succeeded by Grover C. Cobb.

March 13 □ Congressional Black Caucus charges mass media is pervaded by racism in employment and news coverage, and conspire to keep public from learning that blacks and poor are exploited in advertising.

McGraw-Hill’s $69 million purchase of five Time-Life TV stations is approved by FCC.

March 20 □ Plans for formation of National Black Network (radio) are announced.

March 27 □ David Foster of Datran Corp. is named president of National Cable Television Association.

WNDV-TV Boston goes off air after 10-year fight at FCC for survival; WCVB-TV begins operation on vacant channel 5.

FCC is asked to hold 11-month-of-already-endel Massachusetts stations pending inquiry into their employment practices.

April 7 □ Department of Justice files civil antitrust suit designed to prohibit three national TV networks from engaging in any entertainment-program or feature-film syndication.

Judge Benjamin L. Hooks of Memphis is nominated to be member of FCC—first black ever to serve on any federal regulatory agency.

April 24 □ Federal Trade Commission charges American Home Products, Bristol-Myers and Sterling Drug with false and misleading advertising for their pain-killer drugs.

May 8 □ Television Communications Corp. agrees in principle to acquire Cypress Communications Corp. in estimated $88.7 million stock deal that would make TVC nation’s second-largest cable company.

May 12 □ House of Representatives refuses to back Staggers committee on Stanton contempt citation.

May 15 □ Citizen groups get unprecedented concessions from McGraw-Hill in form of four-hour-a-week black-bargaining and programming as well as abandonment of one of five VHF’s McGraw-Hill planned to buy from Time Life (FCC already had approved transfer).

FCC raises from 1% to 5% limit of broadcast ownership that banks may hold without counting against station ownership limit.


Television networks under fire for alleged distortion of news: Staggers subcommittee holds two-day hearing on issue. G&O newsletter claims NBC and UPN spread communist propaganda without considering national interest.
June 6 — Supreme Court rules there is no right of paid public access to radio and TV; decision denies separate cases of Business Executives Move for Vietname Peace (BEM) and Democratic National Committee. • Boards of Corporation for Public Broadcasting and Public Broadcasting Service separately approve seven-point plan creating mutual partnership. • Dr. Carl McIntire loses Supreme Court fight to keep WURX-AM-FM Media, Pa.

June 18 — FCC grant for channel 32 WQAF-TV Detroit provides construction permit for what is to be first black-owned TV station in county.

June 25 — Herbert Schlodder named president of NBC-T-V. • Pacific & Southern Broadcasting sells three radio stations to those not included in earlier agreement with Combined Communications (see April 23)—To Jefferson-Pilot Broadcasting for $15 million.

July 1 — National Black Network starts with 41 radio affiliates.


July 30 — James H. Quello is Nixon's choice to succeed Nicholas Johnson on FCC.

Aug. 7 — Communications Properties Inc. and Vacom International sign $62-million agreement to merge.

Sept. 17 — Congress passes and Nixon signs bill ending local TV blackouts of sold-out games in football, baseball, basketball and hockey. • Cox Cable Communications and LTV Cable sign letter of intent to merge. (Proposal called off in December due to market conditions.) • FCC approves applications of five more dormant firms, putting them alongside first grantees, Western Union (see Jan. 8).

Oct. 1 — Nixon signs into law legislation outlawing broadcast advertising of little cigars.

Oct. 5 — Dr. Carl McIntire's operation of pirate radio ship in Atlantic leads to court battle and injunction against operation that started Sept. 19.

Oct. 15 — Resignation of Vice President Spiro T. Agnew, outspoken critic of media, defuses First Amendment controversy he stirred in connection with so-called leaks of Justice Department investigation of Agnew.

Oct. 22 — Jack Kent Cooke takes over as chairman and chief executive officer of Teleprompter Corp., whose stock trading privilege was suspended Sept. 7 by Securities and Exchange Commission. (Suspension was lifted Nov. 8.) • Supreme Court refuses to review case of two college radio stations that claim FCC warning against lyrics glorifying marijuana is First Amendment violation.

Oct. 29 — GOP study includes plan to drop in 60 new VHF channels in top-100 markets.

Dec. 3 — FCC says it will modify prime time access rule, cutting it from one hour to one-half hour, eliminating it entirely on Sundays, and asks for more meaningful programming.

Dec. 10 — Larne Duck Commissioner Nicholas Johnson departs FCC. Chairman Dean Burch indicates plans to leave.

Dec. 18 — FCC Commissioner H. Rex Lee announces intention to retire at year's end.
 Pulitzer Newhouse and Cowlies broadcast properties. Action follows similar filing in December 1973 against National Journal stations.

Merger of Communications Properties Inc. into Viacom called off because of market conditions.

Jan. 14 □ RCA inaugurates nation's first domestic satellite communications service.

Jan. 28 □ FCC approves prime time access rule modifications it offered in late 1973.

Feb. 11 □ Julian Goodman becomes NBC chairman with Herbert S. Schlosser succeeding him as president. David C. Adams relinquishes chairmanship to become vice chairman.

Feb. 16 □ FCC Chairman Dean Burch appointed counselor to President Nixon with cabinet rank.

Feb. 25 □ Commissioner Richard E. Wiley designated as FCC chairman.

March 4 □ FCC turns down National Association of Independent Television Producers and Distributors petition for one-year stay of modified prime time access rule.

March 11 □ FCC's entire system of imposing fees on those it regulates is set back by Supreme Court ruling that upholds NCTA appeal of commission's per-subscriber charge to cable systems.

March 18 □ President Nixon dominates Luther Holcomb of Equal Employment Opportunity Commission to succeed H. Rex Lee on FCC.

March 25 □ Nixon appearance at NAB convention in Houston marked by controversy over President's exchange with CBS's Dan Rather.

April 1 □ FCC suspends annual fees for broadcast stations and cable systems.

April 8 □ Senate Communications Subcommittee opens hearings on televised violence and development of violence profile for gauging offerings of networks.

April 29 □ Democrat Luther Holcomb asks White House to withdraw his name as FCC nominee after letters and memoranda are made public casting doubts on genuineness of his party allegiance. Senate Commerce Committee confirms Quello appointment to FCC.

May 20 □ Nixon announces he will nominate Abbott Washburn and Glen O. Robinson to FCC and will name Robert E. Lee for fourth seven-year term. Watergate tape points to White House complicity in 1973 challenges to renewals of Post-Newsweek stations. FCC approves Capital Cities purchase from Carter Publications of WRAP-AM/KCSE-FM Fort Worth as part of $74.5 million deal that includes Fort Worth Star-Telegram and two suburban newspapers, and LIN Broadcasting Corp's buy of Carter Publications' WRAP-TV Fort Worth for $35 million.

June 3 □ Start of Associated Press Radio in fall announced.

June 24 □ U.S. court of appeals in FCC case to delay changes in prime access rule at least until September, forcing networks to make quick adjustment of plans for fall.

July 8 □ NAB TV board ratifies changes in code that put tighter restrictions on children's advertising and issues statement taking issue with FTC ban on premium advertising for children.

July 15 □ Knight Newspapers and Ritter Publications propose merger of their newspapers and spinoff of broadcasting holdings.

July 29 □ Networks face $1 million daily fine as they take on historic House impeach-ment coverage.

Aug. 5 □ NBC-TV to pay record $10 million for single two-hour showing of Paramount's "The Godfather."

Aug. 12 □ Up to 110 million witnesses President Nixon's resignation on TV. Clay's Whitehead resigns as Office of Telecommuni-cations Policy and John Eger becomes acting head of agency.

Sept. 9 □ Growing role of new consultant spotlighted in Broadcasting special report.

Sept. 23 □ FCC tentatively votes to strig Alabama Educational Television Commission of nine TV licenses following charges of racial discrimination in programing and employment practices.

Sept. 30 □ U.S. Court of Appeals overturns FCC ruling that NBC violated fairness doctrine in its investigative documentary on pension plans, "Pensions: The Broken Promise."

Oct. 7 □ Appeals court reverses FCC ruling that permitted sale of WQIE/WM: Chicago with hearing on proposed purchaser's plan to change format from classical music to rock.


Oct. 15 □ Frederick R. Pierce named president of ABC Television.

Nov. 7 □ Supreme Court, in affirming FCC grant of channel 9 in Orlando, Fla., indicates that all other issues in comparative case are equal. Minority presence can afford edge.

James M. Cox Jr., board chairman of Cox Broadcasting Corp. and Cox Enterprises, dies at 71.

Nov. 8 □ Civil Rights Commission report list FCC as one of five independent agencies that fail to protect civil rights of minority and female workers in industries they regulate. FCC in struck staff to draw up third version of prim time access rule which would have PTAR's basic shape and PTAR's exceptions.

Dec. 9 □ U.S. District Court Judge Gerhard A. Gesell in Washington orders release to broadcasters of NBC tapes about Watergate.

Dec. 10 □ Justice Department refutes antitrust suit against networks, but this time under auspices of Ford administration that has not been charged with efforts to intimidate net works.

1975

Jan. 13 □ Three commercial TV networks say they will, on their own, implement ban on sex and violence in prime time, and NAB code board starts study of general option of sam rules. Former Senator Burton K. Wheeler (D Mont.), who played key role in early communications legislation, dies at 92. "Milo Cross," narrator of Metropolitan Opera Radio broadcasts for 43 years, dies at 77.

Jan. 20 □ FCC formally adopted third version of prime time access rule, to become effective in September 1975.

Feb. 3 □ FCC denies license renewals to a five Don Burden radio stations after charges of misconduct in political gifts and news slanting, among other things. FCC orders ban on...
future acquisitions of co-located crossownerships of newspapers and television and radio stations; in addition, commission declares breakup within five years of 16 small-market newspaper-television and newspaper-radio combinations that were said to constitute media monopolies. Industry standards for children's TV written into FCC renewal forms.

Canadian Parliament gets proposal to prevent Canadian advertisers from claiming business expense on money used for advertising on U.S. stations to reach Canadian viewers.

Feb. 10 David Foster resigns as National Cable Television Association president.

Feb. 24 ABC, after yearlong test at its WLS-TV Chicago, asks FCC for rulemaking to authorize circularly polarized transmissions for TV services.

March 3 Major leagues to get $44,495,000 from sales of baseball broadcast rights in 1975.

March 10 U.S. Court of Appeals in Washington affirms FCC's renewal of KHJ-TV Los Angeles, saying in substance that court would not substitute its judgment for FCC's if that agency acts reasonably.

March 24 FCC completes work on controversial package of pay cable and over-the-air TV rules that would affect programing siphoning from free television.

March 31 FCC says it will conduct inquiry into software warehousing. C.M. Janksy Jr., internationally known consulting radio engineer, dies at 79.

April 1 FCC issues notice of inquiry into possibility of dropping new VHF channels in 80-100 markets.

April 14 TV board of National Association of Broadcasters adopts family-viewing standards espoused by FCC Chairman Wiley and proposed by NAB TV code review board.

April 21 Home Box Office, Time Inc.'s pay-cable subsidiary, announces it will begin satellite network in fall.

April 28 U.S. Court of Appeals in New York sends PTAR III (see Jan. 20, 1975) back to FCC for more precise language to eliminate future debate; court questions feasibility of September effective date.

May 12 FCC overrides local franchising authority in denying Teleprompter cable certificate in Johnstown, Pa., based on involvement in bribery case there in 1966. FCC opens proceedings to overhaul procedures under which renewal applicants ascertain community needs.

May 19 FCC re-releases PTAR III, sticking to September starting date.

May 26 Fred Silverman quits as CBS-TV's vice president to become president of ABC Entertainment.

June 2 Teleprompter and Home Box Office announce agreement for HBO to supply about 800,000 subscribers nationally with pay-TV service.

June 16 NBA to launch its News and Information Service with 33 subscribing radio stations.

June 23 Washington attorney Robert L. Schmidt picked for NCTA presidency. Appeals court in New York affirms FCC's Sept. 8 starting date for PTAR III.

July 14 FCC removes March 31, 1977, deadline for rebuild of cable systems in operation before March 31, 1972, acknowledging economic squeeze of requirement.


Aug. 4 Football broadcast rights for 1975 season level off at $80 million.

Sept. 8 Texas banker Joseph Allbritton reaches agreement with families controlling Washington Star Communications with understanding that he abide by FCC order to dispose of properties as necessary to satisfy commission's crossownership rules.

Sept. 15 Group broadcaster Richard Eaton is denied renewal of WOKAMI Washington by FCC after allegations of false and misleading advertising, and air of lottery information in violation of FCC rules and U.S. Code. FCC drafts proposed new law that would be harsher on obscene or indecent programming.

Sept. 22 FCC throws out 1973 agreement between KTTV-TV Los Angeles and National Association for Better Broadcasting, saying station relinquished too much control in agreeing to pact.

Sept. 29 FCC reverses long-standing position on equal time and says debates between political candidates and news conferences by President and other candidates for political office qualify for exemptions as "on the spot..."
misconduct of parent General Tire & Rubber Co.
Dec. 22 ☐ FCC decides to delete its cable-television-leapfrogging rule.

- 1976 -

Jan. 5 ☐ President Ford signs Public Broadcasting Act of 1975, which authorizes payments totaling $634 million to Corporation for Public Broadcasting over next five years.
- “The First Amendment and the Fifth Estate,” special report examines past, present and future of broadcasting.
- Andrew L. Ring, one of best known broadcasting engineers, former FCC assistant chief engineer and later senior partner in consulting engineering firm of A.D. Ring and Associates, Washington, dies at 76.

Dec. 1 ☐ ABC-TV signs new two-year, $36-million football pact with National Collegiate Athletic Association.

Dec. 2 ☐ House Communications Subcommittee staff releases report on cable television, charging FCC with following "protectionist policy" favoring broadcasters and recommending legislation that would regulate cable in its own right, not as ancillary to development of over-the-air television.
- Supreme Court strikes down statutory ceilings on political campaign spending as violation of First Amendment guarantee of freedom of speech.

Feb. 5 ☐ League of Women Voters announces it will sponsor series of five candidate debates; invites radio and television to cover.

Feb. 10 ☐ Public Broadcasting Service members approve $354 million plan to interconnect stations by satellite.
- FCC authority to regulate leased, two-way cable TV channels is found to be excessive, rules U.S. Court of Appeals in Washington. It finds commission preempted authority from state and local authorities.

Feb. 23 ☐ FCC Commissioner Glen O. Robin-son, whose term ends June 30, has decided to accept professorship at University of Virginia law school. ☐ FCC starts inquiry re-examining its rules regulating radio networks.

March 8 ☐ FCC upholds complaint by President Ford’s re-election campaign agency against policy of Washington, D.C.-based Chicago of refusing to tell time in less than five-minute periods.

March 29 ☐ Calvin J. Collier sworn in as chairman of Federal Trade Commission.

April 5 ☐ FCC relaxes restrictions on cable TV system rebuild requirements.

April 12 ☐ Representative Torbert Macdonald announces his resignation as chairman of House Communications Subcommittee effective April 26. Lionel Van Deelen (D-Calif.) picked to succeed him.
- Trial on legality of family viewing policy, brought by coalition of Hollywood writers and producers against FCC, NAB and networks gets under way in Los Angeles.
- Thomas E. Wheeler, vice president for public affairs, Grocery Manufacturers of America, named National Cable Television Association executive vice president director of government relations.

April 19 ☐ Robert Watters named president of CBS-TV, replacing Robert D. Wood, who resigns to form Watters Broadcasting company of New York.
- Watters appoints Robert A. Daly to executive vice president post.
- U.S. Court of Appeals in Washington upholds FCC equal time provision of giving broadcasters broad discretion in dealing with debates and news conferences involving political candidates.

April 29 ☐ NBC’s Barbara Walters accepts ABC offer of $1 million per year for five years to be co-anchor of ABC Evening News with Harry Reasoner.
- Averysberd Inc., New York, national sales rep, leaves radio to concentrate on TV, merging some of its represented radio stations with Buckley Radio Sales and others with Pro/Amber Time Sales and changing own name to Averysberd-Time Sales.
- CBS-TV names B. Donald (Bud) Grant vice president in charge of programming replacing Lee Corrill.

May 3 ☐ NBC-TV names president of CBS Records, Irwin Segelstein, to post of executive vice president, programs, replacing Mike Weinblatt, who becomes executive vice president in charge of sales, advertising and promotion.

May 10 ☐ Keith Fuller, named to succeed W. J. Gallagher in October as president and general manager of Associated Press. AP also votes to admit three broadcasting representatives to its corporate board.

May 17 ☐ Securities and Exchange Commission files complaint in U.S. district court in Washington charging parent of RK0 Genera Inc., General Tire & Rubber Co., with violations of federal securities laws, including making material false or misleading statements in public offering, and with violations of the federal securities laws.

May 24 ☐ ABC-TV’s “Eleanor and Franklin” wins 11 Emmy awards, record for one show.

May 31 ☐ First Amendment protection of advertising is extended with Supreme Court ruling in Virginia case involving ads for prescription drug prices.
- FCC commissioner Charles Reid marries and announces she will resign from commission on July 1, two years before end of her term.
- Representative Torbert Macdonald (D-Mass.), former chairman of House Communications Subcommittee, dies at 58.
- Supreme Court denies review of FCC decision stripping Don Burden of his five AM and FM licenses.

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THAT'S WHAT RUSCONI TELEVISION IS IN ITALY. ALL OVER ITALY MILLIONS OF PEOPLE WATCH OUR SUPERSTAR STATIONS. AMONG BIG PRIVATE TV BROADCASTERS THE LATEST INDEPENDENT SURVEY (*) SHOWS WE'RE NUMERO UNO IN MILAN AND THE TOP-MARKET LOMBARDY REGION WITH A 43% SHARE. AND WE'RE NUMERO UNO WITH A 34% SHARE IN ROME AND ITS AREA, TOO. RUSCONI SUPERSTAR TELEVISION: TOP QUALITY ENTERTAINMENT FOR THE WHOLE FAMILY, 15 HOURS A DAY.

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1977

Jan. 10 □ FCC clarification of on-air case redefines license renewal criteria. □ Herbert S. Schlosser, president/chief operating officer of NBC named chief executive as well.

Jan. 17 □ FCC in response to Westinghouse petition, begins inquiry on power tiers for networks. Tiers are fixed in marketplace. Individual TV stations band together to produce Operation Prime Time program.

Jan. 24 □ Viacom Int’l. rejects $67 million takeover offer by Storer Broadcasting. □ Canadian government halts practice that deleted commercials from American programs that Canadian cable system imports. □ Group W drops syndicated fare in access period and invests $2.5 million for feature-style magazine that will eventually become highly successful “FM Magazine” show.

Jan. 31 □ ABC’s eight-day telecast of mini-series “Roots” becomes most watched program in television history with ratings in mid-40’s and shares in mid-60’s. 80 million people watched at least some part of final episode.

Feb. 7 □ NBC signs $85 million deal for 1980 Summer Olympics in Moscow.

Feb. 14 □ Warner Cable Corp. announces it will offer two-way interactive service to its Columbus, Ohio, subscribers. □ ABC’s “Today Show” celebrates its 25th birthday. □ PBS gets go-ahead from FCC to deliver programming by satellite.

Feb. 21 □ NBC signs former Secretary of State Henry Kissinger to long-term consultant’s contract at estimated $2 million to $2.5 million. □ World Administrative Radio Conference ends with spectrum (11.7 to 12.2) to set aside for direct broadcast satellite.

March 7 □ D.C. appeals court reverses FCC crossownership rules and says divestiture should apply to 153 combinations, not only 23 commission had identified.

March 14 □ FCC sets down comparative renewal guidelines that give measure of protection to stations with “substantial” service records. □ CSB chooses university chancellor William S. Sayre to succeed Robert S. Benjamin. □ FCC narrows markets for VHIF drop-ins to four—Charles-Huntington, W. Va.; Johnstown-Atoona, Pa.; Knoxville, Tenn., and Salt Lake City.

March 21 □ Appeals court rules in “seven dirty words” case that FCC has no censorship jurisdiction. □ FCC repeals radio rules from 1941; issues radio policy statement.


April 4 □ One-inch helical VTR steals show at annual Nab convention. □ Neville Miller, first paid Nab president dies in Washington at age 83. □ Joe L. Albrighton agrees to sell WAMU-Washington to Combined Communications Corp. for $100 million, highest price for station up to that time.

April 11 □ FCC gives approval to let TV broadcasters use circular or elliptical polarization for broadcast transmissions in move to help eliminate “ghosting” and other interference effects.

April 18 □ U.S. Court of Appeals backs FCC responsibilities in equal employment opportunity area.

April 25 □ Robert E. Lee becomes longest-serving FCC commissioner, surpassing Rosal Hyde record of 23 years six months and 14 days. □ ABC wins first prime-time ratings ever, ending CBS’s 20-year reign with a new record 21.5 rating, surpassing CBS’s 1962-63 21.4 rating while garnering seven of top 10 shows. □ CBS Chairman William S. Paley hands over chief executive reigns to president John D. Backe.

May 2 □ FCC holds hearings to help minorities in acquistions of broadcast operations.

May 7 □ Boston Red Sox tie record for most games played with Combined Communications Corp. reviving purchase that was dropped in 1975.

May 9 □ FCC voter 4-3 to retain equal time law. Section 315, but does vote for some modifications. □ ABC Sports President Roone Arledge named to head ABC News as well. □ Interview of former President Richard Nixon by David Frost airs tonight and high-salaried ratings. □ NAB, AMSF rally against recent options papers of House Communications Subcommittee. □ Newspaper crossownership case is appealed to Supreme Court.

May 16 □ General Accounting Office tells FCC to set up new fee schedule. □ Spins of 17 RKO stations is put on hold by FCC. □ All industrial Radio Music License Committee petitions U.S. Southern District Court in New York
to determine reasonable fee for stations' use of ASCAP music.

May 23 □ National Association of Broadcast Employers and Technicians strike ABC; operations continue with supervisory and nonunion personnel. ■ Julius Koppelman, RCA group vice president, takes final responsibility for RCA communications group. ■ President Carter fields questions from studio audience at wnfn Los Angeles and at various remote sites in the city in town news conference.

June 6 □ Program suppliers join Westinghouse in decrying network dominance by seeking reexamination of FCC's financial interest rule.

June 13 □ FCC initiates inquiry into relationship between stations and network television.

June 20 □ Carnegie Corp agrees to launch second major study of public broadcasting in 10 years, backing it up with $1 million.

June 27 □ Park Broadcasting agrees to buy wonofm Syracuse, NY, making it first group owner with full complement of 21 stations. ■ FCC approves Field Communications buy of five-station Kaiser Broadcasting.

July 4 □ NAB TV board votes to amend program and network name specific on objectionable material. ■ FCC puts network inquiry in deep freeze. ■ NABOB National Association of Black-Owned Broadcasters, is formed.

July 11 □ Broadcasters mobilize against efforts to ban broadcast advertising of saccharin. ■ Engineering committee reports agreement on compatibility standards for one-inch helical track, nonsegmented videotape recorders between Sony and Ampex. ■ U.S. Court of Appeals reaffirms FCC policy statement on leaving children's TV to self-regulation.

July 18 □ Frank Mansfield, former press secretary to Senators Robert Kennedy and George McGovern, takes over as president of National Public Radio.

July 25 □ FCC removes six cable TV rules from books, but retains local governments' rights to collect franchise fees. ■ R. Peter Strauss sworn in as director of Voice of America. ■ FCC's first black commissioner, Benjamin Hooks, leaves head National Association for the Advancement of Colored People.

Aug. 1 □ Senate Commerce Committee drops saccharin ad ban from bill as it is considering on artificial sweetener.

Aug. 8 □ Washington appeals court backs TC's right to order corrective advertising in case involving Listerine. ■ Sony unveils its Betamax videocassette.

Aug. 15 □ American Bar Association adopts guidelines for lawyer advertising in print and on radio. ■ NAB reports that for first time in its 10-year history of financial tabulations, average Mstation recorded profit in 1976. ■ CBS wins rights for networks to negotiate per-use licensing agreements with music licensing firms. ■ Federal appeals court blocks FCC decision that permits stations to sell fewer than 10 employees from filing EEO reports.

Aug. 22 □ Amway Corp reaches agreement to buy Mutual Broadcasting System for $15 million. ■ Civil rights commission gives low marks to FCC and industry on EEO efforts. ■ general Accounting Office begins own network inquiry investigation.

Aug. 29 □ In NBC reorganization, Robert E. Dahllof is named president of NBC-TV. ■Ha-Her, Inc., acquires ten stations for $7 million. ■ RCA unveils its Selecta Vision home videotape recorder.

Sept. 5 □ Station Representatives Association charge networks are taking money away from spot rates to tune of $680 million this year. ■ NAB submits plan to FCC to increase minority ownership of broadcast stations that involves tax certificates to owners who sell to minority buyers.


Sept. 26 □ ABC and NABET agree to terms ending four-month strike.

Oct. 3 □ House committee recommends its chambers be open to radio and TV coverage. ■ President sends public broadcasting legislation to Capitol Hill to try and ease friction between its factions.

Oct. 10 □ Former FCC General Counsel, Henry Geller, is picked to head new executive branch telecommunications unit, National Telecommunications and Information Administration, formerly Office of Telecommunications Policy under commerce department. ■ Florida youth Ronnie Zamora's plea of TV intoxication as defense in murder of elderly woman is rejected by jury in trial that is televised in Miami.

Oct. 17 □ Fledging pay cable operation Home Box Office shows first quarter profit in its five-year history, as RCA shows its best quarter in 58 years.


Oct. 31 □ House of Representatives votes to allow broad broadcast of its proceedings, with details to be worked out later. ■ Viacom's Shoetime becomes second pay cable programmer service, following Time's Home Box Office.

Nov. 14 □ FTC Chairman Michael Pertschuk raises possibility of imposing ban on TV advertising aimed at children. ■ In CBS-Herbert case, U.S. circuit court rules that journalists cannot be forced to open their thought processes even when being sued for libel.

Nov. 28 □ Roscoe Barlow, author of report for FCC in 1950's on networks, (report that bears his name) dies in Berkeley, Calif., at age 65. ■ Mutual Broadcasting decides to build satellite interconnection system for its 780-affiliate network.

Dec. 6 □ District judge signs order freeing NBC from justice department's antitrust suit; CBS and ABC still refuse to settle. ■ Eric Severin signs off after 38 years with CBS News. ■ Warner inaugurates two-way interactive cable system in Columbus, Ohio.

Dec. 12 □ CBS technology innovator, Peter Goldberg, connected with long-playing record and first color TV system, dies in car accident in Rye, N.Y.


1978

Jan. 2 □ Sterling Drug Co., manufacturer of Bayer aspirin, agrees to stop running commercials that show drug and Food and Drug Administration said distorted FDA report on safety of pain-killing drugs. ■ Johnny Carson, host of NBC-TV's Tonight Show, signs new contract for annual salary between $2.5 million and $3 million.

Jan. 16 □ Supreme Court agrees to review "seven dirty words" case involving Pacifica Foundation's noncommercial WQXR New York.

Jan. 23 □ Fred Silverman, president of ABC Entertainment, named president and chief executive officer of NBC, replacing Herbert S. Schlosser. ■ Glen O. Robinson, president of law firm at University of Virginia, Charlottesville, and former FCC commissioner, named chairman of U.S. delegation to 1979 World Administrative Radio Conference. ■ Clarence C. Dill, 93, former Democratic senator from Washington who helped draft Communications Act of 1934, dies.

Jan. 30 □ President Carter allocates $11 million in his fiscal 1979 budget for National Telecommunications and Information Administration, which is being formed in Department of Commerce.

Feb. 6 □ Anthony D. Thompson, chief assistant to ABC Entertainment president Fred Silverman, named to succeed Silverman. ■ President Carter proposes broad, "multifaceted" national program to increase number of minority owners in broadcasting and cable and to enhance financial conditions of those already established in communications.

Feb. 13 □ For first time, Senate debate is carried live on radio. CBS, NBC and National Public Radio broadcast opening of debate on ratification of Panama Canal treaties. CBS and NBC return to regular programming after few minutes; NPR broadcasts throughout first three days. ■ ABC celebrates 25th anniversary. ■ Senate and House pass cable pole attachment legislation, with provision for creating cable forerunners, and sends bill to President for signing.

March 6 □ House Communications Subcommittee votes to begin rewrite of Communications Act of 1934 setting June 1 as deadline for drafting of bill. ■ Federal Trade Commission adopt staff report recommending FTC make broad changes in way products are advertised to children, and votes to institute rulemaking inquiry that could eventually lead to elimination of commercials from children's television programs.

March 13 □ In unprecedented move, FCC designates for hearing renewal application of WQAL/FM Cleveland, on programming grounds alone. ■ Chris-Craft Industries, diversified company active in TV station ownership, purchases $4 million worth of 20th Century Fox Film Corp stock, amounting to about 5% of Fox stock.

March 20 □ Group W announces plans to make its Evening Magazine prime-time access program shown on its owned stations, available to other stations. It will be titled PM Magazine.

March 27 □ What was to be largest station sales in television history—that of WLHT/TV Washington to Combined Communications Corp. for $100 million—is called off. ■ U.S. Supreme Court agrees to review libel case filed by former Army officer against CBS's 60 Minutes. ■ U.S. Court of Appeals has held that First Amendment protects journalists from probing of their thought processes.

April 3 □ National Telecommunications and Information Administration signed into existence by President Carter, as successor to
Summer was hot, but Metro Weather was hotter!

METRO WEATHER SERVICE expanded to twelve new markets this summer, including WCBS-ALI, NEWS/N.Y.C. WIBR/Braton Rouge, La. CFGM, Richmond Hill, Canada. . . . to name a few.

Another Metro Weather service is a complete package of personalized weather services with additional features, ranging from recreational to agricultural forecasts. . . . We can tailor our service to your needs. . . . For more information, write or call toll-free: 180-23 Rockaway Blvd., Jamaica, N.Y. 11434

JOIN THE SERVICE THAT KEEPS AHEAD OF THE WEATHER AND STAYS AHEAD OF THE COMPETITION!!
Broadcasting System radio president, C. Edward Little, resigns. Ralph Baruch named chairman and chief executive officer of Viacom International.

Jan. 15 National Telecommunications and Information Administration backs reduction of AM channel spacing from 10 kHz to 9 in comments to FCC. NTIA also submits endorsement to use low-power TV stations and translators to broadcast to unserved areas.

Jan. 23 ABC reduces commercial time on Saturday children's shows from eight-and-a-half minutes to six-and-a-half minutes over two years. Federal Trade Commission begins children's advertising hearings.

Feb. 5 Second report by Carnegie Commission on Future of Public Broadcasting is released, detailing trust to be set up with subsidization from license fees.

Feb. 12 Commerce department report for industry outlook gives broadcasting and cable high marks. Ampex demonstrates digital videotape recorder at Society of Motion Picture and Television Engineers conference in San Francisco, first such demonstration in U.S.

Feb. 19 NTIA files retransmission consent proposal with FCC. Rust Craft and Ziff Corp. 389.4 million merger is approved by Rust Craft stockholders.

Feb. 26 Revisions surfaced as to extent of var President Nixon waged against broadcasting especially public TV as Nixon era documents are released. House begins internal eisition system. Cox and General Electric sign definitive merger agreement.

March 5 FTC begins second round of children's TV ad hearings. Margita White saves FCC.

March 19 NBC executive Julian Goodman leaves early retirement from network.

March 22 Two Senate bills (S. 611 and S. 222) beat any House version of rewrite of Communications Act in introduction into Congress.

March 26 NAB announces $8.5 million contributions for Minority Broadcast Investment fund. ABC, NBC and PBS are on hand as overnment announces closed captioning of TV programs for hearing impaired.

Mar. 2 Second rewrite, H.R. 3333, is introduced in House with deregulation and sense free tradeoff. Retiring CBS News resident Richard Salant announces move to oversee NBC News operation. Sony joins mpx and Great Britain's Independent Broadcasting Authority in unveiling digital videotape recording system.

May 9 Westinghouse's Daniel Ritchie, president and chief operating officer, takes on additional title of chief executive officer. U.S. Supreme Court rules FCC cannot mandate cable system to make available access channels. Bill is introduced in Congress to protect press from newsroom searches. AP announces plans for satellite-delivered news to its 660 stations.

Pril 23 In precedent setting case, U.S. Supreme Court reversed lower court ruling in BS-Herbert case and says newspapers must answer questions of plaintiff in libel suit regarding journalists "state of mind" at time material was being prepared. Spinoffs from ox-GE merger seen to total $121 million from 1 station. Howard B. Smith, ABC newsman and commentator for 18 years, resigns. BC News correspondent Tim O'Brien's spoof on several U.S. Supreme Court items, including Herbert case, causes controversy.

April 30 FCC initiates rulemaking that would eliminate rule that limits number of distant signals cable systems may import and rule pertaining against duplication of syndicated programming.

May 7 ABC's Fred Pierce becomes executive vice president of ABC Inc., paving way towards company's presidency.

May 14 FCC begins looking at sweeping deregulation provisions.

May 21 Hearings on rewrite II begin in House before communications subcommittee.

Westinghouse buys WRET-TV Charlotte, N.C., from Turner Broadcasting for $20 million, highest price for UHF at that time. U.S. Court of Appeals in Washington Judge David Bazelon, prime shaper of communications law, announces retirement after 30 years on court.


June 4 Bosch-Fernsheh introduces digital videotape recorder at international television engineering exhibition in Montreux.

June 11 FCC gives go ahead to $370 million Combined Communications-Gannett Strikeoff from merger, WHEC-TV Rochester, N.Y., to BENI, makes it first black-owned major market, network affiliated station. Out-of-court settlement reached in suit against Wrix Inc. which retains channel 11 in New York.

June 18 Justice department attacks commercial time standards of NAB's television code, saying it violates Sherman Antitrust Act.

June 25 FCC issues notice of inquiry on 9 kHz channel spacing. ABC newsmann Bill Stewart is killed by Nicaraguan National Guardsmen in Managua. Kaiser Aluminum allies itself with Mobil Oil in decracy TV set to ban on issue advertising.

July 2 Tom Bolger takes over as NAB joint board chairman from Donald Thurston. Public Broadcasting Service approves major reorganization plan. Young & Rubicam agrees to buy Marsteller Inc., New York and Chicago, for $300 million.

July 9 McClatchy Newspapers agrees to sell KRON-TV Sacramento, Calif., to Outlet Co. for $65 million, largest station sale to date. U.S. Court of Appeals in Washington reverses FCC policy, leaving radio format questions to licensees and marketplace. Willard Block rejoining Viacom as its president.

July 16 Lionel Van Deerlin abounds efforts on H.R. 3333. Communications Act rewrite to concentrate on common carrier provisions, of present legislation. Thomas Wheeler, NCTA executive vice president, elected to president by NCTA board.

July 30 Westinghouse Broadcastiing announces plans to distribute programs to its stations via satellite.

Aug. 6 Communications Satellite Corp. unveils plans for direct-to-home subscription television.

Aug. 13 FCC considers using lottery system in comparative renewal cases. "Three's Company" sets record price for syndicated product, $30 million to Multimedia, Gannett andkurvin Salt Lake City.

Aug. 20 RCA and CIT Financial Corp. agree...
to merge in deal valued at $1.35 billion.
Aug. 27 □ RKO Radio Network makes plans to share time on AP’s proposed satellite distribution system.
Sept. 10 □ FCC adopts rulemaking and notice of inquiry into substantial radio deregulation by instituting marketplace forces for government guidelines.
Sept. 17 □ American Express acquires 50% interest in Warner Cable Communications.
Oct. 1 □ FCC changes rules on subscription television to allow more than one per market among other rules. □ ABC wins rights to 1984 summer Olympics for $225 million.
Oct. 8 □ R. Peter Straus resigns as head of Voice of America. □ Federal judge in Los Angeles rules home taping of television programs is legal.
Oct. 15 □ FCC deregulates each station by approving voluntary licensing of receive-only dishes. □ First tidbits from FCC’s network inquiry say networks are so firmly entrenched breakup is impossible and it encourages development of new programing sources.
Oct. 29 □ Federal Trade Commission orders American Medical Association to allow physicians to advertise. □ Carter-Mondale Committee talks to FCC that three networks refused to sell it half hour of broadcast time.
Nov. □ FCC releases staff report on children’s television inquiry that says TV is not in com-
pliance. □ Major reorganization at Storer Broadcasting finds Peter Storer becoming chief executive officer, Terry H. Lee becoming president and chief operating officer. □ Controversial radio priest of the 1930’s Rev. Charles E. Coughlin dies in suburban Detroit home at age 88. □ Presidential commission on news coverage of Three Mile Island accident finds media did best it could, but were ill-equipped to handle technical complexities.
Nov. 12 □ FCC approves Viacom-Sonderling merger.
Nov. 19 □ Decision that rules family-viewing concept unconstitutional is thrown out by circuit appeals court in San Francisco. □ Maurice R. Valente of ITT, named president, chief operating officer and director of RCA. □ Television Bureau of Advertising celebrates 25th year anniversary.

1980

Jan. 7 □ Warner Communications Inc. and American Express Co. close deal forming joint cable venture, Warner Amex Communications, in which latter paid $175 million for 50% interest in Warner Cable subsidiary of WCI.
Jan. 14 □ CBS and RCA reached agreement whereby CBS becomes licensed to manufacture and distribute videodisks using RCA Selectavision system.
Jan. 21 □ Revolutionary governments in Iran and Afghanistan expel all U.S. journalists. □ Station trading broke billion-dollar mark in 1979 ($11.6 billion), record high, given afterburner boost by $370 million Gannett Co.-Combined Communications Corp. merger.
Jan. 28 □ FCC lifts three RKO television licenses due to misconduct of parent, General Tire & Rubber Co., by vote of 4-to-3. □ Sony announces marketing of world’s first charged-coupled device color video camera, replacing conventional vacuum tube.
Feb. 4 □ $1.35 billion RCA-CIT merger is consummated.
Feb. 18 □ Dan Rather is named as successor to Walter Cronkite upon latter’s retirement as anchor of CBS Evening News in 1981.
Feb. 25 □ ABC announces that late night newscast (later to be named Nightline, hosted by Ted Koppel), starting at 11:30 p.m., will be permanent fixture in network schedule.
March 17 □ FCC approves $65 million acquisition of KOVR-TV Stockton, Calif., from McClatchy Newspapers to Outlet Co., record price for single TV station. □ ABC commences broadcasting of closed captioning material as part of joint project with NBC and PBS.
March 24 □ Region 2 countries vote against adoption of 9 kHz AM spacing proposed by U.S. at first session of Region 2 spectrum planning conference in Buenos Aires. □ New York Times announces agreement that led to purchase of cable systems serving 56 franchised areas in southern New Jersey owned primarily by Irving Kahn for approximately $110 million.
April 7 □ FCC sets ceiling for distress sale stations at 75% of fair market value. FCC approves sale by Newhouse Broadcasting Co. to Time Mirror Co. of five Newhouse television properties for $82 million.
April 14 □ FCC selects, by vote of 4-to-2, Magnavox system to be standard for AM stereo. □ UA CinemaVision and Madison Square Garden Corp. enter into joint venture to form The USA Network.
April 21 □ Court of Appeals in Richmond, Va., affirms FCC order freeing cable television systems from obligation to black out “significantly viewed” distant signals that duplicate local ones.
April 28 □ Getty Oil, along with Columbia Pictures, MCA Inc., Paramount Pictures Corp., an 20th Century-Fox pay-cable world with an announcement of satellite program venture, to be named, Premiere.
May 5 □ CBS settles with Justice Department antitrust division, agreeing to limits on program production. □ Philadelphia appeals court rules that state shield law protected broadcast station (WAVE-TV Pittsburgh) against plaintiff demand that it surrender outtakes.
May 26 □ Thomas Wyman, vice chairman of Pillsbury Co., is tapped to replace John I. Backe as president and chief executive of CB Inc.
June 2 □ FCC breaks up clear channel station plans. □ $150 million Cox-GE merger collapses a Cox bow out at last minute after FCC approves deal. □ Ted Turner’s Cable News Network commences operations.
June 9 □ Orion Broadcasting Inc. and Coast Broadcasting initiate deal which leads to eventual $110 million merger. □ U.S. Court of Appeals denies reasonable access complaint lodged against networks by Senator Edward Kennedy concerning network’s refusal to grant him air time to respond to President Carter. □ Burt Harris named chairman of Premiere. □ Comcast sets up DBS subsidiary, Satellite Television Corp. □ CBS and MGM announce creative
Oct. 13 □ FCC suggests U.S. develop high-resolution television system compatible with present technology. □ Actors strike is settled; network stars are staggered for fall. □ Broadcasters begin 50th year; taking chronological look at industry since magazine's 1931 inception. Oct. 20 □ Westinghouse and Teleprompter propose $646 million merger. □ U.S. Supreme Court allows networks to air Abscam tapes. □ President Carter signs bill against newsroom searches.

Oct. 27 □ Television is medium in middle as Presidential campaign winds down with broadcast debate in Cleveland. □ Cable News Network adds independent candidate John Anderson to its debate-night coverage. □ FCC releases network inquiry report that argues open marketplace is best regulator.

Nov. 3 □ Warner Amex garners one of year's biggest cable television franchises, 400,000 homes of Dallas. □ ABC agrees to run unedited response to earlier "20/20" report on Kaiser Aluminum. □ FCC lifts barrier on AT&T from providing data communications. □ First locally-produced all news television station goes on air in Oklahoma City. □ Anpex founder Alexander Pacheco dies in Stanford, Calif., at 81. Nov. 10 □ Sweeping election of Ronald Reagan sends signals in Washington's communications governing structure. □ Lionel Van Deelten is one of election's casualties as Representative Timothy Witth (D-Colo.) and Senator Robert Packwood (R-Ore.) stand to hold key Hill positions in telecommunications world.

Nov. 17 □ CBS goes live with its Los Angeles teletest experiment. □ NAB announcesaine plan to help members deal with cable issues.


Dec. 1 □ "Who Shot J.R." episode of "Dallas" becomes highest rated for any program in modern TV history with 53.3 rating and 76 share.

Dec. 8 □ ABC announces association with Warner Amex Satellite Entertainment Corp. for new cable network, Alpha, to begin operation April 1981. □ FCC authorizes construction and launch of additional satellite.

Dec. 15 □ Former CBS President, Arthur Taylor, forms high quality, pay cable venture with Rockefeller Center that signs contract for BBC programming.

Dec. 22 □ Comsat unveils its $700 million direct-to-home broadcast satellite television system. □ Gannett announces plans for national daily newspaper and cable programming.

Jan. 5 □ New York District Court grants Justice Department's request for preliminary injunction barring launch of Premier's satellite-distributed premium movie channel to cable systems. □ Court of Appeals rules that scrambled pay television signals are protected by Section 605 of Communications Act. □ Robert B. Kistler, 71, former president of both ABC and NBC, dies. □ Marshall McLuhan, writer, educator and communications theorist, dies at 69. Jan. 12 □ FCC Commissioner Tyrone Brown resigns, effective Jan. 31. □ Department of Justice opposes CBS's request for waiver of FCC rule barring networks from ownership of cable systems. □ Senator Howard Baker (R-Tenn.) launches his term as majority leader by introducing S. Res. 20, resolution to open Senate proceedings to broadcast coverage. Jan. 19 □ FCC votes 6-to-1 (Tyrone Brown dissenting) to deregulate radio. □ According to Television Bureau of Advertising, TV viewing in 1980 reached all-time high of six hours 36 minutes per TV households per day. □ Supreme Court upholds lower court ruling that government consultants aren't "public figures" or "public officials" in working of libel laws.

Jan. 26 □ Busy day for broadcast newsmen as American hostages in Iran gain freedom within same hour Ronald Reagan is sworn in as 40th President. □ Reagan administration transition team proposes that Corporation for Public Broadcasting be abolished.

Feb. 2 □ U.S. Supreme Court, in 8-to-0 decision, rules that Constitution doesn't bar states from permitting radio and television coverage of criminal trials, even over objection of defendant. □ Supreme Court affirms lower court's refusal to review appeals court decision holding that journalists have qualified privilege not to disclose unpublished material, including television out-takes, in their possession in criminal cases. □ Thornton F. Bradshaw, president of Atlantic Richfield Co., redesignated successor to Edgar H. Griffis as chairman and chief executive of RCA effective July 1.

Feb. 9 □ Coalition for Better TV is set up to rid television of programs it considers offensive by threatening boycotts aimed at sponsors of offending programs. □ Public Broadcasting Service announces plan to launch PBS/Cable, new pay television network sponsored by public television revenues and institutional advertising. □ CBS announces Don Rather will succeed Walter Cronkite as anchorman and managing editor of CBS Evening News on March 9.

Feb. 16 □ After more than five years of study, Federal Trade Commission votes unanimously to kill proposal to regulate advertising of non-prescription drugs.

Feb. 23 □ Federal jury in Houston finds city's mayor and Gulf Coast Cable Television participated in conspiracy to limit competition in awards of five cable franchises in 1978. Jury awards Affiliated Capital Corp. $8.3 million in damages. □ Time Inc. details plans for major test of satellite-distributed national teletext service designed for consumer use. □ Republican David Clanton is named Federal Trade Commission acting chairman, replacing Democrat Michael Pertschuk. □ U.S. Supreme Court refuses to review lower court decision dismissing CBS's 11-year-old suit for "per use" music licenses. □ Newhouse Broadcasting purchases control of Vision Cable Communications Inc. for $180 million, making it eighth largest cable MSO.

March 16 □ Number of television and radio stations authorized by FCC breaks 10,000 mark as of Jan. 31, 1981. □ ABC announces it will ban the use of the "C" word with other broadcast advertising in its late-night entertainment programming as experiment. □ Clarence James, chairman of Copyright Royalty Tribunal,
televiSions in communities with population of 10,000 or less and not located within larger market area from formal ascertainment filing requirements.

May 18  □  Mark S. Fowler is confirmed by Senate to be chairman of FCC.

May 25  □  AT&T and proponents of French Anto-

iP and Canadian Teledifusion television text file
come to agreement on common videotex
teletext standard.

June 8  □  Getty Oil, Pampa, Columbus, MCA, and Fox decide to dissolve Fomsime, proposed pay cable joint venture, after Justice Department

attacked venture on antitrust grounds.

Spanish National Television Network launches “Noticiario Nacional,” nation’s first network newscast in Spanish.

June 13  □  Industry millionaire Martin Davis buys 20th Century-Fox for estimated $720 million.

Bernard Wasser is confirmed by Senate as assistant secretary of commerce for communications and information, in charge of National Telecommunications and Information Administration.

FCC approves $139-

million RKO Cablecom General/Capacities merger.

June 22  □  U.S. Court of Appeals in New York affirms FCC order last year repealing distant signal and syndicated exclusivity rules.

July 6  □  Fred Silverman resigns as president and chief executive of NBC, and Grant Tinker of MTM Enterprises is named to succeed him.

U.S. Supreme Court rules that presidential and congressional candidates have affirmative right of access to nation’s broadcast stations.

Donald Widman, chairman of Coalition for Better Television, calls off planned boycott against sponsors of programs group considered offensive, claiming at least temporary victory in group’s war on sex, violence and profanity.

Minister Woford Dawson is sworn in as member of FCC.

July 13  □  Columbia Pictures Industries and
televised Co. agree in principle on terms for merger of two companies for estimated $165 million.

July 20  □  Writers Guild of America and pro-
ducers settle 13-week strike.

July 25  □  Metromedia Inc. agrees to pay Boston Broadvision Inc. $220 million for Ch. 5 wcvb-tv Boston—how much service was paid for single-station broadcast property.

Aug. 3  □  Congress passes legislation that ex-
tends radio license terms to seven years and TV licenses to five years; allows FCC to use lottery when awarding initial licenses, and authorizes Corporation for Public Broadcasting to receive $130 million in public subsidy.

Aug. 19  □  NBC Chairman and Chief

Executive Officer Grant Tinker appoints Robert Mulholland NBC president and chief operating officer and names Ray Timothy president of NBC Television Network. Senate confirms appointment of Howard M. Rivera and reappoint-
ment of James H. Quelico to FCC.

Kaiser Aluminum, given chance to air grievances against ABC on network’s Viewpoint premiere, drops its FCC complaint and says it won’t pursue defamation suit.

Aug. 10  □  FCC by 4-to-2 vote decides to dump proposal to switch to 9 khz and retains 13 khz on AM channel spacing. FCC issues waiver allowing stations to serve more than 90,000 subscribers or one-half of 1% of nation’s cable subscribers whichever number is smaller.

Aug. 17  □  Westinghouse Broadcasting and

ABC combine forces to establish Satellite NewsChannels joint venture designed to produce two 24-hour channels of advertiser-supported cable news that will be beamed free to cable operators.

NEWS Channels formally asks FCC to repeat prime-time access rule, noting rule is barred to 60-minute evening news.

Aug. 24  □  Westinghouse Broadcasting Co.’s $846 million acquisition of Teleprompter Corp., largest merger in cable TV, is completed shortly after U.S. Court of Appeals in Washington refuses to stay closing.

Aug. 31  □  Chairman and Chief Executive Officer Grant Tinker names Irwin Segelstein NBC vice chairman. Time Inc. agrees to purchase UA-Columbia Cablevision’s half interest in UA Cablevision and operate advertiser-supported cable network in joint venture with Paramount Pictures Corp.

Ted Turner announces Cable News Network will launch second cable news service, CNN 2, to compete with Group WABC Satellite NewsChannels.

Sept. 7  □  Gannett Broadcasting Group an-
nounces it will launch new broadcast news service—America Today—to provide short news and weather features to Public Broadcast-

ing Service stations in October.

Lowell Johnson, dean of newscasters and renowned author and world traveler, dies at 89.

Sept. 14  □  Two months after its pending agreement to buy WCVB-1V Boston, Metromedia agrees to sell KEYC-tv Kansas City, Mo., to Hebert Corp. for $75 million. If approved by FCC, it will be second highest price every paid for television outlet.

U.S. District Court judge rules that allowing AT&T to enter growing data processing field wouldn’t violate consent decree and signed with Justice Department 25 years ago.

Hebert Broadcasting Corp. closes deal to buy WTVT-tv Dayton, Ohio, from Grinnell Communications Corp.—same week it contracted to buy KMOV-tv Kansas City, Mo., from Metromedia for $79 million.

Sept. 21  □  FCC calls on Congress to make sweeping revisions in Communications Act by repealing Section 315, repealing “reasonable access” provision, Section 312(a)(7); eliminating comparative research process and Section 307(b), which requires “equitable” distribution of radio service throughout nation; codifying its January radio deregulation, and redefining act to reflect reliance on marketplace forces in determining availability of telecommunication services to public.

Affiliates get choice of two feeds and have option to take full hour or only first half.

Study reveals public television and radio stations could generate up to $164 million if “clustered” advertising is used.

Sept. 28  □  ABC teams up with ESPN to offer pay sports programming and CBS and AT&T consider joint test of video delivery.

David Barry, 38-year-old executive of NBC News, joins rival ABC News where he will anchor upcoming This Week on Sundays, have major role in political coverage and handle special projects.

Oct. 5  □  FTC follows recommendation of staff in calling off controversial four-year-old rulemaking on children’s advertising.

Sena-
tor Ernest F. Hollings (D.S.C.) begins filibuster to block consideration of S. 898, bill to allow AT&T to compete in unregulated telecommunication markets.

Republic lanços launches multimillion-dollar ad campaign to gain control of Congress in 1982.

Oct. 12  □  Broadcasting magazine observes its 50th anniversary.

CBS Cable begins its cultural program service.
This new, on-line, computerized information resource helps Katz-represented TV stations make profitable programming decisions in an increasingly competitive marketplace.

Katz. The best.
Movies that you'll simply love, such as *Same Time Next Year* with Alan Alda and Ellen Burstyn, *Yanks* and *The Greek Tycoon*.

Movies that will grab the big shares, such as *The Coal Miner's Daughter*, starring Academy Award-winner Sissy Spacek, *The Seduction of Joe Tynan*, *Resurrection* and *Off the Minnesota Strip*.

Movies that will bring a smile to your rating such as *National Lampoon's Animal House*, *Slip Shot*, Peter Sellers as *The Prisoner of Zenda*, *American Graffiti* and *The Brink's Job*.

Movies that will knock 'em dead, such as *Jay James Michener's Caravans*, *Dracula* and *Samu...*
Looking toward the America of 2001, the visions vary, but mostly they perceive a country as a whole not vastly different from today’s. It will have more people, of course, and they will probably be a bit richer. They’ll certainly be older. If recently detected signs should turn into a trend, they could even be less educated. At best they’re apt to know more about less.

The nation will still have problems. Inflation will still be around, but perhaps on more manageable levels. The energy problem may have largely been handled, one way or another—or traded in for another problem: a water shortage. But on the whole, barring war, the U.S. of 2001 does not seem likely to differ from 1981 a great deal more than 1981 differs from 1961. Certainly the changes in the general world will seem small in comparison with the changes to come in the world of communications.

This relatively placid view has its dissenters, of course. There are those who maintain that the communications revolution will itself change the life styles and values of the world in fundamental ways: that the growing miracles of telecommunications, cable and computers—in combination with teleconferencing and in-home shopping and in-home banking, with scores or hundreds of new channels putting an almost endless variety of entertainment and specialized information at the consumer’s fingertips—will turn many Americans into stay-at-homes, not needing to go out even to work, or cash a check, or buy a newspaper (which in this case, of course, will have been delivered electronically).

In some versions cable itself, instead of delivering scores or hundreds of programs into the home at the punch of a button, may prove inadequate and be replaced, eventually, by personal uplinks/downlinks capable of sending to and receiving from hundreds of other transponders—nationally, worldwide and into space. Some even say that by 2001, thanks to advanced microprocessors and chips and implants and add-ons and carryables, we may be well on the way toward having “smart” cities and even “smart” nations, and that, well
before the "smarts" reach that point, we could be carrying an education in a package on the wrist, and owning cars that refuse to start for a driver who is drunk.

The moderates temper the far-out with a larger dollop of today. In April, the Colgate Darden Graduate School of Business Administration at the University of Virginia, together with the Annenberg Schools of Communications of the University of Pennsylvania and the University of Southern California, with funding by Philip Morris Inc., assembled a group of experts and scholars at Richmond, Va., for two days of thought and talk about "Communications in the 21st Century." Those visionaries recognized that a communications revolution was under way, with what would probably be far-reaching results, but for the most part they tended to consider channel content—and its effects—more important than channel profusion.

Content is a concern shared by many. They fear that, as scientists Amory B. Levins and L. Hunter Levi, told the Virginia/Annenberg/Philip Morris conference, "if we use four shiny new tools in ways that glorify their limitations," the tools may "enslave or befuddle us more than they serve us." In that case, as the Levinses said, the result could be to "spread darkness with the speed of light."

Elie Abel, NBC newsman turned dean of the Columbia Graduate School of Journalism, now Harry and Norman Chandler professor of communication at Stanford University, told his colleagues in the keynote speech that "My attitude toward futurism is decidedly skeptical, borrowing something perhaps from Thoreau, who in 1854 wrote: 'We are in great haste to construct a magnetic telegraph from Maine to Texas, but Maine and Texas, it may be, have nothing important to communicate.'

Abel envisioned not only fragmentation of existing audiences but, worse, fragmentation of the information that reaches us and is absorbed by the individual. "Less common sharing of knowledge by rich and poor, by advantaged and disadvantaged" that "could seriously erode the common data base that makes possible our system of self-government."

"If present trends are projected through the end of the century," Abel said, "we shall be living with rather different media. The bill of fare will be more varied, permitting wider freedom of choice. If will probably be more appropriate by the year 2001 to speak of narrowcasting, rather than broadcasting, as individuals pick and choose those offerings that particularly appeal to them. This could mean, for example, a steady diet of sports, or financial news, or first-run motion pictures—all at a price—instead of the melange now programmed by the TV networks."

"Radio has already reached that stage.... Magazines reached that point of audience segmentation by the early 1970's. Trout fishermen, antique automobile fanciers, investors, liberted and unliberated women, skiers, golfers, stamp collectors, tennis players all have their highly specialized magazines."

For all their protestations to the contrary, Abel said, networks "have seen the future—and they fear it may work, shipping away at their aggregated lion's share of the national viewing audience." Disinterested students of television, he said, "predict that by 1990 network television will have lost no less than 10% and as much as 50% of its audience," perhaps with "cataclysmic" effects.

"Over the next decade or two," he continued, "the sharp line separating print and broadcast can be expected to blur, giving birth to hybrid multimedia information systems for the home that depend less on the support of advertisers than on consumers willing to pay for the services they want. This does not mean necessarily that Americans will spend fewer hours of the day in front of their TV sets. They may spend more."

The process, Abel noted, is already beginning in the newspaper business, with different editions designed for readers and

the consumer is paying more and more. There is a danger," he said, "that sooner rather than later many Americans will be priced out of the market—debarred from the benefits promised by the new technologies because they cannot afford to pay for them.

"We may, in short, confront the prospect of media segregated by economic and social class: over-the-air broadcasting for the masses and the new technologies for the classes. The affluent would be better informed than are today; the lower orders would be even less well informed."

Another speaker, J. Richard Munro, president and chief executive of Time Inc., reminded the Richmond conference that many past predictions about cable's future proved premature. He also reminded them that cable diversity has already reached the point that "we are confronted with a qualitative change."

He had no doubt that "the print media, under the spur of video competition or applying the whip of the new electronics, will enjoy its own new wave." But, he said, the marketplace as well as technology helps shape the future. "In the next 10 years, college-educated Americans will increase about two and a half times faster than the overall population. Households with constant-dollar incomes of $25,000 or more will grow relatively faster. Those families are and will be readers of the printed page. So will their children and grandchildren."

Today's "basic condition," Munro said, is "a new multiplicity of choices and channels"—not just three networks but, through cable, a fourth and a likelihood of 40 or even hundreds of networks: "The first three resembled one another; the next 97 will be, or at least have the opportunity to be, quite different. Cable, especially pay cable, has demonstrated that a great hunger exists not only for more but for differences."

"The wired highway across America," he continued, "so long heralded and now reality, will have a hundred lanes—some fast others slow, some a hard pull uphill for serious viewers, others a razzle-dazzle downhill slide for entertainment fanciers. We already have specialized lanes for children sports fans, movie buffs, ethnic and religious groups and so on."

"We will see those ethnic groups divided into subgroups, new culture channel divided into special cultural interests. We will witness the birth of new kinds of entertain ment, new art forms, abstract entertain ments and an entertainment lane or two, I am afraid, that will be mislabeled 'adult.'"

"Some of these new lanes, no one really knows how many, will be used for informa tion as distinguished from entertainment Stock market and weather reports, continuous news, Congress in session, are already familiar. Almost limitless information will be available from tie-ins to immense data banks, accessible on demand. The television screen will become an information termina
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You asked for it. And it will be here January 1, 1982. More of HTN. The only pay cable service offering movie hits without R ratings will soon be 12 hours a day, 7 days a week. More hours of all the good programming you’ve come to expect from HTN. That’s why we’re calling it HTN plus.

By every audience measurement standard, the afternoon, evening, and late evening hours are the most important. HTN plus is on tap for all these hours. A new 12-hour family service, HTN plus brings you more. More quality entertainment. More exciting travel features. More great movies. And more profits for you.

HTN plus is packaged to be priced lower than other pay services—but you make more.

Reserve a channel for HTN plus. Today!
able to provide endless streams of videotext, the electronic distributor of news and information."

But what nobody knows, Munro said, "is how many people want it."

He noted that Time plans to test a round-the-clock textual and graphic information service for in-home use this year. And he said that interactive TV is the second basic trend likely to affect the future—not necessarily limited to the calling up of information.

"You may one day view a movie no one else will ever see because you yourself directed it along lines that appealed especially to you," he said. "That requires not just compressing or expanding sequences, but choosing them according to your taste. You could have 100 hours of film, stills and graphics from which to put together your own 40-minute or two-hour show. Or your home computer, containing profiles of members of your family, would automatically pick certain elements and eliminate others, depending upon which family member was watching."

Similarly, Munro said, the home viewer could become his own editor and publisher. "Time Inc.," Munro said, "is developing what we call Demand Electronic Publishing, enabling the home viewer-reader to create his own magazine, to pick and choose from a sea of information photos, maps and graphics so that some stories can be greatly expanded and others cut down or eliminated. Demand Electronic Publishing will also provide its own designs and typefaces, offering a range of choices to the individual viewer-reader who in effect becomes his or her own editor."

Munro saw as "a third basic trend of the information age" a "gradual move toward a more comfortable human relationship with electronic equipment, especially the computer." He explained: "Advances in what might be called the technology of relationships between humans and media machines are on many drawing boards, or already off them. TV screens can be made touch-sensitive. Press on a particular point and that part of the screen will be enlarged. Press harder and the enlargement will be greater. Computer control by speech has also made strides. Some computers may be programmed to respond to only one particular voice. If it reveals too much tension, the user could receive a message telling him to "Relax.""

"Digitization, Munro said, is another basic concept holding great promise for making transmissions clearer and more accurate and retrieval more efficient.

"Digitization, comfortable man-machine relationships, interactive video and multiplicity all will be fundamental to the video media we will be using in the year 2001 and beyond," Munro said. "New media do not replace old, nor do they work as first intended. Gutenberg considered his movable type primarily a way of making the Holy Bible more broadly available. It did—paving the way for the Reformation. Marconi thought his wireless was a better means of point-to-point communication. What he gave us was the radio. As for television, it was generally conceived as a medium for visual instruction. In each case the socioeconomic system, not the technology, determined the use. Progeny of the computer-telecommunications marriage will certainly make possible many shifts in our social behavior. But they cannot guarantee which shifts will occur."

To Irving B. Kahn, the feisty cable visionary who founded teleprompter and now heads Broadband Communications, communications in 2001 will be almost unrecognizable by today's standards.

Long before that, he said in an interview, there will be a virtually total marriage of communications and computers, turning the home screen into a complete information center.

"Entertainment as we now know it will be no more than 5%-10% of what is punched up on the home screen," Kahn said. "The networks as we know them will be extinct long before 2001," he continued, "because there will be other means of distribution and the present need for them will no longer exist."

This does not necessarily mean, Kahn added, that the present network companies will be out of business. But if they're still in business, he said, they'll be in "very different" businesses.

He expects stations, too, to be substantially different. In fact, he said, "the only thing in broadcasting that has a shot at the creative types."

With the space shuttle, Kahn said, it will be possible to take "little packages of power" into space, assemble them and shoot them out farther, providing immensely greater power than available on present satellites and permitting reduction in the size of receive dishes on the ground to a minimum.

Within the next five to 10 years, Kahn predicted, satellite power may be increased by five to 10 times and the size of receive dishes reduced to a 30th of the present. Dishes six to 18 inches in diameter he expects to become commonplace.

Direct broadcast satellites, in his view, are "not so crazy. And you don't need a franchise for that," he added.

Kahn noted that many broadcasts "have taken a substantial position in the new technology." Even so, he said, "what surprises me is that the broadcasting industry is so unknowledgeable about the technologies."

The industry's attitude, he said, is like that of the motion-picture exhibitors initially toward the development of television—an attitude he characterized as "go away—don't bother me."

Visions of far more fundamental and far-reaching—some might say in many ways incredible—changes are offered by Dr. Arthur M. Harkin, director of Graduate Concentration in Future Cultural and Educational Systems at the University of Minnesota Writing in an "afterword" to an extensive factual report on "Telecommunications: A Picture or Change" by the Upper Midwest Council, a Minneapolis-based nonprofit
Thanks, Broadcasting. You've kept us tuned in for 50 years.
WABC-TV
nonpartisan research organization supported by some 360 corporations and foundations, Harkins offers what he calls "one view of telecommunications/human futures—one future from among an infinite range of alternatives."

In his view, if the declining prices of home dishes reach about $1,500 by, say, 1983, and assuming that the dishes and demodulators allow C and Ku band reception, some owners by then "should be able to pick up several hundred transponders featuring a data/text/video/radio cornucopia"—not just from U.S. satellites but from foreign birds as well. This prospect, he suggests, together with the emergence of DBS plans such as those advanced by Hubbard Broadcasting of Minneapolis-St. Paul, "make the prospect of paying for cable services over an indefinite period increasingly questionable."

"The inability of any planned cable system," he continues, "including those with multiple coax or limited fiber optics capability to handle near-term U.S.-Canadian satellite video traffic alone makes cable look potentially unattractive. Mid-term traffic by U.S.-Canadian satellites is completely beyond comparison with cable: it is expected that approximately 800 transponders will be operating in orbit by 1985."

"Therefore a home owner with the ability to purchase a home dish not only would receive far more and probably varied programming than through cable; he or she would pay for a $1,200 dish with about $2.5 years of cable-fee figures at only $50 per month [average] in 1983-84-

And when space-based laser-driven light-wave communications come into play, Harkins continues, far more gains would accrue:

"An advantage of lasersats is their ability to pinpoint footprints within radii of under one city block, thereby allowing for many thousands of such footprints without mixing and cluttering signals. The potentials for teleconferencing from such systems is enormous. If such systems are placed on the ground for directional or omnidirectional broadcasts of laser-encoded video and other signals, thousands of channels of information can be delivered over line-of-sight paths."

"Many different transmitters could operate on numerous light frequencies invisible to the human eye. Home antenna systems would look like small telescopes. Again, the role of coaxial cable is questionable here, on both technological and cost grounds."

More than that, Harkins continues, "uplinks from home dishes," if approved by the FCC, "could become a real alternative to cable and telephone wire systems, allowing teleconferencing from the home over short or planetary distances, working at home or anywhere else, and the real-time news without the customary delays incurred through the travel time of professional crews. Uplinks to lasersats or ground laser systems are possible and could have an ever larger suppressive effect on competing systems because of their vast carrying capacity."

In Harkin's scenario, something akin to 'the information society,' but "far more fundamental," is developing, and it will affect "the very nature of how we conceive not only of our societies, communities and selves, but also of our species."

"Think of it this way," he writes. "Microelectronics and telecommunications systems are still very primitive. What will begin to happen as they become more and more complex, inexpensive, energy-efficient and space-and-time 'free' to the extent that they are implantable in the human body—and actually begin to replace and improve upon parts of the human body?"

"I think we are heading very swiftly in this direction. Imagine the body as a vehicle equipped with various 'buses' allowing for the amplification of human choices through information attachments and implants, and you have set the stage for regarding the present computer/telecom systems as experiments in evolution. I think we are transitioning to homo sapiens ethnotronicus, a hybrid of flesh, blood and information-processing silicon, of crawling nervous system and racing light speeds—a symbiotic blend of culture-bearing person and culture-bearing..."
Harkins extrapolates, among other things, "wrist-watch size devices that calculate, compute, measure body functions, talk, listen, forecast, take dictation, store and update the Britannica every second, show pictures, act as a planetary picturephone and provide medical, legal and other professional assistance." These, he says, are a "logistical compression of the many functions now built into different electronic devices and systems" and should be available in the '90's at a cost of $10 to $100.

He also sees the extension of current home protection devices into systems that turn houses into "solid citizens" in the '90's, that not only will be called by people from distant locations but will themselves "call people, especially in the event of something unusual—a problem, a celebration or an opportunity." From smart homes he moves on to smart cities, which "will attempt to prevent auto accidents, family violence, child abuse, waste, pollution and the like," and which "may actually evolve to the point where [they] can vote in city elections, or at least become [ex officio members] of the city council."

From there, "national and transnational wired systems with spacesats, computer and morphotronic systems" will go on to "form systems of systems—continental and planetary societies of convivial, people-amplifying systems. Currently aware homes, responsible cities, nurturing states and supportive regions will grow into countrywide, continental and planetary phenomena."

And from it all, Harkins suggests, will emerge the day of "the multiperson," in which "every individual will become a three-D multisensory television/radio/information/data/other 24-hour transmission/reception system" and "there will be as many broadcasting stations as there are people and their combinations, all amplified by ethnomorphic people."

Harkins also envisions the possibility of an "era of machine intelligence and the power of selective reproduction" that he says "can come virtually at any time" and, when it comes, "will usher in the choice of immortality and the accompanying endless growth of complexity and choice."

David Blank, chief economist of CBS Inc., offers an analysis more compatible with the views of broadcasters generally, although he recognizes that basic changes are under way and that "where they will take us," over the next 10 to 20 years, "is very uncertain." Changes in the general world he expects to be much more modest.

"Broadly speaking," he said in an interview, "this will be a somewhat larger, somewhat more populous, somewhat richer country than now, but not different in a revolutionary sense. Look back 25 years: If you go through the economic side of the picture, it's not that different—a little bigger and a little richer. A few industries have grown up, a few have died, but there are still retailers and farmers and steel workers and autos—it's not that different now from what it was, except that the Japanese are stronger. You'll have that kind of change going through the society, but these are not revolutionary changes."

The communications business is something else again. That, Blank said, "could be very different 20 years from now." Even 10 years from now—which was the context for most of his analyses—the communications business "will look perceptibly, but not overwhelmingly, different."

A decade hence, he reasoned, cable penetration may be at 50% or more, compared with 25% now, and pay cable may be at 30%-40% instead of 10%.

"I don't think things like subscription TV and low-power TV will have profound effects," Blank continued. "I may be wrong, but STV I think is a kind of transitory business. It's hard for me to see how it can hope to compete with cable when cable comes into that community and puts on a full-court press."

"It will be very interesting to see, in that regard, what happens in Los Angeles in the next year or so. The STV operator in Los Angeles is really the only very successful one.
in the country. Home Box Office is going to start competing vigorously there. It will be very interesting to see how that comes out.

"Low-power—I don’t know. I find it difficult to believe that’s going to be a significant business. There may be lots of low-power stations that I can believe they are going to have very big audiences or be very successful in terms of impact on the whole industry."

As for direct broadcast satellites, Blank feels that "we’re not really talking about DBS of any consequence by the end of this decade!"

"They may be starting to fly by then, in the late 80’s," he said, "but it’s unclear to me that they will be of significant consequence. They could be of significant consequence in the 90’s—how much I don’t know—and they could have a very significant effect upon the broadcasting industry. But it’s hard for me to see how that could happen in this decade."

For the 80’s, in Blank’s opinion, the broadcaster’s "really big competition," of course, is cable.

Video disks and videocassette recorders are coming along, too, and by the end of this decade Blank figures that "there’ll be a very substantial number of both kinds of gadgets out there—maybe 10 million or 15 million of each kind, a good hunk of which might be owned by the same people."

What it all adds up to, in Blank’s opinion, is how much impact all these new methods of distribution are likely to have. "They’re going to have an impact, sure," he said, "there’s no way you can have a new program service without its affecting people’s behavior patterns."

He is also cautious in assessing cable’s probable long-term impact, pointing out that "it’s very early in the game yet. Programming is hard to predict and maybe tomorrow a lot of people will have some new ideas that will change current trends. But thus far" he said, "the basic cable origination services seem to be getting ratings of 1 to 2, closer to 1 than 2 in most cases. Nevertheless he thinks a lot of these basic program services will prove viable. For one thing, they involve a lot of repetition, which a commercial broadcaster doesn’t have."

"If I think a good number of them will make money and continue on," he said. "How many, I don’t know. There surely will be people who will enter the business and fail over the decade. But it certainly looks as if you’ll have one or two sports channels, one or two news networks—Ted Turner’s [Cable News Network] isn’t making money yet, but I have no doubt that that service, if it stays on the air, in due course—in a couple of years—will be making money. In fact there might be two of them that might make money out there as basic cable grows."

"There are some other kinds of programming around that will make some money. But we’re not talking about a lot of viewing at any particular point in time for that array of programming."

There has been speculation that the number of cable program services will dwindle in time to 10 or so. Blank says that’s a judgment call that may or may not be right. "I don’t know if 10 is the right number, or six or 15. It takes a lot of money to put on good programs. You get the feeling that there won’t be enough advertising support or enough viewing to warrant 30 of them, or 50. That’s a judgment, and obviously all kinds of things can change. But as best we can see it today, it doesn’t seem that they can support 20 or 30 major basic channels."

"My feeling is that in this decade you’ll end up with six, or eight, or 10 or 12 basic cable channels supported by advertising. In the same way, I think more than HBO will be making money in the pay business. But it’s hard to think of dozens of them—there’s just not that much product around."

Pay cable is a different proposition entirely. "It’s very clear," Blank noted, "that people who subscribe to pay cable watch movies with great avidity. Before Nielsen started measuring cable, we used to do some private studies here, and [HBO] was getting 10 to 12 ratings in prime time, on average, for a long time. It hasn’t grown much but it hasn’t declined, either."

"There’ve been periods when the movies were better and periods when the movies were worse, and there’ve been periods when HBO had trouble getting hot new product. But that seems to be a fairly stable figure. Again, maybe someone will think of some way to raise it substantially in due course, but no one’s done it yet."

"Now that’s a rating that’s not up to the equivalent of an average network affiliate rating—though it’s pretty close, it’s almost like a fourth network in terms of audience attraction. And HBO is making lots of money. I don’t know whether any of the other pay services are making money, but I would think that there should be some who should make money as business grows and as more and more systems offer more than one pay service."

As for videocassette recorders, Blank sees rapid growth. But thus far, he said, “most of the people who buy VCR’s are not watching much in the way of prerecorded material. Some of the studies suggest that not more than one in three VCR owners has ever bought a prerecorded tape.”

So who’s to get hurt, and how much? Blank is reasonably sanguine about both networks and stations. He also thinks much of the damage has already been done.

“One reason the networks will be hurt only to a degree is that a very large fraction of their audience is in markets where there’s already a lot of competition, and in those areas things are not going to change in any revolutionary fashion."

“Probably over half the country is wired now. Most of the places that haven’t been wired are big cities and suburbs where there is already a lot of competition. So a lot of affiliates are already feeling effects of cable competition; some are feeling it more and some less. But a lot of that’s happened already, and on the whole the broadcasting industry has survived pretty well. It’s a little hard to find cases of real hardship thus far.”

It’s obvious that stations and networks would be better off in the years to come if there were no change in the old broadcasting structure. But clearly there will be a change: They will have more competition.

“But that,” says Blank, “is not the same as saying they won’t be more profitable and that station values won’t rise. It just means that maybe they won’t be as much more profitable as they otherwise might be and that station values won’t rise as much as they otherwise would.”

He drew a parallel with broadcasting’s loss of cigarette advertising: "We used to be asked where we’d be if we still had cigarettes. We’d be better off, obviously. But that was a decade or more ago and it’s a silly question now, because it’s not an option that we have and it’s nothing you think about. You’d be richer today if you had cigarettes but you’re still richer today than you were then. There’s some of that in all this new competition situation.”

One thing to remember is that invention often produce unexpected and unintended results. The telephone, for example, contributed importantly to the development of the suburbs and, with the elevator, to the feasibility of high-rise office and apartment buildings. The magnetic telegraph, in addition to enabling Maine and Texas to communicate with each other, gave rise to, among its less profound results, the singing telegram. And the automobile, designed to transportation, made far-reaching changes in American sex habits.

The unexpected aside, however, whose vision of 2001 is apt to prove closest to the mark? The late physicist Niels Bohr may have supplied the best answer. As the Levines reminded the Virginia Annenberg/Philip Morris conference last spring, Bohr said: “It is very difficult to make predictions—especially about the future.”

2001: OVERVIEW

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How do the seers of Wall Street, its security analysts, read the prospects of companies in communications? The images in their crystal balls share many similarities.

An underlying theme that unites the forecasts of Wall Street is spelled out by Ellen Sachar of Goldman Sachs. "One thing is clear," she says, looking at the broad outline of electronic communications. "The networking concept is the only thing that works—the cost of production has to be amortized." Without suggesting that the year 2001 will see only three national networks, or even the same three that are now in business, Sachar maintains that "people are used to a given level of professionalism" in the television they watch, and that unless the various new media's programs can match that level of production quality, viewers will "just go back to over-the-air."

Dennis Leibowitz of Donaldson, Lufkin & Jenrette also senses a continuity of networking. "There will always be a need," he says, "for a national product, and for national networks," although Leibowitz has some questions about what form those networks might take. "Somebody's still going to have to do the equivalent of today's networks," largely because "people are basically lazy—they want somebody else to program for them."

While touting the economic necessity of networking, Sachar also draws an economic limit to the proliferation of that distribution form. Starting 10 years out, the analyst runs the numbers for the likely economic support of networking, and ends up with a "dozen-network theory" for 1990 and beyond. Using the Television Bureau of Advertising's estimate for the total broadcast television economy of 1990—$42.7 billion—and TVB's breakout of $18.9 billion in network revenues, Sachar adds $2 billion to $3 billion for cable network advertising revenues and another $3 billion she thinks would be available to cover program costs from an estimated $6 billion in pay cable revenues. Throwing in a few billion from subscription television and other forms, Sachar calculates that in 1990, there might be $20 billion to $30 billion available to pay for networked television.
programs. Returning to her concept of production quality, Sachar reasons that if each of the three commercial networks spends roughly $1 billion now on program production, allowing for inflation they would have to spend $3 billion each by 1990 to maintain equivalent quality, and so would any serious competitor.

That leads Sachar to conclude that the upper limit of viable national networks is around 10, perhaps a dozen, and she sees that pattern continuing to the end of the century. Sachar makes a separate point in talking about a limitation that ‘viewer awareness’ places on the proliferation of networks in the next two decades. Drawing what’s become the inevitable analogy to radio when talking of new media, Sachar says: “Even in markets where you have 50 radio signals, any individual tunes into at most four or maybe six on a regular basis.”

While analysts shy away from specific predictions about who might step into to swell the ranks of national networking, one forecast, by John Reidy of Drexel, Burnham, Lambert, finds no dissenters. “There’s going to be a lot of money lost trying to make sense of this picture,” he says.

As Reidy paints it, the communications picture will be filled in as follows over the next 20 years. Television households will grow as both the population and number of households expand—from 78 million television homes now to 90 million or 95 million in 1990, and 105 million to 110 million television homes in 2001. (Variables that could affect that growth are housing costs, living patterns, whether couples marry sooner or later than at present, Reidy concludes.)

Cabled homes, he thinks, will grow from the low 20 million, to 40 million or 42 million by the end of this decade and 45 million to 50 million by the end of the century. Pay cable subscriptions, as distinct from subscribers, should experience even more rapid acceleration—increasing from 11 million to 40 million by 1990, equaling the number of basic subscribers, and with 56 million pay subscriptions being his minimum projection for 2001.

Direct broadcast satellites, Reidy reasons, will attract six million subscribers by 1990, 11 million by 2001. And on-air subscription television, in his estimation, could reach five million subscribers by 1990. But slowed by cable’s expansion, Reidy doesn’t see STV in more than six million homes even by 2001. The total number of households Reidy sees subscribing to cable, DBS or STV service by 2001 is then about 68 million, or 62% to 65% penetration of the total number of television homes.

One will place Reidy sees some potential for shift in those figures comes from the growth of addressable two-way cable capability. His initial estimate is that by 1990 there could be at least 10 million cable homes wired with addressable converters, with perhaps five million served by two-way cable. By 2001, he estimates those numbers could hit 15 million and 10 million, respectively. With the capability both those technologies offer in allowing per-program charges for occasional pay television use, Reidy believes the mix between pay subscriptions and addressable and two-way penetration embodied in his figures could change.

“News, soaps and talk” are the three formats Leibowitz believes will make the most economic sense for commercial television networks. The producers of movies and sports, meanwhile, can get better deals from pay television, Leibowitz contends. And even children’s and cultural programs would be most economically packaged on specialized channels, he maintains.

Elaborating on the reasoning behind his theorizing, Leibowitz says that commercial networks will face the same “revenue/cost bind” that was displayed in the “Life/look syndrome”—“they can’t continue to show the more expensive product” as their revenue growth bumps up against the constraints imposed by the growth of new media. But in Leibowitz’s opinion there is one saving grace for the three big networks—“the stuff they do best is also the cheapest to make,” namely news, soaps and talk programs.

Leibowitz emerges as somewhat more sanguine than Ellen Sachar on the future of specialized networks. As viewers are diverted from the three commercial networks, Leibowitz believes, advertisers will attempt to get hold of them. One approach will be through “a multiplicity of advertiser-based, special-interest channels,” while another development Leibowitz sees in the offing is either advertisers themselves or some independent entrepreneurs gearing up to provide a “fee ‘pay’ service, or the low-cost equivalent of HBO,” with advertiser revenues used to defray or eliminate subscription fees.

Still, Leibowitz thinks that “economically, it would make more sense for specialized networks to pay networks.” And John Reidy walks through a scenario that supports that contention. “Assume 54 channels become the standard for cable systems,” he says, “if you have X number of major networks (perhaps three commercial networks, an equal number of pay movie networks and a sports channel or two) plus some pay-per-view, rationally that at least half and up to three-quarters of a viewer’s time taken up by those channels. That’s 45 channels and maybe 25% of viewing time left—not much economic support for nonsubsriber-supported services.” Figuring there’ll be “maybe some cultural channels and a couple of superstations,” Reidy says, “that puts a sharp limitation on cable programs with big advertiser-supported budgets—I just don’t see the advertiser dollars there.”

Ellen Sachar has some questions about what the sale of information will mean to cable (or to broadcasting via teletext). “I’m not sure selling information to the home is that much of a business. To businesses, yes, that’ll be a big business. But look what’s happened to newspaper readership. Part of the newspapers’ problem is that to the extent to which they’ve been successful, they’ve shifted their focus from information to entertainment.” And Sachar points out that there’s been a steady downtick in newspaper circulation per household—it’s row less than one paper per household, which has meant the death of evening newspapers.

Turning to the question of local broadcasters’ part in the future, Leibowitz makes a point that applies as well to all the various levels of the communications infrastructure. “There are two separate issues,” he stresses: “What is the product, and what happens to the companies?” In the case of most group broadcasters, Leibowitz notes, “the companies are OK—look at the percentage of cable that is owned by newspaper and group television interests.”

Indeed, right now among the top 10 multiple system operators, which alone encompass 40% of the cable industry, 36% of current subscribers are in systems owned by broadcast companies, another 25% by publishing companies, and 9% by Warner Amex Cable Communications—a joint venture involving a motion picture company with substantial television production interests.

And, of course, there are other ways for group broadcasters to participate in the future of the new media. Leibowitz says of Metromedia, which has repeatedly stated its intention of not buying cable, “Anybody who creates programing as much as they do is going to be doing the right thing.”

On the product side of the local television equation, Leibowitz sees the local broadcaster largely providing the “local cat-in” equivalent of the network feed of the future—with an emphasis on news. In Sachar’s view, the local broadcaster “will still carry a network feed, but will have less of an impact in a market.” And on the question of revenues, John Reidy sees local television “ultimately mirroring the networks—after all, it is the network business.”

Sachar finds one “curious paradox” in local broadcasters’ talk of increased spending on local production for both news and entertainment. “Wait till they see what it costs,” she says, “after they’ve become used to 40%-plus pre-tax profits.”

In all their musings, the analysts invariably return to one point, which makes it impossible for them to speak with any certainty of the distant future of the industry—the inability to predict the future pattern of government regulation and its impact on the emerging and existing technologies. Sachar wonders how far the telephone company with its potential for fiber optics use, will be allowed to penetrate into the areas that cable is looking to for the generation of adec revenues. Leibowitz wonders whether the broadcast networks will be permitted extensive roles in the cable game. And he questions whether, if cable is a success by the year 2001, it won’t have achieved such high penetration levels that it will find itself regulated as a common carrier.
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1100 PEOPLE SHARING THEIR EXPERTISE IN GENERAL AND FINANCIAL MANAGEMENT, ACCOUNTING, PERSONNEL AND BUSINESS AFFAIRS WITH THE BROADCASTING AND CABLE TELEVISION INDUSTRY.
Entrepreneurial points of view

The pattern of the future will, of course, be determined in large measure by the actions of the companies that compose the industry, making the view from their corporate suites an important component of any look into the future of electronic communications. And so Broadcasting went to the top, talking with the heads of the largest companies in broadcasting and cable. In most instances, they begged off making hard projections of what their companies would be doing in 2001, but their broad outlines of both their businesses and their industries are clear.

"We're keeping our eye on everything," says CBS Inc.'s chairman, acknowledging the steps the company has taken to position itself in cable programming, home video, teletext, theatrical film production and— with its recent proposals to the FCC—in DBS and cable.

Still, Paley says, there will be a solid business in 2001 for the company's core business of broadcasting. According to his projections, "We see a larger audience for network television in 2000 than exists today ... There'll be less listening per person, but population increases will mean larger circulation.""

In talking of the future of the network business, Paley discussed the importance of series programming, a phenomenon he's had the opportunity to study in detail over 50 years in radio and television. "Series entertainment provides the audience with something they can look forward to," he adds, to their "interest in continuity." Paley tells a story from broadcasting's earliest days, in which comedian Jack Benny said he found the series format "a great safety valve" because it meant "people became interested in me."

The CBS chairman also stresses the importance of news. "The public's demand for news," he says, "if anything, will grow." Does that suggest a CBS entry into cable news? Paley protests that question by asserting: "I wouldn't say no to anything." Without letting himself be pinned to the specifics, he adds: "We're trying to be alert to all the opportunities, particularly to those that we seem to fit into because of our expertise."

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With ABC already involved in four cable programming ventures—ARTS, Beta, and Satellite NewsChannels, and most recently in an announced partnership with ESPN, Goldenson talks of the possibilities cable offers to publishers like ABC in the way of two-way access to their data bases. Yet for all the potential he sees in two-way services, Goldenson sees little impact on national advertising from home shopping and the like. Those services, he maintains, will be "local market phenomena."

"Publishing is going to change," he says. "Novels won't be in that (electronic) form, but newspapers will change," with cable carriage of classified ads challenging them. And the ABC chairman sees the possibility of having "one or two pages covering every item in a newspaper" delivered electronically to a home each morning.

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"The horizons for the communications industry are just fantastic ... It challenges one's imagination as to how far you want to go." So says the chairman of the Board of the American Broadcasting Companies, and the horizons he spies from ABC's corporate suite are broad indeed. "The whole concept of merchandising and marketing may be completely revolutionized" by home shopping and banking, Goldenson believes, and he even sees the possibility of two-way educational television. "I can visualize a set with 100 buttons," he says, and he wants ABC to be on its share of those channels—providing "programs to every form of technology as it develops."

Still, Goldenson believes, "commercial TV will be the dominant mass medium" for the foreseeable future. "We intend to cherish the programming to assure that ... We intend to maintain the affiliates as the dominant force in the community." Elaborating on the network-affiliate relationship, Goldenson says: "It's the combination of the two that gives [the commercial television system] its vitality." That relationship would shield the network system from encroachment by DBS,
the "bond of TV" has, he believes, "provided a glue in our society."

Against that background, Bradshaw sees the commercial networks (including NBC) remaining "the predominant delivery system" into the next century. RCA's latest consumer electronics catalogue offers a 127-channel television receiver. Bradshaw notes, but he adds: "Divide that into the maximum number of rating points and the result would not provide economically feasible levels of viewership for every channel."

"There'll be an awful lot of choice" in the year 2001, Bradshaw admits, but at the same time he's certain, "there'll be an awful lot of people who are not going to avail themselves of that choice."

For RCA as a whole, Bradshaw maintains, the company's "posture has to be positioned on its greatest strength ... the enormous base of electronic knowledge" embodied in its "great laboratory." "We're fully prepared to be flexible, whatever direction electronic delivery systems take in the future." And coupling the labs with RCA's software businesses puts his company "in an almost unique position," Bradshaw claims.

Bradshaw doesn't seem quite as enthusiastic as his predecessor in singing the praises of RCA's SelectaVision videodisk. Still, he says, home video will be "one of the prime areas of consumer choice" in the next decade.

For all RCA's heavy involvement in satellite distribution, DBS remains for Bradshaw "one of the unknowns." And while HDTV's adoption would mean a lot of television set sales for RCA, Bradshaw has some reservation about the huge volume of change-over that would be involved. Eleven million television sets are now sold annually in the U.S., with 100 million in use. Adding one HDTV set to each TV household (77 million of them) would, at that sales rate, take seven years.

Looking back at the television network, Bradshaw singles out the importance of "the news component," saying "it will grow in the future." But that future, in his mind, is such that "I don't think someone coming back 20 years from now will be surprised."

The chairman of Warner Amex Cable Communications might well be called "the compleat futurist." By 2001, in his opinion, the whole country will be wired with broadband fiber optics systems, with all the cable systems being built today with coaxial cable rebuilt by then with fiber optics. "Homes will be equipped extensively for video and non-video services" with the "prevalence of microprocessors permitting access to and manipulation of a great deal of information." Large-screen television sets adapted for high-definition signals will replace conventional sets, with tie-ins to home video systems as well.

Across the two decades, the cable industry will necessarily move toward greater centralization, says Hauser, "just as in the telephone business years ago, we will see an evolution from just anybody doing it to a small number of highly professional organizations doing it." Forces driving that evolution include the need for "harmonization and standardization" within systems and the industry as a whole. "It might well come down to 10 companies by 2001," Hauser suggests, each with about 10% of the industry.

This national skein of broadband cable will be supplemented by greatly increased satellite capacity. Hauser thinks, but in his view that capacity will be devoted to point-to-point distribution of signals that will then be carried on local cable systems. Any DBS applications will be severely restricted by...
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spectrum considerations, with Hauser believing that spectrum is too valuable for such use, when broadband offers the possibility of "thousands of TV channels entering the home."

What does that mean for broadcasters? By 2001, Hauser thinks, their signals will have disappeared from over-the-air, instead being piped into cable systems. "There will still be an appetite for a mass medium kind of program," he says. "And the providers of it (such as the three present networks) will likely continue to do so." But the economics of their businesses are likely to change, as there is an increasing diversity of programming offered. "Who decrees there should only be three networks?" he asks.

All this augurs well for his own company, Hauser believes. "I would expect our business to reach the multibillion-dollar level long before 2001," he says—perhaps even by the end of this decade.

Group W's Dan Ritchie

Nestinghouse Broadcasting President Dan Ritchie thinks by 2001 the communications universe will have grown to "50 to 100 networks," in a process to which his company has already begun to contribute with satellite NewsChannels, its joint venture with NBC. In that future, Ritchie isn't concerned about media concentration, on the minds of some people when Group W arranged to purchase Teleprompter, which until recently was the largest cable MSO. "I don't see two or three companies dominating the business," he says. Instead, "we'll have gone from two networks to those 50 to 100." Turning to the structure of that universe, Ritchie says: "If we can do the job, cable will each 80% to 90% penetration long before 2001." At the same time, downgrading his own broadcaster hat, Ritchie maintains that "I don't see any serious damage on the horizon or the well-managed network affiliate." There will be erosion of audiences, which Ritchie says his independent station in San Francisco already experiences in a market with 60% cable penetration. But at the same time, he thinks, people will use their television sets more. "To reach a mass audience," he reasons, "a mass medium is the most efficient way to do it," and that's something anyone who wants "to sell soap" will still have to do.

Local stations of the future, as Ritchie foresees them, will have satellite receive stations and a surprising number will have uplinks as well.

The biggest jump, insofar as Group W's division of its labor is concerned, will come in the direction of cable programming. Ritchie notes that "cable programming isn't easy or cheap," but that's a further reason he thinks large companies like his are needed in the field. At the same time, Ritchie adds. "I've seen enough to let me believe there's a lot of price elasticity" in cable programming, at least in the case of services that viewers are really anxious to have. "People substantially underestimate what consumers will pay," he says.

Finally, taking note of current DBS proposals and their designs on the future, Ritchie asserts that, with the exception of CBS's HDTV proposal, "I can't figure out a sensible thing to do with DBS."

The man who won the Boston franchise with a $2 basic fee connects that bid directly to his view of cable's future, and indeed the future of electronic communications. "We'll have substituted a wired environment for an over-the-air system," Cablevision President Charles Dolan believes, by the end of the century. "Video channels in and out of the home will now longer be a scarce resource" but instead will be provided in quantity by "switched systems," combinations of telephone and circuits, "organized around switching centers." In line with the concept of virtually universal basic cable, Dolan says, "everybody will need to be included unless they have perversely decided that they don't want cable, the way some people, even now, don't have television sets."

That availability of channels will have significant implications, and not only for broadcasters, who will be feeding their signals to cable systems in Dolan's conception of the future. "The cable industry," he thinks, will "come to look very much like publishing, with entrepreneurs concerned principally about the economics of distribution," and not hardware. Drawing a comparison with publishing, Dolan says, "nobody has a position in newspapers or magazines on account of the printing presses they own." And he has a shared caution for both cable operators and broadcasters: "Anybody who depends on his license or his franchise for the value of his company has a lot to worry about in the next 20 years. However, those who think of themselves as programmers, who remember their audience, should be OK."

"The idea that a franchise is a refuge from competition will erode," Dolan insists. "All we'll have is a decade with that." It's the strength a cable operator builds in programming and marketing that will be the defense against competition after this decade is over.

Dolan writes off DBS and MDS. "Wire is so much more perfect an instrument" for the delivery of video, he maintains. And while Dolan is making sure his systems are built with capacity to handle interactive technology if it develops, Dolan is still not sure whether some interactive services might not be more efficiently delivered by the telephone company.

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TCI's John Malone

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When *The Outer Limits* first ran on ABC-TV from 1963-65, the science-fiction anthology series opened each week with the video seemingly gone haywire. A voice from televisionland advised viewers not to try to adjust their sets—that an unknown "we" had taken control.

In the 1980's and beyond, *The Outer Limits* concept seems to apply to the entire programming business.

From the perspective of today's television generation, nurtured on a handful of channels, video appears to be going haywire all over the dial. Indeed as programmers now race to catch up with technology, there's promise of an abundance that will test the limits of the television dial.

What's coming? Apparently anything that makes an inviting economic gamble. As MCA TV Chairman Lou Friedland says, "It always comes down to the simple question: Will it be profitable?" Thus the unknown "we" in control is untested consumer demand.

As the Time Inc. Home Box Office experience demonstrates, consumer demand isn't necessarily trackable in advance. Initial research gave Time the indication that the public didn't care about having pay TV. Time took a chance that it could create demand.

Given all the new technological avenues available to reach the public, no one questions that there will be more programming choice. Where the programming prophets differ is on the extent of change the marketplace will support, and in particular the impact of specialized services on traditional mass-viewing habits.

Today's listening habits also may be different from tomorrow's. Technology is offering radio new options to explore as well, as satellite networks, cable and perhaps even pay become part of that medium's vocabulary.

Edith Bjornson, Teleprompter's vice president, programming, offers an answer to cynics who claim that the economic and creative lessons of the past should prove that there aren't the dollars and talent to support the multitude of programs that some predict.
Simply, she says, "Our thinking has been narrowed by our experience." As experience begins to change, so will thoughts about what's feasible.

A key question is whether more will mean better. Herb Schlesser, who built his reputation on the conventional side of television and now has crossed into the new media, is optimistic enough to predict, "It can be a truly golden age for program suppliers and creators." Schlesser, now RCA executive vice president in charge of its Home Entertainment Group, says the program market will no longer be dominated by the three television networks. There will be various configurations of service in broadcasting, cable and home video.

MCA TV's Friedland also thinks there will be "a substantial improvement in the amount of money spent" for programming. With more distribution windows, program development is "less a game of Russian roulette."

NBC Entertainment President Brandon Tartikoff believes that increased competition will improve program quality at the networks and "drop out the low end of programming." Those shows following the "least objectionable-programming" theory, he says, will "evaporate."

Yet a top executive elsewhere (who asked that his name not be used) expects that program quality can only get "worse. There's going to be so much [programming] that the level of excellence can't be high."

First he cites the "limited body of dollars," then he claims that "there isn't that much creativity and taste" right now for ABC, CBS, NBC and the Public Broadcasting Service. "Cutting it into 50 slices," he adds, "can't make it better!" If that is the case, why is he an active participant in molding a future of worse things to come? "I can't change it," he says.

Whatever the level of quality within the programming mix, few doubt that major over-the-air commercial networks—whatever their evaluation—will play a significant role. At least for the present, any reports of the networks' deaths do seem to be exaggerated. They are viewed to be strong survivors with advertisers still needing their mass reach.

While specialized services may open new programming doors, mass-appeal offerings in the foreseeable future are not expected to change dramatically. No full-scale upheaval appears to be in store, but some alterations are predicted.

ABC Entertainment President Tony Thomopoulos sees theatrical films, for example, "being funneled" through other media. It's already happening, he explains, as some of the public's "appetite to watch feature films is being satisfied elsewhere" and the network is finding its return on movie investments decreasing.

While theatricals are on the decline on network TV, news and information are expected to play a larger role.

RCA's Schlesser sees the networks' edge in the spontaneity they offer, particularly with their already established news organizations. Similarly, he says the networks have the set-up for nationwide, "truly spontaneous entertainment." Unlike the disk, for example, Schlesser says the networks can go "as it happens."

John Schneider, president of Warner Amex Satellite Entertainment Co., is another who sees greater network reliance on news, but he stretches the network strength to encompass "actuality" programming, adding that it is generally less expensive to produce an actuality hour than an hour drama. On the news division front, he says the process of expansion already has begun when a weekly 60 Minutes breeds an afternoon Up To the Minute daily strip.

The future of series programming—particularly the situation comedy—is regarded as solid. CBS Entertainment President B. Donald Grant believes that the series "form as we know it today will always be the staple of network television." Although content may range from a Father Knows Best to an All in the Family.

Schlosser explains that "the one thing we learned is that when you take characters the public likes and put them in a format it likes, there is a tremendous appetite to see [a series] frequently."

Cost-consciousness is expected to weigh heavier on network programmers. ABC's Thomopoulos agrees that network dollars will have to be used more efficiently but notes that creativity is not totally based on the amount spent.

Although believing that there will be a continuing place on network television for spectaculars, Tartikoff thinks series costs will have to be watched more closely. He expects more "controllable" drama, perhaps without expensive car chases and the like. Following the same line of thought, he thinks westerns may be too expensive to come back full force as a genre but that there will "always be a place for family drama."

From an affiliate's position, Bob Bennett, president of WCVB-TV Boston, believes that a prime-time network schedule a decade hence may include one-third to one-half news and news-oriented programs. Again it's an economic judgment because "you can control your destiny." Bennett also thinks television plays make a significant comeback in place of the more expensive theatrical movies. He expects series to continue, and sports, he says, will always play a part—although a lesser one as more and more action moves to cable.

In the immediate future, at least, the top sporting events such as the World Series and the Superbowl seem to be network television's if only because of political consequences if popular television features went to pay television. Viacom International Chairman Ralph Baruch sums up the industry opinion that "legislation would come very quickly" if those events were pay.

As for public television, Larry Grossman, president of the Public Broadcasting Service, believes it will survive because there always will be a need for subsidized programming that represents the best. He makes comparisons to university presses, museums and public radio. Grossman doesn't believe cultural cable channels will fill that need, claiming that they will have to become oriented to mass entertainment to survive in the marketplace.

Joan Ganz Cooney, president of Children's Television Workshop, which has produced such PBS series as Sesame Street and The Electric Company, also doesn't think "public television is going to roll over and play dead." She says PBS is going to be strapped "but I don't see it going away." And, like Grossman, she is skeptical about cultural competition from cable. "When they say 'cultural,' let's wait and see what they are talking about," she cautions.

On cable, the world according to the futurists couldn't be more wide open. The vast channel capacity has opened up programers' eyes to specialization and the prospects of making money from narrower appeal.

WAESC's Schneider expresses the attitude of many programmers who used to go for mass numbers and who now look for a specific piece of the audience pie. While with CBS, he claims, "I was very naive" when he gave speeches about "The Audience." Today Schneider stresses that the "public is not a monolith."

The over-the-air commercial networks parent corporations seem to have realized that as well. Through joint ventures, ABC so far has its hands in cultural, women's daytime, news and pay-sports cable services. CBS Cable, another cultural service, is soon to be launched. And RCA, owner of NBC, is involved with Rockefeller Center in an up coming entertainment service with a good portion of BBC fare.

Elsewhere across the industry, investment attest to the belief, for example, that a movie channel is not just a movie channel. It can be all movies (The Movie Channel); movies and specials (Showtime); movies, specials and sports (Home Box Office); with other services ranging from Spanish movies and sports (Galavision) to black movies and sports (Black Entertainment Network) to R-rated movies (Escapade).

Other specialized fronts have produced children's programming (Nickelodeon); public affairs (C-Span) and video rock (MusTelevision), not to overlook news and sports. In the works are others ranging from health to weather.

Is a knitting or chess channel far off? Only as far as the chances for profit. By just 1984, programmers expect there will be potential capacity on the various satellites to accommodate 84 full-time nationally delivered services.

Cable operators—at least publicly—express no fears about filling the channel capacity that even the new, larger system allow. Of the 80-channel "Super Service" that Warner Amex Cable Communication
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plans for Dallas, only eight channels are characterized as "reserved for future services."

Gerald Levin, video group vice president of Time Inc., believes that "in terms of the big money," there may only be three, four or five advertiser-supported cable services that draw the top numbers. But he adds that there may be 30 to 40 others "just like swarms of magazines" that can still make tidy sums with the equivalent of 1, 2 or 3 rating points.

Far-reaching are the possibilities for national information networks. Discussing text services, Time's Levin projects that "we may want to use 20 channels ... if there's anything to delivery of information on demand." Programing guru Mike Dann, now associated with ABC, believes that information delivery will be the "most amazing revolution of our time," the equivalent of going from the "horse to the combustion engine."

Levin stresses that text is "not just an electronic library." He talks about new fonts, new editing techniques and the blending of animation as part of the information transformation. At Time's headquarters in New York, he has about 20 people experimenting and developing skills to "wean them away from the traditional way of telling stories."

For Time's first experiment in Tucson, Ariz., with the Teldon system, Levin says the "initial construct" involves the equivalent of 5,000 print pages with flash reports, in-depth stories and service information on food, transportation, exercise, sports and other subjects.

Overall, Dann looks upon cable of the future as a "bookstore," with programing choices coming off the "travel shelf" or the "cooking shelf," among others. Dann believes that "you will have everything that exists in any other form today" and "not that "this is only a transmission system."

"When you talk about programing," Dann explains, "you have to be very careful because cable is a utility much like the water tap in your home. What you use it for once it's turned on—whether you're going to wash the baby or make a Scotch and water—is entirely up to the consumer."

Levin approaches the future within a similar framework: "The TV set is an appliance ... Its redefinition can happen a lot more quickly than we ever thought."

The public in effect is being asked to change its reference points. But neither the public nor the people behind the monitor has a definitive idea of where it's all going. The future of programing is something Dann says neither he nor anyone else "could possibly describe. What we're doing now is the most conventional things that are obvious in the passage of information and services because they're all derivatives of what conventional television already has." Not to be overlooked within the channel capacity of cable is the potential for more local efforts. Teleprompter's Edith Bjornson says her company sees the cable system as the "communications arm of the community." She applauds the efforts broadcasters have undertaken locally but believes that the ball game is entirely different when a not-so-profitable community affair show has its own channel and is not eating up time that could be used for money-making fare. With the channel capacities of the systems being built now, she says, "access is not a problem."

It is from the local arena—where program risk-taking is less costly—that Bjornson believes innovation will emerge. But, she says, viewers will have to change their expectations and realize that local cable channels will not produce Hollywood productions. She adds: "There is nothing wrong with a talking head, it says something interesting."

Beyond a musical special with the high school glee club and the televising of the senior play, Bjornson offers these indications of what the future might hold locally: For wired communities with school-system problems, she suggests "remedial reading channels." Local gardening shows could also be available to give advice, if, for example, "we haven't had rain in 10 days."

Local theater productions of high quality, Bjornson believes, will be gobbled up by the various national services hungry for programing. That would leave local cable to experiment and develop its own "bush league"—a boon to the arts, according to Bjornson, as TV's own off-off-Broadway. Interactive cable. Bjornson continues, gives way to opportunities such as a real-estate channel where a viewer could punch in the specifics such as four-bedrooms, swimming pool and then get a 'video tour' of those homes that are on the market.

Already Warner Amex Cable Communications' Qube system—first in Columbus, Ohio, and now in Cincinnati—is showing the way on two-way futures. Opinion polling has become part of the Qube routine, with subscriber sentiment tapped locally and, given the survey's response rate and on that count, Qube has an arrangement with Turner Communications' Cable News Network.

Another part of the video mix is the library in the more literal sense, through videocassettes and videodisks.

On the future of home video, Schlosser says that "in the beginning years, it will continue to borrow the best" from already-existing product. That supply, he adds, however, "will get exhausted over the years and the industry will have to create its own things.

Schlosser's RCA SelectaVision videodisk inventory, for example, has been stocked with borrowed product as he puts it. Catalogue offerings range from "The African Queen" to "Raging Bull" movies and include music and variety, among other fare. Over-the-air TV also has a presence, with the final episode of the fugitive, Star Trek hours and other shows. There's also a made-for-disk property: Complete Tennis From the Pros, Vol. 1.

In time, Schlosser believes home video "will be as common as the record player." To the prime question: "Will people want to see something more than once?" Schlosser says there already is enough evidence that they will—and that people now have stopped asking and are taking that fundamental point for granted.

"VCR people on the average watch a lot less," however, in the opinion of CBS economist David Blank, "because a lot of them watch zero in terms of prerecorded material. And if you allow for 10 or 15 million of these things—maybe the VCR numbers could be about 15 million and the disk players could be about 10 million at the end of the decade. I think something that—then it's not a lot of impact on broadcast viewing because we're talking about, say, 10% or 15% of the country.

"When we get back to pay cable, that's serious competition. It's the same kind of material that broadcasters run— fresher material, in fact. And it's going to dent the prime-time audience of the television networks. But only to a degree. There's no evidence even in pay cable subscriber homes that they stop watching commercial television."

Altogether, Blank said, "in a very broad sense it's like having a fourth network in those homes, and maybe 30% or 40% of the homes will have them. It will fractionate [broadcast TV] viewing but I still think you'll have something on the order of 75% of prime time going to the television networks and some portion of the remainder going to the independent stations and the remainder then going to all these other services that are fractionating viewing."

Incidentally, Blank added, "there's been a lot of talk about a decline in network prime-time shares in the last year or so. But the biggest change, he contended, resulted 'not from the new competition but from increasing strength among the independents. For whatever reasons and in whatever manner, independent stations have improved their ratings relative to networks.' And as they get richer and more skilled, he expects independents to continue to improve.

Broadcast Basic cable. Pay cable Videocassette and videodisk. According to programmers, none will operate in a vacuum. "You're going to have a real interaction that has never really existed before," Schlosser says. Depending on how the dolllars line up—on either a pay or advertiser-supported basic—programing will be delivered through various windows at various times. "In some cases, the first stopping place will be home video," Schlosser says.

RCA TV's Fiedland refers to Operator Prime Time—a consortium of network affiliates and independents gathered together to produce programing—as a "clue to where we can go" with various "alignments."

Viacom's Ralph Baruch believes that the television network "oligopoly is coming to an end." In the next eight to 10 years, he expects an over-the-air station may go with
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different networks during different time periods.

WCBS-TV's Bennett also foresees an increase in cherrypicking, especially from strong stations that might not have an affiliation agreement at all. Although Bennett is "not wishing" it happens, he wouldn't be surprised if networks, instead of compensating, expected affiliates and others to help pay for blockbusters. "When 'jaws 6' comes along," he explains, a network might say, "hey, Boston, we want $50,000.

Although local stations may not be locked into one network source, Bennett expects that mass programming will still be presented on a simultaneous network basis. "It will continue to operate the way it is simply because of the ability to promote it." He mentioned the problems that the Public Broadcasting Service has had in building a nationwide audience because its members often have run programs at different times.

There already have been signs of affiliate independence causing network anxiety. Viacom's own WNYT in Albany-Schenectady-Troy, N.Y. (formerly WASTV), kept NBC TV on edge after an affiliation coup this year when WNYT there switched to CBS.

According to Baruch, WNYT was not holding out for better compensation but rather was conducting a "very serious study into the possibilities" of becoming a superstation. WNYT eventually gave NBC an outlet in that market but just the fact that Viacom was considering alternatives to the network offer of affiliation is telling.

Bennett also brings up the possibility that major-market stations could be involved in their own regional networking. But whether the case, he expects local broadcasters to double the news and information they offer and beef up their home-grown product considerably.

Many claim that local programing not only provides a community service but also is the ticket to survival amid new competition—simply to do the things that can't be done nationally.

Undergoing its own evolution is radio, the veterans among whose mobility is expected to guarantee its place in the media mix whatever the coming changes. As Rick Sklar, ABC Radio vice president, programming, says: "That unique characteristic alone assures it of a substantial role no matter how the future goes."

Tom Burchill, president and general manager of the RKO Radio Networks, seconds that point by citing radio's advantage because "you can't take your home entertainment center wherever you go."

Like TV, radio is experiencing its own satellite programing gold rush. Kent Burkhat, president of the consulting firm, Burkhat/Abrams/Michaels/Douglas & Associates, predicts that from now to the turn of the century, "certainly 75% of radio stations in the U.S. will be satellite fed with local inserts."

Transter's president, Dwight Case, another like Burkhat involved in satellite futures, agrees with that projected satellite impact.

Despite the expected influx of national programing on local airwaves, neither Burkhat nor Case expects an end to localism. Burkhat remarks that local inserts will take care of the local community and that, nationally, he only is talking about disk jockeys and music. Case says "without the local insert, we lose," counting on localism as a radio stronghold.

For the most part, music is expected to continue to dominate radio. Case calls radio "by and large ... a mood set."

However, information and entertainment on music stations also are a necessity, according to radio programmers, for survival's sake as well; otherwise a record company might just step in and offer its own fuse.

Many radio programmers see network specialization coming as never before. "Everybody's catching up with the new technology," says RKO 's Burchill, with "more and more narrowcasting on radio."

ABC's Sklar, however, sounds a different chord when he says it is possible that it will be "broadcast radio going more mass while the new media [including cable radio] go more specialized." Given FM listenership continuing to grow at its present rate, he said it is conceivable FM would force all but the AM powerhouses off that band, thereby reducing the number of stations and the amount of fractionalization.

Burkhat disagrees, believing there will be "enough diverse program suppliers plans to give stations a chance to breathe." And he envisions more radio stations through cable, eventually perhaps another 10-15 per market.

Pay radio may also be in the cards. Although unwilling to name the market or the client, Burkhat says his firm has conducted a market study to determine whether listeners would pay extra to hear their favorite station without commercials. The results, Burkhat adds, were positive.

Programmewise, there are differences of opinion whether what's taking place is a revolution or merely an adaptation.

Viacom's Baruch doesn't expect the slate to be wiped clean and says, "It's ludicrous for executives to say, 'Give me something fresh' and totally original." He sees the current form evolving.

MCA TV's Fredland, however, says, "In spite of my long experience, I would be sadly disappointed if a few newer forms didn't develop. When so many of the old barriers go down, those with fresh approaches will come barrelling in. Now is the time."

PBS's Grossman expects the future to bring program services that are "more diffuse but not more diverse," claiming that it mostly will remain "slices off the main stream," including popular music, comedy, gossip/personality and news and information.

It all, of course, comes down to the definition of genre and through. Changes and different approaches, whatever the magnitude, are taking place.

One in particular may be the ecotonical rule that a network series had to run for several years to be considered a success. ABC's Thomsopoulos explains that the network has looked at a series pilot with a "beginning, middle and end" within one year. He explains that if a mini-series such as the network's upcoming "Winds of War" is being slated at 16 hours, "24-25 is not that far away" for a one-year series. ABC rejected the pilot for economic reasons, according to Thompson, but doesn't write off the overall concept. Fredland also is a believer that the future holds "a lot of shows made to be red hot for a year."

The prospect of financially sound short series continues to open the door to a pool of creative talent—in front of and behind the camera—who at present are unwilling to commit to a long-range television deal.

More dramatic changes may come in the viewing habits at home. Already some cable channels have stepped away from "clock" scheduling in favor of the continuous style of today's radio. WASEC's Music Television, for example, does not function in the half-hour building block schedule to which viewers are accustomed. Without the exception of Music Television's Saturday night concert and Sunday night movie, viewers are expected to tune directly for the generally album-oriented-rock format.

The same format programing seems only likely for the service channels that are still on the drawing boards. Cable's strength, Dann says, is that it offers its fans "when a person wants it, not when we program it."

With cable's flexibility, Schneider says "people are going to be their own program directors." And in a vastly increased multichannel environment, he expects viewers to set channels much as listeners set the buttons on a car radio.

How will the viewer cope when a half-hour sitcom is over at 8:30 p.m. and the live lecture on life in the year 2001, started at 8:17? Furthermore, how will the viewer grasp all that is available without the effort of reading an encyclopedic guide or perhaps taking the time to study text channels presenting listings?

Indeed, there are those who create a future scenario where that may not be much of a problem, expecting that whatever the choice, viewing habits will remain about the same, with only a handful of channel dominating the vast majority of viewing.

Teleprompter's Bjornson has a few ideas, however, on how viewers and programer would cope with a multitude of offerings. For national satellite-delivered programing, at least, she expects the standard clock scheduling to remain intact. But she also believes the viewers may have to change their expectations and may not be able to switch channels and begin all programs with the same continuity.

And in the television programing world of the future, she adds, it may not matter what things are scheduled because "you will be calling up programs with your home computer."
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*Arbitron February, May, July 1989. Subject to limitations.
If the telecommunications industry prognosticators aren't off base, the future should be a paradise for the electronic journalism junkie. The way most observers see it, more and more news and information programs will be offered through more and more delivery systems. There may be so much news that the news fan's major problem may be finding time to sleep.

Another of his problems may be deciding what news source to use. For starters, most observers agree that he will have access to those traditional purveyors of over-the-air news: his radio and television sets, with both media carrying more news and information programming than ever.

Then, assuming he lives in one of the many areas served by cable—and cable penetration is estimated to be anywhere from 50% to 80% by the year 2001—he'll have a veritable smorgasbord of news programming to choose from.

At the very least, most observers predict, cable will sustain two 24-hour cable news programs that concentrate on national and international fare, and many cable operators will provide—either on their own or through arrangements with local newspapers—highly localized news programming. And then there will be a host of specialized cable programs, narrowcast to very specific subject areas.

For example, if the viewer takes a special interest in yachting, he should be able to find a program devoted exclusively to boating news and information; and if his tastes run to gardening, he should be able to find a program devoted entirely to the latest breaking news on how to rid geraniums of root rot. In fact, observers say, cable programmers, in search of ever more specialized audiences to offer advertisers, some day will probably offer a selection of separate programs that are as diverse and as specialized as the magazines that can be found on a newsstand today.

Then, of course, if down the pike this viewer puts a dish on his roof, his access to channels may expand considerably from the estimated 50 available over cable.
Contributing to the coming proliferation of news and information programming are three major factors, most observers agree: First, with the proliferation of channels expected to be available, there won't be enough entertainment programming to go around (and something will have to be programmed). Finally, technological advances should make gathering and distributing electronic news and information programming easier and cheaper.

Those forgoing plans to enter the news marketplace, or already in it, are too numerous to mention. For starters, there are ABC, CBS, Mutual, NBC, Cable News Network, Christian Broadcasting Network, C-SPAN, Spanish International Network, National Public Radio and Public Broadcasting Service. And the roster of those planning entry increases frequently.

Last August, for example, Westinghouse Broadcasting Co., and ABC announced they intended to join forces to launch Satellite News Channels—two, 24-hour channels of advertiser-supported cable programs that would be beam free to cable operators (Broadcasting, Aug. 17). Working with Group W and ABC as regional news providers will be a list of local stations that includes properties owned by such prominent group broadcasters as Metromedia, Scripps-Howard and Cox.

Shedding light on how competitive the new news environment may be, at least one week had passed before Ted Turner had announced that CNN would inaugurate a new cable service, called CNN Two, an advertiser-supported, continually updated “news wheel” to compete with ABC and Westinghouse’s new offerings.

Also getting into the news business—either on their own or through leasing channels to local newspapers—are local cable operators. The Cannett Co., for example, is currently attempting to lease channels from cable companies in the 70 cities in which it owns newspapers to offer local news programs over cable.

According to Jerry Bean, executive vice president and general manager for Gansgt, the company’s developmental subsidiary, Cannett’s plan is to take advantage of the company’s newspaper resources and start offering 24 hours of local news coverage in each community.

Bean says most of those services will consist of character-generated, regularly updated news summaries at first. But down the pike, Bean says, Cannett hopes to offer video news programming as well, especially in the larger markets.

Some cable operators are already offering local news services on their own, and news consultants agree the number will increase markedly in the future.

Frank Magid, of Frank N. Magid Associates, says the trend seems to be for cable operators to offer local news programs to win their franchise agreements—and he expects that trend to continue.

“Scripps-Howard, he says, points out, which won the franchise to cable Westchester county, N.Y. An example, promised to set up a 24-hour news staff to provide local news coverage.

Al Primo, another news consultant, says some cable companies are winning franchises “solely” because they’re promising local news service.

“The same thing will happen all over,” he says. “Every teeny, tiny town will have local news on cable,” he predicts. If this were true, chief beneficiaries of that trend will be electronic journalists. “I think anybody having anything to do with journalism should be most excited,” he says. “Suddenly 80,000 new jobs will open up.”

Magid notes that also adding to the news mix will be the direct broadcast satellite applicants, some or whom are planning to offer news and information programming.

What effect the newer entries into the news business will have on the established purveyors of electronic news is largely open to question, but most observers agree that the increase in the number of channels of information available to consumers will insure that the newer entries at least will have to concentrate on winning over narrow audiences, in much the same way radio stations have attempted to carve out specialized audiences with different formats.

Richard Wald, senior vice president for ABC News, for example, thinks that while the major networks—communicators—will hold the lion’s share of their audience (and will continue aiming their over-the-air newscasts at mass audiences) the fierce competition over the next decade will be fought for “class” audience—those narrowly defined segments of the population that have narrow interests to appeal to.

Examples of “class communications” he cites are ABC and Westinghouse’s Channels, which he doesn’t think will attract mass audiences—but will still attract enough viewers to earn a profit on ad revenues.

For example, Wald says, although one channel will be devoted to a 24-hour “headline service,” the other will treat “serious subjects at length.” The latter is not expected to attract a large enough audience to compete with the over-the-air networks, but it could deliver enough cable homes to turn a profit. “What cable allows you to do is to make money off a much smaller circulation base,” Wald says.

Other nationally distributed news programming is expected to evolve, according to Magid, will be devoted exclusively to sports, or international or national news. And the key character of those programs will be that, because they will devote so much more time to their narrower fields of focus, they will be “much more interpretive” than most news programming is now.

But even though there is a public “appetite” for news now, and, as a result, “everybody is jumping into the news business,” tough times could lie ahead, Magid warns. “There’s a point of saturation, and only those who can produce news in a particular way will be able to survive,” he says.

Magid predicts the survivors will be those who take note of the specialized magazines that have thrived and “offer a specialized service to an audience and do that in an intriguing and interesting way.”

Although there is disagreement on how much of the entertainment audience the networks will lose to pay cable and other delivery systems in the future, most agree that the network news operations will continue to dominate the markets for national and international news.

Different reasons are given for this expected dominance. Hal Levenson, executive editor for the Independent Television News Association says, for example, that the dominance will ride primarily on the networks’ “huge financial bases.” Network spokesmen say that almost as important is that viewers are in the habit of getting their news told to them succinctly in the evening—and they want to be able to trust that the news they watch is portrayed accurately and interestingly.

Wald says that new cable services may take away part of the networks’ audience for news, but not much. Instead of getting 99% of the people who watch, you’ll only get 90%, but you’ll still be a mass medium,” he says.

Adds Robert (Shad) Northshield, senior executive producer for CBS’s Morning: “Even if everything they say is true—that cable and all that stuff is going to run the networks out of business—I still think there will be network news divisions. . . because we just do it better.”

Roger Colloff, CBS News vice president, says that although the new media will increase their coverage of news and public affairs programming, he doesn’t see them competing much with the networks. While the newer entities will concentrate on “narrow gauge, specialized public affairs programming,” the networks will hold their own by offering programming for a broader national audience. “I don’t want to be Pollyannaish about this,” Colloff said. “But I think for the foreseeable future the other services will remain supplemental to network television news.

“It’s not to say there won’t be more services,” Colloff added. “I don’t think those are necessarily going to take away from the basic appeal of network television news. They are simply offering viewers a wide choice, in most cases at times of the day when there is no network news offered.”

Bill Small, president of NBC News, notices he didn’t think there was a tremendous demand for one—not to say two—24-hour cable news networks, said: “I think one of the reasons the networks will continue to do well is that there is a need for a concise summing up of the day’s events, which is what we do best.”

Although all of the network spokesmen in interviewed agree that technological advance...
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will make gathering and distributing news easier in the future, none seemed to think the technology would change the face of the news itself.

For example, Bill Knowles, Washington bureau chief for ABC News, says he doesn't expect technology to affect the way reporters cover the news. Even though, for instance, microwave relays have made live coverage of events easier, he says, ABC's Washington bureau still covers Washington in much the same way it did before it had them.

Said Northshield: "Technically the cameras are better today, but the idea of cameras is still the same... it's still, 'Let's go to the source; let's find out what a big shot thinks.'" 

Bill Leonard, CBS News president, said that although technological developments will make it easier for journalists to "ply their trade more efficiently," he thinks the industry should concentrate on the quality of the journalists who will be using that technology in the future.

Another major concern should be insuring that the press remains free. "I'm sure the majority of the leaders in the world—some of them even in democratic countries—think it isn't even healthy for the human race to have free journalists running around," he says. Instead of dwelling on technology, the industry should focus its attention on keeping the press free, because "there'll be great temptation to use the disease by killing the patient," and doing away with press freedom in the future, he said.

Network spokespersons agreed that the networks will all step up their news and information programming in the future. As a first step, they say, all the networks will eventually offer an hour of evening news.

Also high on the networks' list of future plans is more live coverage of news events. And that will be coverage of "important things, not just a royal wedding or set event," Small said.

Small also predicts that the networks will offer more "newsworthy programming—real life as opposed to fiction" and thinks that "variations" on the magazine format will thrive on all three networks.

Northshield also foresaws more "reality television—nonfiction television such as sports or live news stories where you don't know how it's going to come out in the end.

(Northshield thinks television's live capability will raise serious questions of ethics and taste during the coming years. For example, he asks, how should war coverage be handled in the future? "Can you imagine being up on one of those hills under a barrage and seeing people die, live?" he asked.)

Colloff predicts the future will see the networks programming more news shows dedicated to single subjects, such as science or business—something along the lines of CBS's "60 Minutes,"

Colloff also thinks the networks will present more and more programming, modeled somewhat on ABC's "Nightline," that examines breaking stories in detail. "But it's hard to pinpoint exactly what will evolve," he says. "Part of the fun of this business is you can't always tell exactly how things are going to go."

Walz thinks the near-term will see ABC expanding "Nightline to an hour, introducing a Sunday morning public affairs program that will push Issues and Answers, Face the Nation and Meet the Press a step further. "It's no secret that we've been tinkerling with a possible science program; it's no secret also that we're trying to imagine what the next generation of magazine programs will be like," he said.

Nonetheless, all the network spokesmen "seem to feel that the demand for news and public affairs programming is there now and should increase in the future. "We wouldn't be doing all the news we're doing now if it wasn't making money," ABC's Knowles notes. He thinks all the networks will step up their news programming, "especially as the entertainment pie becomes sliced thinner" from competition with cable, cassettes and videodisks.

And Knowles for one doesn't think it makes a difference whether cable becomes the dominant mode of delivery of news programming in the future or not. The network news operations, he says, will "continue on into the world of cable and beyond," noting that each of the networks is already into cable in one way or another. "No matter which way the technology goes, we're going to be right there to cover an event," he says.

Networks may be confident about the next 20 years, but what about the future for local television broadcasters? In the local markets, the competition from local cable news programs, videotex and teletext information banks and character-generated text systems will be felt.

ABC's Walz says that programming local news will often be cheaper than running the off-network syndicated programming a station would otherwise have to air. But perhaps more important, he says, is that the public at large, grown accustomed to processing large amounts of information, has developed a taste for news and is demanding more news and information programming. (That demand has expanded so much—and will continue to expand in the future—that Wald predicts at least one station in every major market in the future will offer nothing but news.)

Richard Sabreen, vice president for television news operations for Westinghouse, says local stations will be smart to increase their news programming "because the public appetite is there." But also, Sabreen says, increasing news and public affairs programming may be necessary to insure a local station's survival.

That, he says, is because the FCC has dropped its syndicated exclusivity and distant signal rules; as a result, he says, locally originated news and information programming "is going to be television's last vestige of exclusivity.

ITN's Levenson points out that off-network syndicated programming may not even be available to local stations in the future. He sees a huge "Reums Incorporated" eventually emerging to buy up the rights to syndicated programming for offer as a cable package.

The only reason that hasn't happened already, he says, is that cable doesn't have enough penetration to make it financially feasible, so program syndicators can currently make more money by selling their wares market to market. But once cable reaches 30% to 80% penetration, the syndicators will be able to unload that programming for more money and less trouble to national cable programmers, he says.

Although most observers agree local broadcasters will be able to hold their shares of audience, most also agree that broadcasters will have to look to new strategies to succeed in the ever more competitive local markets.

The pooling of stories by stations—or at least the footage for stories—to cut costs and supply more footage for increased offerings of news is forecast by Arnold Reymer, consultant for Reymer & Cersin.

Reymer notes that Cannett and Group W are pooling their resources already. "Others will start doing that, even independents, because the problem is going to be to fill up a lot more time, without having to expand your staff and production costs unrealistically," he says.

Both Reese Schonfeld, Cable News Network president, and Sabreen think pooling arrangements—or station groups—could lead to the emergence of regional news networks. Citing Metromedia's pending purchase of WCVB-TV Boston, Schonfeld asks: "Can you imagine the effect of having a whole series of channel 5's running up and down the Eastern seaboard?"

And Sabreen notes that Westinghouse has already pioneered "regional news gathering" with its Newsfeed service. That service, Sabreen notes, is the beginning of a "video wire service." Although it was launched to afford Group W's stations the opportunity to exchange stories daily via satellite, the service has attracted outside subscribers. And Sabreen predicts at least 25 stations will be using the service by the end of this month: "We really feel the future is in being able to move visual and audio material among our stations and other cooperating stations," he says.

Although some observers think one station will dominate regional news coverage in each market in the future, Schonfeld thinks it more likely that there will be two. While cable will be able to provide highly localized news programming, it won't have the reach of VHF stations to serve larger areas.

What Schonfeld envisions is that two VHF stations in each three VHF station market will devote themselves mostly to news and information programming, and they will cover large regions in much the same way regional newspapers do. Schonfeld says there will be room for two regional news stations in each
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area if one presents a “class paper” for the upscale elements in the market and the other a “mass paper” for everyone else.

Reymer says that as the amount of programming available in the local market increases, local stations will have to aim their news and public affairs programming at narrower, more segmented audiences. "As competition increases from cable, and there are more and more choices available, I think it will become more and more important for local stations to develop information programming that has very intensive appeal to special groups of people," he says.

Reymer notes that the current station practice of trying to appeal to as many people as possible won’t work in the future, especially if everyone is trying to do the same thing.

Examples of targeted programs Reymer envisions are newscasts in the early afternoon aimed at housewives or at blue-collar workers getting off the early shift.

Reymer also thinks that local stations will have to pay more attention to the quality of their journalism, stressing the presentation of enterprise, feature and investigative stories. “Because that’s where they’ll get their distinctive character. In the factual reporting of breaking news, there will be a superabundance of ways people can find out about it.”

Magid agrees that the definition of news will have to be expanded and predicts that the future will see local broadcasters presenting “a lot more in the way of applied news, how-to stuff and further refinements of the magazine event.”

Old methods will no longer work, Magid says. For example, most stations try to differentiate themselves by offering a different “personality.” But that sort of differentiation won’t work in the future. "Because there just aren’t that number of personalities around," Magid said.

Instead stations will have to fight it out primarily with the quality of their journalism—their ability to present the news more clearly and more meaningfully than anyone else—"all the things they should be stressing now," said Magid.

Although there will be an increasing number of sources for people to get their news, most of the leaders in radio news foresee the demand for radio news booming in the future, especially on the AM dial. Sharing the feelings of most of his colleagues is Emerson Stone, Vice president for CBS Radio news, who says he expects an “explosion of demand” for radio information and news programming and predicts that the “golden age of radio lies ahead.”

Unlike most commercial broadcasters, however, Barbara Cohen, director of news and information for National Public Radio, thinks that with deregulation, there may be less news on radio instead of more. "I just wonder how many local radio stations are going to bother to carry news when they don’t have to," she said. "In the commercial field, if you can make more money off automated music—by cutting down on your labor costs—you’re probably more likely to do that than have an expensive staff hanging around."

But Cohen’s prognosis seems decided in the minority; most radio representatives see deregulation as having a short-term dampening effect on radio news—if any. Said Ed DeFontaine, managing editor for AP Radio: "I know that in the immediate future deregulation is going to find some people opting out, but I think they’re going to opt right back in when they see their numbers fall," he says.

Robert Benson, ABC vice president for radio news, says two trends should result in an increased demand for radio news in the future. First, he says, the "baby boom is growing up. And, better-informed than their predecessors, the new adults will demand more news from more sources.

Second, and perhaps more significant, is the idea that listeners turn increasingly to FM channels for their music needs. AM stations—unable to compete with the sound quality of FM—will have to start programming more and more talk—which means more and more news, he says. Benson says ABC sees radio’s future role as that of a part of a whole "media/information mix" which includes everything from history books to newspapers. Finding the right position in that mix is the name of the game for the future, he says.

With all the new forms of delivery for news emerging, Benson says, it might seem hard to plan for radio’s future. The key for doing that is to recognize why people use radio as a news medium now—since those are likely to be the same reasons people turn to radio for news in the future, he says.

The most important reason people use radio is its "immediacy," Benson says, and that shouldn’t change any. "No matter how sophisticated the technology gets with satellites and all the rest, the key to good radio is obviously having someone with a fine mind at the scene of a story—and that one person with a telephone can be an entire bureau," he says.

Radio’s second key quality is its “mobility, the fact that we can be with people pretty much wherever they are.” Third, he says, radio has “continuity...the ability of someone to turn on a radio and within a very short time catch up with the developments that have occurred," he says.

Benson thinks that AM radio station news programming will become increasingly specialized in the future, in much the same way radio stations music formats have become specialized.

He says he won’t be “all that surprised” if talk formats evolve involving only interviews or only interviews of a certain kind. Although he says he can’t be sure which formats will survive, he thinks the smart radio station will remember that the “me generation,” which will be radio’s most significant audience in the future, is “used to having things put in terms of themselves.” And he predicts that information programming will become so important on radio that “just as you have AOR and MQR for music, we’ll start hearing catchwords of different types of information programming.”

Dave Cooke, news director for the RKO Radio Network, says the biggest trend for the future is that radio stations will be increasing their dependency on networks and outside program sources. "The networks and quality syndicators are going to continue to proliferate because local stations will have more and more of a need to offset their own skyrockets costs in producing top-quality programming to compete in their expanding marketplaces."

Also on the horizon, he says, is that radio networks, striving to outdo each other by being more responsive to the needs of local stations, will become increasingly competitive. And the likely, and pleasant, result of all that, he predicts, will be that "we’ll see more and more national advertising dollars going into network radio.”

Cooke also thinks that satellite technology will make relying on telephone lines for news broadcasts a thing of the past. Not only will radio networks be linked through satellites, but "we’ll get studio-quality newscasts from portable satellite uplinks all over the world...and network programming will sound like it’s coming out of the local studio," he says.

Cooke feels there will be a lot more radio news—especially on AM—in the future. "News has always been one of radio’s principal appeals," he says. And Cooke says that as society becomes more and more an “information/data base society,” demand for news in general will increase, and radio will meet a part of that demand.

Cooke also thinks, however, that with the additional channels opening up, and with a trend toward fragmentation within society, the radio news industry, like the magazine industry before it, will start chasing ever-more-specialized audiences.

That trend, Cooke says, will have two primary effects on radio stations: it will lead to fewer dominant stations in a market, and it will place much more of a burden on local radio stations to create innovative programming. "It’s not going to be enough anymore for radio stations to play the hits and give away some cash, because people are going to demand stations that serve their own very specific interests," he says.

"The stations that survive and are most successful in the next 20 years," Cooke contends, "are going to be those that are smart enough and willing to be very responsive to whatever the changes are that are going on in society for their target audiences. People’s tastes change. The stations that respond to those changes quickly are going to be the ones that will be the winners in the next 20 years," he says.

Tom O’Brien, vice president for news and special programming for Mutual Broadcasting System, also thinks the demand for radio news will increase in the future. And O’Brien says the best thing the future holds for the
radio journalist is that satellites will allow him to transmit from the scene of a story back to the network. "It's only a matter of time before our correspondents are able to uplink with dishes to broadcast from anywhere satellites can be reached," he says.

And although all of the existing satellites are currently in use, he thinks several channels will become available on a "party-line" basis to enable reporters to transmit stories live from nearly anywhere in the world.

Mutual is looking forward to complete interconnection of its stations via satellite, O'Brien says, because running the news operation should become much easier. For example, he says, once the interconnection is complete, the network, by using high-speed teletype machines, will be able to send hard-copy traffic, orders, commercial orders and scripts for documentaries — out to the stations, all bypassing commercial lines. "That will be an advantage because all of our affiliates will be able to have hard copy in their hands, and special events will be able to be set up without the clumsiness and the cost of using AT&T," he says.

A sure-money bet for the future, O'Brien says, is that other radio networks will start offering all-night programming much like Mutual's "Larry King Show." That, he says, will be smart because it's "one way to reach the whole country with one broadcast."

"ABC and NBC will start that, and we're delighted, because with more and more radio networks providing all-night programming, the advertising agencies will realize how important night radio is," he says.

Alan Walden, director of radio network news for NBC, says the immediacy of radio news has always been its strongest appeal, and he thinks that will continue to be.

Walden also predicts that there will be an increased demand for special-events coverage and says that the network that figures out how to present special-events coverage in modular form — to fit all sorts of formats — will "steal the march on the industry."

NPR's Cohen says that if public radio can find the resources, it will start a full news channel over its satellite system, permitting NPR affiliates to use as much or as little of the programming as it wants.

On the technological side, Cohen thinks the development of digital FM is definitely worth watching, because with digital FM transmission, FM signals could be transformed into both sound and characters on video display terminals, printers or stored in microcomputers and retrieved from information banks. "That means that anyone with an FM tower may find themselves in a business very similar to what the cable people can do," she says — providing text services.

AP's Defontaine says the real breakthrough for radio journalists lies in getting the information from the scene of the story to the network. Current work in the millimeter frequencies makes the development of tripod-held dishes — which would allow a radio journalist to transmit stories via satellite without interfering with other signals — look promising, he says.

Another area definitely worth watching is the development of digital technology, he says. That technology is already showing good signs, "but no one seems to produce one that will do the job unless you're willing to have a pack mule carry it all," he says.

But once digital technology is perfected, he says, a reporter should be able to call in stories of almost studio quality over the telephone from virtually anywhere.

One reason Defontaine thinks those areas are so important is that AT&T "is increasingly not able to provide service, especially on short notice, because they don't have the inventory," he says.

But with those sorts of delivery systems in place, Defontaine says, "you know you can go out there and do a story — with a receiving capability of your own, rather than counting on common carriers, which don't always come up with what you need when you need it."

Like many veteran broadcasters, Defontaine thinks the primary problem for radio news isn't technological but social. "Where, he asks, are broadcasters going to find competent reporters to fill their ever-expanding ranks?

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The advertising landscape of 2001 may well be dotted by such exotic media as direct broadcasting satellites, two-way interactive cable television, videodisks and videocassettes, videotext and other outlets still unborn, but . . .

. . . The probability is that despite the explosion in media vehicles, television will continue to reign as the mass advertising medium.

A sampling of advertising specialists by Broadcasting suggests there are too many imponderables in the future to chart with precision the course of the next 20 years. But the consensus of advertising agency officials, national representatives, trade association officials and others is that television, particularly network television, will survive as the mass medium for at least the early years of the 21st century.

There is a difference of opinion as to how mass a medium television will become. But some contend that even if the medium's share fell to 50% or even less, it still would be a titan in a media universe fractionalized by a profusion of "narrowcasting" elements.

Opinions also differ as to the growth potential of television billings. But there is little doubt that television will grow, at least keeping pace with inflation.

Some agency officials feel television will lose some of its allure because predicted lowered shares of audience will necessitate raised price tags and higher costs-per-thousand. But others insist that an advertiser bent on national exposure will have to turn to television or cope with the task of stringing together the elements of other fractionalized media.

There is a strong feeling that radio not only will survive but also flourish as an advertising medium over the next 20 years. The overriding impression drawn from media and advertiser specialists is that radio will continue to find its niche as a "personal" medium for listeners as they drive their cars, cook, work or rest. Radio will be where people go, with its programs adapted to the needs of the public. Its power to attract specialized audiences will attract advertisers.

The outlook for magazines is less attractive, although by no means
Television

Roger Rice, president of the Television Bureau of Advertising, is not at all discomfited by reports heralding growth prospects of the new media. He stands firm that television broadcasting will continue to be the only mass advertising medium 20 years from now and all other media will be "narrowcasting.'

TVB has been kept busy doing its homework on the television advertising mix of 2001 and projects that by that year total advertising volume will reach the mind-boggling sum of $133.6 billion. The figure is more than 10 times the $11.3 billion for 1980 and the estimated (by TVB) expenditure of $12.6 billion for 1981.

Rice attributes part of the anticipated growth to inflationary pressures but contends that television's audiences and hours spent viewing will continue to rise, at a slower pace than in recent years.

Rice foresees that advertisers will remain with television over the next 20 years because prime-time shows will attract the mass men and women; sports programs, the mass men; daytime serials, the mass women; and Saturday morning, the mass children.

With television continuing as a mass medium, according to Rice, its advertiser growth will rely not only on traditional clients but also on such service-oriented enterprises as hospitals, law and public accounting firms, stores and video computer stores, convenience stores, shopping centers and corporations placing issue advertising.

Although Rice maintains that television will retain its emphasis on the mass over the next 20 years, he points out that buyers of television time will pay stricter attention to life-style characteristics of viewers.

Gene Devitt, executive vice president and director of media services of McCann-Erickson, tends to agree with Rice's assessment. He thinks that "the changes that will take place may not be as dramatic as some people think" and that at least for the next 10 years or so "the mass core will be network television delivering commercials of 30 seconds or less.'

In fact, Devitt believes that in the 1990's agencies will have to contend with more than three networks—perhaps as many as 10 or 12, including cable TV networks.

"We will have to call on more people, deal with more alternatives and be faced with lower ratings," he continues. Devitt estimates that the 1990's networks TV shares will slip to about 65% and slide to 55% or 60% by the end of that decade.

"Even by that time, network TV will still be a mass medium," he points out, "although we will have to buy more spots to reach our target audiences."

Jack Fritz, president of John Blair & Co., New York, agrees the growing fragmentation will increase the cost of buying spot and network TV, and, conversely, will raise the costs of selling spots by networks and national reps. "The buy is going to be complicated on both ends," he predicts.

Fritz is confident that network TV, despite some insurmountable by cable and other new media, will survive. "Even through adaptation to changing conditions.

"Perhaps only satellite-to-home broadcasting can change the picture," Fritz ventures. "But probably the only ones able to service both the homes and the stations will be the television networks."

Fritz foresees continuing growth for both national spot and regional advertising and for local advertising, and veers toward local as the more promising source of ad growth.

James Greenwald, president of The Katz Agency, New York, believes there will be more television networks (conventional and cable in the future) and advertisers will be attracted both by mass-audience and specialized programming. Greenwald contends that television networks and stations now have commanding lead over competitors, such as cable, in news and programming, and must work to sustain that edge.

"But they have the production facilities and access to the sources that provide the advertising," Greenwald says. "Even in the next 20 years I think that networks and stations will still be dominant forces, and any loss of money to cable will be made up by aggressive selling to both new and old clients."

Marcella Rosen, senior vice president and director of media for N W Ayer, says television and network TV particularly, are "going to hurt a little" in the next 10 years or more. But network television "definitely" is going to be the dominant medium.

"Sure there are going to be reductions in shares as a new medium begins to gather strength," Rosen concludes. "But the TV networks are the best financed, most experienced in marketing and programming and they certainly are not going to walk away."

Paul Benjou, vice president and associate media director of Leber Katz Partners, New York, estimates that network TV shares will erode by 15% to 20% by 1990 but feels there will be a leveling off thereafter. Benjou joins the chorus of executives when he proclaims, "The networks will still be around in the year 2000 and they will be the biggest guys in town."

The networks' most formidable competition will be cable, he continues, and one effect of the downward network rating trend will be "an easeing of the pricing inflationary spiral" in the networks. Benjou reasons that networks must become more cautious about pricing down the road as cable entices advertisers eager to reach targeted audiences.

His colleague, William Donnelly, vice president and director of resource management at Young & Rubicam, agrees and adds, "By the year 2000 there may well be the four-day week, and people are going to have more leisure time to do many things, including watching cable TV, regular TV, cassette or taking up some other activity. The audience is going to be larger and programs will decide where it will go."

M.S. Kellner, managing director of the Station Representatives Association, think television, and particularly network television, will continue to be strong 20 years from now. But he veers toward the growing importance of local marketing in 2001, with advertisers thinking first in terms of local rather than network.

"It may well be that networks will be basically sellers of programs with their affiliates getting first crack," Kellner suggests. "But I believe that the TV networks, with their financial clout and expertise in all phases of telecommunications, are going to adapt an ad to well down the road."

Michael D. Moore, senior vice presid and director of media management, Bento & Bowles, New York, believes that through the 1980's and perhaps through the 1990's the current television structure will be the basic way the advertiser communicates with its public. The TV networks, he adds, while in decline in shares of audience but still should be the dominant medium. Moore points out that television attracts about $10 billion in advertising while cable reached only about $3.5 million last year. "It is going to be a while before it makes a significant dent," he comments.

Broadcasting Oct 12 1981 244
Radio

Miles David, president of the Radio Advertising Bureau, is ebullient about the prospects of radio advertising over the next two decades.

Advertising, he said, is tied directly to the effectiveness and efficiency of a medium and he’s confident that radio will withstand the onslaught of the new media and blossom as a major advertising outlet in 2001. He projects that by that year radio billings will reach $40 billion, up from about $4.1 billion in 1981.

"I believe there are going to be fewer changes than some people think," David says. "I think 20 years from now a radio station will be as important, relatively, as it is now. The style of stations will change with society and that’s hard to predict. New types of entertainment and service areas will develop — and they also are hard to predict," he says.

Radio advertising, of course, is tied in with audience listening, and David can picture the radio in the future as "the companion" of the listener.

One of radio’s great strengths now, according to David, is its "narrowcasting" ability. For years, he says radio has developed programing and commercials to cater to a widely divergent group of audiences. Its skill at "narrowcasting" is going to be a requirement for success in 2001, David says, "radio has been there and knows how to do it."

The RAB chief executive notes there is a proliferation of radio networks and said this reflects the confidence some of the major broadcast companies have in radio as a growth medium. He believes the growth of satellite networks will have a salutary effect on local radio stations.

"The radio station must remain a strong local force with local news, community affairs, weather spots," he says. "But the integration of national features with local modules can make a station an attractive vehicle both for listeners and advertisers."

David suggests that the advent of the satellite radio networks may have the effect of increasing the amount of time people spend with radio. He recalls that over the years critics of radio said the medium would decline because of new technology coming on the market.

"In the past 20 years time spent with radio has remained virtually the same, about three hours and 27 minutes per day," David points out. "And we've had cartridges in autos, CB radios, low-priced audio cassettes, recordable and mini-television sets."

David maintains that radio is in the "strongest possible position" to grow despite the onrush of new electronic media, and exclaims:

"Our concern should not be with the new and unproved media forms. Our concern should not be defensive but offensive. Our potential for growth lies in the area of advertising carried in newspapers. It is there that radio should direct its efforts, particularly in the retail field."

Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, endorses David’s sentiments. He thinks radio will be the least affected of the media during the growth of the new technology. He envisions more networks and more radio stations coming on the air over the next 20 years and stations offering even narrower geographic and program selectivity.

Fritz of John Blair asserts that radio is going to continue to grow but believes cable will afford some competition.

"I don’t think that will bother radio," he observes. "Radio has its special niche and knows how to be adaptive. It keeps on growing — look at the number of new radio stations and new networks."

Greenwald of Katz says radio fills a highly-specialized need as a "personal medium" because of its portability and its targeted programming. He noted that time is a vital ingredient of media selection, and adds, "If cable is going to permit us to shop from your home, it will allow all more time to listen to the radio or watch TV or cable TV."

Gene DeWitt of McCann-Erickson is concerned about the impact of the growing number of radio networks on the local stations.

"With satellite programs beamed to 200 or more radio stations," DeWitt notes, "won’t the need for local stations lessen? The station’s role may be reduced to a carter of programs."

Peter Moore, executive vice president of Torber Radio, thinks radio’s swing to selectivity in programing and audience appeal will stand it in good stead in the years ahead. "The other media will have to catch up," he ventures.

Ralph Guild, president of McCann-Guild, agrees with DeWitt that the day of the totally independent radio station may have reached its peak. There is a sharp trend, he says, toward the nationally produced program in radio. Guild doesn’t subscribe to the theory that cable TV is likely to hurt radio because they are both targeted media. He contends that people listen to radio for news and music and for companionship. "Once the novelty of cable television wears off," cable programming will be perceived to be just as bad as regular television," Guild insists.

Cable TV

Although cable television has existed for more than 30 years, its potentiality as an advertising force is only a few years old, linked closely to the development of satellite broadcasting. And its future as an advertising medium is promising, if not limitless, as some of its proponents loudly claim.

Robert Alter, president of the Cabletelevision Advertising Bureau, notes that cable has reached maturity without taking advertising to any appreciable extent, but says many operators now are committed to expanding advertising revenue.

Alter, who is the first president of the CAB and has been in the new post only since last April, is loath to speculate on cable TV advertising billings in the future, but he says that the bureau has set some goals through the 1980’s.

"We’re saying that by 1990 we’d like to see 20% of cable TV’s revenues come from advertising," Alter says. "We’re thinking of 1990 as a $13-billion year, which would mean $2.6 billion or so from advertising. But you know, there’s a lot of sorting out in advertising. Do we count videotext and shopping services as advertising?"

Alter believes that cable advertising is going to build up initially on the network level. The advertiser-supported networks, he says, are aimed at specific demographic groups and present specific programing, such as news, music, sports, the arts, with targeted appeal to such groups as blacks and women.

"These networks are now generating national advertising and will do it increasingly in the future," Alter says. "I think these programing services will help: cable systems generate local dollars through sales of local adjacencies."

Alter also envisions the development of more and more local cable programing, creating local advertising possibilities. These would be programs in news, sports and community services.

A third source of advertising, according to Alter, would flow from "interconnects," with one system as originator of programs, feeding other systems.

Alter acknowledges that some cable operators have been ambivalent about seeking out advertising, preferring to concentrate on their sales resources on subscriptions. But he believes that eventual entrepreneurs will go the advertising route once the medium makes headway.

"So many advertiser-oriented companies are already in cable, Stuff with advertising specialists, such as Cox, Times Mirror Cable and Viacom," he points out. "Now others are coming in with advertising backgrounds, such as ABC, CBS, Westinghouse and the Tribune Co. They come with a bias toward advertising."

"There are so many possibilities for cable TV advertising," he observes. "There are numerous opportunities in direct marketing, in classified advertising, in retail fashion shows. We have the technology; there has to be the know-how to put it all together."

One of the criticisms directed at cable television is its lack of research. Alter feels that void will be filled in time.

"New forms of research will emerge for cable," he says. "Cable requires a special kind of research. Some traditionalists want research along the lines of television. Research is needed not only for advertising but for the
DeWitt of McCann-Erickson says the growth in cable TV viewership will be evolutionary. “I see cable as another delivery method,” he remarks, “and so much of what is said about cable is so much smoke.”

DeWitt believes that cable systems will begin to become competitive with the commercial networks and stations in the 1990’s. “But narrowcasting is not a viable alternative to network TV,” he contends. “Even if networks go down to 55% or 60% shares by the end of the 1990’s, it’s still a mass buy. We may have to buy more spots to attain desired rating points.”

For many advertising agencies, the next three or four years are going to be periods of experimentation with cable, he reports. “Many of us will be supporting cable with advertising to get a grasp of what the term is trying to become the mother of necessity,” Rice says.

Greenwald of Katz acknowledges that cable television will burgeon over the next 20 years but believes it will not substantially affect the growth of other broadcast media. Over the years, he points out, media have tended to grow to fill a need. “New media bring in new advertisers and that will happen with cable,” Greenwald says. “Advertisers move from one medium to another; in spot TV, for example, there is about a one-third turnover of advertisers every year as clients try to find a niche.”

Benjou of Leber Katz is highly bullish on the prospects of cable. He believes that by 2001, 85%-90% of all cable television households will be equipped with cable and that advertising revenues generated through cable-vidextext systems will be in excess of $20 billion annually.

He projects that in 20 years a typical cable-videxttext system will maintain more than 20 channels. Benjou prophesizes that lines of ownership will blur so that in the next two decades the major TV networks will produce the majority of their income from their cable-videxttext ventures.

Donnelly of Y&R projects a tremendous growth in cable advertising over the next 20 years or sooner as the medium builds a substantial audience that he said will be “mass” and at the same time develop programing to appeal to specific audiences and advertisers. He foresees expansion in advertising for cable as it develops into a formidable direct-marketing tool with two-way capability.

Through the roof with M-E’s Coen. Robert J. Coen, senior vice president for media information for McCann-Erickson Worldwide, New York— who has been predicting advertising expenditure trends for that company for 33 years—projects an explosion in advertising by 2001. And although his prognostications for television and radio advertising aren’t as rosy as those articulated by Roger Rice and Miles David, the president’s (respectively) of the TV and radio advertising bureaus, Coen’s estimates portend striking growth for both broadcast media. For TV: up from 1981’s $11.4 billion to some $90 billion by 2001. For radio: up from 1981’s $3.7 billion to some $28 billion by 2001. In both cases, those would be growth rates approaching 700%.

Coen is even more optimistic—in percentage terms—in his predictions for the growth of total advertising expenditures: from $54 billion in 1981 to $745 billion in 2001, a growth rate approaching 800%. Newspaper expenditures, he says, will go from $15.5 billion to $120 billion and magazine advertising expenditures from $3.15 billion to $25 billion.

Coen lump all the so-called new media—cable TV, videxttext, teletext and others—into one category that he says will amount to $14 billion by 2001.
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Considering technology alone, and disregarding politics and economics, the U.S. telecommunications system of 20 years from now could look like this—the composite of a multitude of interviews with experts from across the technological spectrum:

In 2001 the United States will still be essentially a nonwired nation. That is to say, as today, most popular television and radio programing will reach American homes piggybacked on electromagnetic waves sent through the air—in other words, through the magic of broadcasting.

The cornerstone of the broadcasting medium in the future will not be the local station alone, however. It will be joined in the broadcast spectrum by high-powered communications satellites that, hurtling through space at 10 times the speed of sound, will beam multiple channels of programing to virtually every home in the country.

Terrestrial broadcasting will continue to play an important—albeit secondary—role in the future. Stations will be in a position to rebroadcast much of the broadcast satellites' national programing (although no community will have enough terrestrial stations to carry all the satellite signals available from above), making it unnecessary for viewers to buy special antennas to receive the programing directly from the satellite while mixing in some local programing and advertising.

The nature of terrestrial broadcasting also will be reshaped by the proliferation of low-power television stations. A number of mini-stations will pop up in every community, opening the medium of television to most who want to play.

Millions of Americans will want to receive the full range of satellite programing, which may consist of 100 channels or more. Most will aim inexpensive antennas from their rooftops or backyards to gather the satellite signals. But apartment and condominium dwellers and others who can't get a direct look at the satellites will hook up to master antenna systems or local cable systems.

As a television medium, cable will have reverted to what it was in its
early years: a means of taking television to hard-to-reach places. The only difference between cable’s past and future is that those places primarily will be high-rise in densely populated urban areas rather than in the homes of a small town.

Although the multi-point distribution services (MDS) will win more spectrum from the FCC in the years ahead—primarily to beam multiple channels of pay television across uncabled marketplaces—they will have a tough time competing with broadcast satellites and their local affiliates. The problem is that horizontally transmitted MDS microwaves (2 ghz) propagate poorly and are easily blocked by buildings and trees. What’s more, reception of MDS signals requires a special antenna and receiver virtually as complicated and expensive as that anticipated to be required for DBS. Given that trade-off, eventually, a consumer will more likely invest in a satellite earth station capable of receiving multiple signals than an MDS antenna that will pull in only one channel. Thus the likelihood that MDS—as, in some cases, low-power TV—will be a medium of the moment, which will one day give way to something technologically superior, is remote.

It will not be just the delivery systems that will have changed by 2001. The pictures and sound of television will be vastly improved. Through the application of advanced electronic and computer technology, pictures will be displayed in the homes of the future on panoramic screens covering an entire wall. The extraordinary pictures, comparable in color and clarity to 35-mm film, will, when combined with the super high-fidelity stereophonic sound, create a viewing experience unachieved in today’s best movie theaters.

A host of (audio) radio services will be broadcast along with the television programming by the satellites. But the outlook for AM and FM broadcasting is as bright (or as dismal) as the prospects for the private automobile. The radio broadcasters’ market in 2001 will still be equal to the number of cars on the road and the number of mobile situations the audience finds itself in. (The only thing that could short-circuit terrestrial radio’s future is the development of an inexpensive, omnidirectional satellite antenna that could be mounted on cars to receive signals from satellites.)

The future also will bring with it a host of computer-based services to supplement telephone service and familiar radio and television programming in the home. Computers have been around for decades as tools of science, government and business, but for the most part have been too costly and too complex for the average consumer. Through two-way systems established by cable and telephone companies and one-way systems operated by broadcasters, the power of the computer will be brought into the home. Using low-cost “intelligent” computer terminals, consumers will be able to call up “pages” of information from vast electronic libraries of computerized newspapers, magazines and libraries.

There will be plenty of “wire” in the communications environment of 2001 to carry such services locally among homes and businesses. “Twisted pairs” (telephone lines) and coaxial cable will gradually be replaced by fiber optics during the next 20 years. By impressing signals on lightwaves rather than radio waves and channeling them through glass strands, the technology promises to drastically reduce the cost and difficulties of communications while increasing quality.

Such a technology in the hands of a carrier legally able to distribute television—cable television operators and telephone companies are not—could challenge the dominance of broadcasting in 2001 or just beyond. As each day passes, however, the cable television industry’s commitment to coaxial cable, a technology rapidly approaching obsolescence, increases with every mile of coax it strings or buries in Pittsburgh, Houston, New Orleans and the other cities and towns now under construction. When the telephone begins in earnest the shift to fiber in the 1990’s to carry computer digital communication services to the home, the cable industry will be awaiting its first real profits from the urban systems built in the early and mid-1980’s. It will be in no position to rewire with fiber.

Parallel but not necessarily in competition with the rise of broadcast satellites and the computer services will be the increasing presence of videocassettes—but not videodisks—in the home. The first of those technologies will allow consumers to build personal libraries of favorite programming, supplementing broadcast services of the future as phonograph records have supplemented radio in the past. VCR’s will permit the taping of broadcast television and of the “home movies.” Videodisks will have proved to be an excellent storage medium not only for pictures and sound but also for words and numbers, but they won’t have found favor as a consumer item because of their inability to record.

In offering equipment for all these different media and services, the consumer electronic marketers of 2001 will take the same approach they did with high-fidelity audio. The consumer will build his home communications system to conform to his needs from a variety of discrete components. A typical system may include a VHF-UHF tuner, an AM-FM tuner, a multichannel broadcast satellite tuner connected to a rooftop antenna, a videocassette recorder and a computer terminal.

The telephone, essentially unchanged since its introduction over 100 years ago, will have shed by 2001 many of the wires—glass and copper—that limit its use today. By that year every major urban area will have a cellular mobile radio system, permitting high-quality voice communications from anywhere within the service area with small lightweight transceivers.

The real revolution will come in the mid-1990’s when mobile telephone service will be extended to every spot in the continental United States, regardless of how remote, through interconnection of cellular radio systems and conventional wired networks with a “land mobile satellite.” The transceiver needed to talk through the mobile satellite will be no bigger than a cellular radio transceiver and could be made small enough to wear on the wrist.

Broadcast satellites—the medium of the future—are natural steps in the evolution of communications satellites.

As satellites have become more powerful through the years, the parabolic antennas needed to gather a signal of sufficient strength have shrunk in proportion. Improvement in the electronics, the loosening of stringent federal regulations and the mass production of earth stations (after the cable industry began wholesale use of them in the latter half of the 1970’s) all contributed to earth stations’ steadily decreasing cost.

Up to now, communications satellites have been designed for point-to-point or point-to-multipoint communications or program distribution. They operate with 4 ghz (C-band) or 12 ghz (Ku-band) frequencies and are characterized by transponders (satellite transceivers) with output powers of between five watts and 20 watts.

Broadcast satellites are a different breed. The gradual evolution of communications satellites—more powerful transponders and smaller earth stations—will be accelerated enormously to produce them. The first generation of broadcast satellites will possess transponders with as much as 400 watts of power focused on perhaps one-quarter of the country. (Fixed satellites, by contrast, scatter their power over the entire country.) Consequently, the signal strength of a broadcast satellite on the ground will be as much as 1,000 times greater than a fixed satellite and the size of the receive dish will be small indeed. Today’s broadcast satellite applicants at the FCC say that dishes one meter in diameter will suffice for fringe coverage areas and that dishes as small as six-tenths of a meter will be suitable for reception toward the center of the satellite “footprint.”

Broadcast satellites will combine the best of terrestrial broadcasting and cable television. Like a powerful VHF station, a broadcast satellite can deliver its product to virtually every home within reach of its transmitter if the case of the VHF station, the reach is about the size of any metropolitan area. In the case of broadcast satellites, it is the entire country. Although broadcast satellites are plagued by rain attenuation—interference caused by moisture in the atmosphere—the have none of the problems terrestrial stations have with such obstructions as buildings, trees and mountains.

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A-10: 10-12 production area, 1-2 cameras
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B-14: 12-14 production area, 2-3 cameras,
    1 studio VTR, audio console, production
    switcher, audio cart and reel/reel recorder
    telecon, and ancillary equipment.
C-16: See illustration to right, 16-18
    production area, 2-4 cameras, 1-2 studio VTR's,
    other equipment similar to B-14.
D-22: 18-24 production area, 3-6 cameras,
    1-3 studio VTR's, A/V routing switcher,
    2 audio cart recorders, telecon system,
    other equipment similar to B-14.
nnels into the home. Since numerous broadcast systems can be launched, the medium will one day offer as many channels as the urban cable system of today. It is impossible now to determine precisely how many channels' broadcast satellites will deliver since the plans for dividing the choice orbital locations and limited frequencies with other countries of North and South America will not be determined until the 1983 international conference on broadcast satellites.

It can be said with some certainty, however, that there are likely to be more broadcast channels available than programmers to fill them. Satellite Television Corp., the Comsat subsidiary that got the broadcast-satellite ball rolling with an application to the FCC in December 1980, believes that there could be room for 110 to 152 channels to serve each of the United States' four time zones—a calculation believed to be conservative and realistic. It assumes that the satellites in orbit will be spaced 16 degrees apart (fixed satellites are now spaced three or four degrees apart), that 36 or 38 channels can be squeezed out of the 500 mhz of allocated spectrum (12.2 ghz to 12.7 ghz) and that each of the four time zones can be served from four orbital slots. The number of channels will be reduced, but not significantly, if a channel bandwidth wider that STC has proposed—to accommodate HDTV signals—is finally adopted as the international standard. A wider bandwidth would result in perhaps 27 channels per orbit slot.

Even after sharing with other countries of the hemisphere, it is entirely possible that the United States could end up with 90 to 100 channels per time zone. And if that's not enough, the satellite operators need only wait until the next band of broadcast satellite spectrum (22.5 ghz to 23 ghz) opens up in the early 1990's. According to STC engineer Leo Keane, the band should be good for another 150 channels which would be divided up among the countries of the hemisphere and, since an earth station has more discrimination at higher frequencies, spacing could perhaps be halved and channel number doubled to 300 per time zone.

Fourteen companies have asked the FCC for permission to begin the construction of broadcast satellites prior to the 1983 international conference and chances are that at least half of them may receive the go-ahead. Prompt FCC approval of the applications could mean a dozen broadcast satellite channels beaming into every home in the country as early as 1985 or 1986—possibly before such cities as Washington, Cleveland, Detroit, Philadelphia and parts of New York are completely wired by cable.

Broadcast satellites would be the basis for the long-promised fourth network. By reaching millions of homes directly and millions of others through local broadcast stations and cable systems, a broadcast satellite programmer could put together an audience as large as those maintained by any of the three major networks. Once the audience was set and counted, the advertising and programming would naturally and quickly follow. This is precisely what two of the broadcast-satellite applicants, United States Satellite Broadcasting and Video Satellite Systems, have proposed. The success of such a network would begat even greater success as more consumers line up to buy and install equipment to receive it. As the network gained momentum, the three major networks would have to grab spots on the satellites or risk being left behind.

As a pay television medium, broadcast satellites will use the same technology being pioneered today by cable and subscription television operators. Addressable decoders attached to the satellite tuners in the home will allow satellite programmers to offer pay services on a monthly subscription basis or on the potentially lucrative pay-per-view basis.

Broadcast satellites will ascend to pre-eminence by 2001 simply because they will be the most efficient means of delivering multiple channels of television to the home. In an analysis of the comparative cost of delivery systems, Isaac Blonder, chairman of Blonder Tongue Laboratories, found that "cable is the most expensive method of distributing signals." Cable systems cost anywhere from $1.50 to $5 per home per channel to wire while broadcast satellites can reach each home directly for approximately $2 per channel, assuming a penetration of 20 million.

Besides its high initial cost, cable requires constant and costly maintenance. The "beauty" of broadcast satellites, Blonder says, is that "qualified engineers" are needed only to monitor the satellites. The receiving systems, he says, "can be operated by people at the lowest technical level and it won't hurt the overall system no matter how fumbling they are."

In a cable system, on the other hand, Blonder says, lack of careful maintenance could cause a system to deteriorate overnight. "It's a precision electronic package which a super qualified engineer has to understand thoroughly."

Although Oak Industries Chairman Everett Carter doesn't believe broadcast satellites will "knock out" cable, he does feel they will "slow down" or "suspend cable expansion." He too notes the high cost of cable maintenance and adds that the satellites will deliver a much better picture on top of it all. And he says, "I see satellite becoming less expensive as cable becomes increasingly expensive."

Cable's primary problem is that it will never achieve the circulation potential promised by broadcast satellites. Thus, cable will be at a distinct disadvantage in the battle to procure high-quality pay programming and advertising dollars to support free programming.

Industry prognosticators show cable as having no more than 50% to 60% of the total television homes by 1990. That's more than broadcast satellites are expected to reach at the end of the decade, but whereas broadcast satellites have the potential to reach every television home and then some, cable will have come to the end of the line. There will be no place for cable to grow and 50% or 60% penetration is insufficient to warrant the production of high priced programming.

Some time during the 1990's broadcast satellites will surpass cable and later they will cross over that threshold that will make the fourth and perhaps a fifth network possible and permit the development of advertiser-supported specialty programming. Even the programming network created to serve cable systems will be prompted to move to the broadcast satellites.

It will be ironic if satellites are the cause of cable's demise as a television medium. It has been the synergism of fixed satellites and cable that has made cable the thriving industry it is today. Since its inception in the 1940's as a means of delivering television broadcast signals to homes in areas of weak off-the-air reception, cable grew erratically and slowly for 25 years. The industry founded until Home Box Office in 1976 began to distribute its programming to widely scattered cable affiliates by fixed satellites, which proved to be inexpensive and reliable. Seeing HBO's success, several other pay and advertiser-supported programmers followed suit.

Broadcast satellites are by no means cheap. First-generation broadcast satellite channels will cost 15 to 40 times more than fixed satellite channels. The four-satellite system proposed by RCA, for instance, will cost $760 million. To lease a single transponder (serving one time zone) on a satellite will cost $20 million a year. Four transponders (to reach the entire country) will cost between $60 and $80 million, according to RCA's filing. That's a lot of money considering that there will not be a single home equipped to receive programming from it assuming the RCA satellites go up with the first generation of satellites in the latter half of the 1980's.

DBSC, another potential satellite broadcaster, would offer more affordable channels. A national channel (three transponders) could be had for approximately $30 million a year, according to DBSC's Pat McDougal. The high cost of the channels will retard the growth of broadcast satellite services in the early days, but will not stop them. Furthermore, transponders on subsequent generations of broadcast satellites will be far less expensive. The high cost of transponders on the first generation is caused primarily by the need to limit the size of the satellite (and, by extension, the number of transponders on each satellite) so that it can be lofted on an available launch vehicle. The problem will be resolved by the space shuttle and suplemental rockets to carry large satellites from the relatively low orbit of the shuttle to geostationary orbit. When size is no longer an important design factor, broadcast satellites may be built with as many as two dozen transponders and will benefit from economies of scale.

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tually be used as advertising media, their early success will be achieved through pay television. According to Oak Industries, broadcast satellites will be helped through their infancy by a large market unexposed to pay TV. Len Jednak, senior VP for corporate research and development, says Oak's research shows 17 million homes in 1984 affluent enough to buy $120 antennas and unable to receive subscription television or pay cable. STC, a pay satellite broadcaster, predicts that it will penetrate 6% to 8% of the total television homes for between five million and seven million homes by the time its four-satellite system is in full operation. Since all the early broadcast satellites probably will be collocated, a dish installed to receive STC's programming could also pick up whatever is on the RCA satellite. RCA says that if five million homes were looking at its satellites, the cost of reaching each home would be a modest $1.33 per month.

Besides the high cost of satellites, the major drawback to the broadcast satellite service is the need for special receive antennas — small parabolic dishes with associated electronics for tuning. Although many believe the awkwardness and cost (estimates range from $250 to $500) of the gear will keep the medium from ever getting off the ground, others feel the problem is overstated. "What's the difference between putting up an antenna to receive a local television station and putting up a dish to receive the satellites?" asks Blonder, who has spent 30 years building television antennas.

The earth station problem will be alleviated if all first-generation satellite programmers serve the country from the same orbital slot so that antennas don't have to be turned to receive different programming. Standardization of the electronics also would help. Some of this work was done by the 1983 international conference that will set the channels and the channel bandwidth. It would benefit the entire medium if all tuners were made to receive the full range of channels. Otherwise an STC viewer would be faced with buying another tuner to pick up programming from other satellites.

Technology may erase many of the problems associated with the antenna by 2001. Walter Morgan, an independent broadcast satellite consultant, suggests that planar or waveguide antennas could one day be substituted for the familiar parabolic dishes. The planar would have to have the same surface area as the parabolic dish, Morgan says, but it would be perfectly flat. A one-meter parabolic antenna then could be replaced by a flat planar three feet square. Not only is the planar less obtrusive, Morgan says, but it is capable of being electronically steered from satellite to satellite across a wide area without being physically moved. If the steering mechanism were controlled by a microprocessor designed to keep it locked on one signal, the planar could be mounted on a car or truck and mobile broadcast satellite service would have been born.

Morgan says there is no reason why the mass-produced planar couldn't be made as cheaply as conventional dishes.

The future of broadcast satellites is tied to a great extent with that of terrestrial broadcasting. The satellite service will never get off the ground without local broadcast affiliates to help build immediate mass audiences. And it is unlikely that every home in the country will ever be hooked up to an antenna to receive programming directly from the birds.

The marriage of terrestrial and satellite broadcasting systems will not only be financially beneficial to both parties, but it also will preserve localism in television. The local stations will insert local news and advertising into the national feeds from the satellites.

In terms of localism the low-power stations may have more impact on conventional broadcasting than will the broadcast satellites. Scores of mini-stations serving fractions of the full-service stations' coverage area could erode the latter's viewership and advertising revenue. Most of the mini-stations, however, will be low-cost, nonprofit operations intended to provide public services and public access to the airwaves. Since such stations can be built for as little as $5,000 or $10,000, they will be within the scope of any significant group. The consulting firm of Block, Butterfield & Reilly predicts that within the next five years 600 low-power stations will go on the air and that a full 450 of them will survive and generate $500 million in advertising and subscription television revenue. But that is just the tip of the iceberg. There are thousands of UPTV applications on file at the FCC, and indications are that there are thousands more waiting for the FCC's processing freeze to be lifted.

The upshot of it all is a cornucopia of television programming. Every home will be able to receive multiple channels of pay and free television from local stations and direct from the broadcast satellites.

Along with the many channels of television programming the broadcast satellites will beam an array of audio services. Some of the services will be designed for reception directly in the home, but others will be intended for rebroadcast by conventional AM and FM radio stations. As they do today, stations will have the option of rebroadcasting a single feed or putting together a programming schedule from several network services and local programming.

The quality of television technology will undergo tremendous changes for the better over the next 20 years, brought about by the conversion from analog to digital technology and the adoption of a high-definition television standard to replace today's standards, now showing definite signs of age. The switch to digital, a spin-off of computer technology, will allow more faithful electronic reproduction of sights and sounds than analog technology. The HDTV standard will produce pictures twice as sharp as today's standard and will feature wider pictures and stereophonic sound.

Most video signals are analog today. That is, a camera produces a fluctuating electrical voltage analogous to the brightness of a picture along one television scanning line. With digital technology, the fluctuating voltage is sampled millions of times per second and each sampled voltage is assigned a unique code word made up of several binary digits. The industry seems to have compromised on a sampling rate of 1.35 million times per second. At eight bits per sample, the digitalizing of a television picture produces a bit stream of 108 megabits per second (mbps).

The digitizing of video guarantees that the videographer will get the most out of the existing television standards. Digital devices are transparent; they add virtually no interference to a signal. Signals can pass through digital processors, switches, special effects generators and videotape recorders with no apparent degradation. Digital studio equipment also is easier to automate and is more stable and reliable than analog equipment. Although the initial conversion from analog to digital will be costly, the cost of individual digital equipment is expected to be less than the cost of analog.

The heart of any video production studio is the videotape recorder, and before the studio can go digital a practical digital videotape recorder will have to be developed. Several companies have shown prototypes, but they may be some years away from the marketplace. Some believe the machines are already perfected and that manufacturers are merely waiting for the adoption of standards and more return on their investment in the development and production of the one-inch analog recorders introduced just three years ago. Dennis Fraser of NBC America discounts such talk, however, saying the digital recorder is simply not cost competitive with today's analog machines. They will be within three or four years, he says.

When it does come, digital will work wonders in program production. In the course of making a program, any given portion of a program must pass through a recorder at least three or four times, each time it does, a significant amount of noise is added. After just 10 passes through a recorder, the picture is hopelessly distorted. Such technical limits restrict the creativity of the producer. A digital recorder, because of its transparency, can create multiple generations of a picture, perhaps as many as 30 without causing it to decay.

The signal will be passed around the studio with fiber optic cable rather than coaxial cable. The glass fiber is immune from interference created by power lines and electrical devices and is itself remarkably transparent — literally and figuratively.

Many of the benefits of the digital studio will be lost if the signal emanating from it is distributed in the analog mode. Distribution systems — satellites and terrestrial
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microwave—will therefore make the conversion to digital along with the studio. The digits will also gradually infiltrate the television receiver over the next decade. Because of bandwidth restrictions and compatibility problems, the signal from broadcasters—terrestrial or satellite—to the home will remain analog for some time. But, says Kern Powers, a staff vice-president at RCA Labs, the “first thing the receivers are going to do is convert the signal back to digital to do the signal processing.” Don McCoy, head of CBS Technology Center, agrees with Powers. An inexpensive digital frame store in the receiver, he says, will bring a wealth of benefits. It will eliminate ghosts, permit stop action and significantly improve picture quality.

Digital television’s one major flaw is the tremendous bandwidth required for its transmission. The raw digital signal demands a channel 50 mhz or 60 mhz wide. Fortunately, digital television can carve itself out of its profligate use of always scarce spectrum.

According to Dick Green, a colleague of McCoy’s at CBS, there are several kinds of bandwidth compression schemes that can be applied alone or in concert with one another. One technique is entropy encoding, “if you look at the statistics of a picture,” says Green, “you find that certain picture elements occur very frequently and others very rarely. So it’s wise in your coding scheme to use the minimum number of bits to send those elements that occur most often.” Green makes the analogy to the Morse code, where the letter “E” is represented by a single dot.

McCoy adds that the frame store in the receiver can also be used to reduce bandwidth. “We can retain the common elements at the receiver and only send the new elements to update,” he says. “The efficiency becomes enormous!”

Despite the wonders of digital technology, it can only do so much for the U.S.’s NTSC television system, originally adopted in 1941 and modified for color in 1951. Improvements in the NTSC system are restricted by the 525 scanning lines that determine vertical resolution, the narrow video bandwidth that constrains horizontal resolution and the picture’s narrow aspect ratio.

The motion picture industry and marketplace demand for large-screen television are pushing the industry toward what has become known as high-definition television is pushing the industry toward what can only be called vertical resolution (1,150 scanning lines) and a much wider aspect ratio. The movie industry is clamoring for HDTV so it can replace antiquated film technology with video. Hollywood types like Francis Ford Coppola, Glen Larsen and George Lucas see video as a less costly and more creative medium than film. At a recent seminar on HDTV in New York, Coppola said video will transform the art of moviemaking by allowing movies “to be mixed like music instead of being edited.” Movies produced on HDTV videotape could be transferred to film for theatrical distribution or transmitted by satellite directly to theater.

There were 57,132 large-screen projection television sets sold last year in the United States even though the images they produced are marginal at best. They magnify the inadequacies of the present television system. The NTSC is designed to be viewed from a distance of six times the picture height. To properly watch a screen five feet high requires the viewer to sit 30 feet away. He might as well watch a foot-high screen from six feet away. An HDTV system would allow a viewer to sit twice as close to the screen so that a large screen would fill a much larger portion of his field of vision.

Because of the enormous bandwidth required to carry a HDTV signal, the HDTV standard will be analog in its initial applications. But as compression techniques evolve, a digital HDTV standard could be adopted compatible with the worldwide digital standard. By 2001 there are those who believe HDTV will be available in every home delivered by broadcast satellites and by special terrestrial broadcast stations granted extra-wide channels.

The HDTV could also be received in homes without HDTV sets although in a much degraded form. Conventional broadcasters could pick the HDTV signal from the satellite, downconvert to the 525-line standard and rebroadcast it through a standard six-mhz VHF or UHF channel. Homes equipped to receive broadcasts from the satellites could purchase devices to perform downconversion at home.

The HDTV signal will, of course, have high fidelity stereo sound, but stereo television will be old news by the time HDTV rolls around. A committee of the Electronic Industries Association is now working to develop a standard for stereo sound, and according to Tom Keller, the chief engineer of the National Association of Broadcasters and the committee’s chairman, television stations could be broadcasting stereo “within two years, with luck” in addition to stereo sound. Keller says, the standard will accommodate a second channel that could be used for second-language sound tracks. The standard would also incorporate a noise reduction system to enhance the sound quality.

Audio, in general, is undergoing the same digital revolution as video except that events are happening more quickly in audio. Sophisticated multi-track tape recorders are already in widespread use in audio production, and Sony has a device for recording sound digitally on an unmodified Betamax video-cassette recorder. Since audio—in either an analog or digital manifestation—has but a fraction of the bandwidth of digital video, transmission of audio signals is not nearly the problem.

When Johann Gutenberg developed movable type in 1436-37, he invented mass communications and an entirely new storage medium: the printed page. Before Gutenberg, putting words on clay tablets, papyrus or paper was an arduous and time-consuming task. Consequently, few copies of any work existed and few individuals had access to them. By devising a means of easily making many copies, Gutenberg created a way to disseminate work of knowledge among the masses, who suddenly had a reason to learn how to read.

Although the first books off the Gutenberg press were copies of the Bible—the German knew a best seller when he saw one—the ease with which books could be produced on the press gave birth to books containing facts and ideas that would never have been recorded or widely circulated before Gutenberg.

The printed page was a superior storage medium, not because it was more durable than the handwritten page, but because many copies could be made, improving the survivability of knowledge. Never again would mankind have to fear a fire like the one that destroyed the library of Alexandria in the third century and set back human progress by centuries.

The 19th and 20th centuries gave rise to some clever ways of recording sights and sounds. Still photography flowered in the mid-1800’s and gave birth to motion pictures at the turn of the century. The phonograph record and later magnetic tape were invented to record sounds. And not long after the invention of video came the appearance of a video recorder.

The primary vehicle for recording and circulating words, however, remains to this day the printed page. It has served mankind well for over five centuries, but its days may be numbered. As the printing press replaced the scribe, it is itself being replaced, at least partially, by the computer. From less than 50 years ago, the computer is revolutionizing the entire business of storing information and, with the aid of telecommunications, the way it is distributed.

Computers were originally designed to solve complex mathematical problems, automate machinery and detect patterns in encoded vast amounts of information. For computers to perform these tasks, they require great "memories" to store the information to be worked on and "programs," additional instructions, on how to be done.

As the machines evolved and their memory increased, computer operators found the aid from their other capabilities computer were excellent information storage media. Enormous amounts of information could be tucked away in computer memories and quickly and easily retrieved with a few keystrokes. What’s more, the information could be called up on remote terminals and other computers anywhere in the world.

For the last few decades the computer has been the tool of government, science and business. What has been lacking is a way of making the computer’s prodigious power accessible to everyone. Open access to com
computer, particularly their information banks, is what the home information revolution of the next two decades will be about. Those who think television has been a long-time coming should be thankful that it did not take 5,500 years—the time that elapsed between the invention of writing and universal access to it made possible by the Gutenberg press.

Videotext and its somewhat less capable cousin, teletext, are the technologies that will bring the computer into every living room. By utilizing the conventional television set as a display terminal, videotext and teletext will give every owner of a television set entry to the world of computers for a small incremental cost. The price derives from the decoders, which as add-ons to the set will decode and display in numbers, letters and simple graphics the digital information received from the computer and the keypad or keyboard, which will permit the user to pick out specific "pages" of computerized information and, in the case of videotext, "talk back" to the computer.

The nature of the two systems will dictate, to a certain extent, the types of media that they can employ. Videotext can be set up over a two-way cable system, telephone lines and the fiber-optic networks that will interconnect most homes by 2001. Broadcasting, a one-way medium, is a natural for teletext. All four classes of broadcast stations—AM, FM, full-service television and low-power television—as well as broadcast satellites could be used to deliver teletext services to homes.

The nature of the information served up by the systems will be diverse. It will include news, weather, travel schedules, emergency information, real estate listings, classified and display advertising, catalogues full of merchandise, instructional and reference material and perhaps entire novels. The system also will offer a closed-captioning service that will help the hearing-impaired or translate programing into other languages.

Videotext's interactive (two-way) capability gives it a distinct advantage over teletext when it comes to information retrieval. In a videotext system, all pages of information sit passively within the computer's information banks. Using a keypad, the consumer asks for a specific page and he computer—reacting at the speed of light—immediately sends it. The amount of information—the number of videotext pages—is limited only by the computer's capacity and that of any other computer with which it may be interconnected. Heuristically, videotext information capacity is endless.

Because it is interactive, videotext is capable of far more than information retrieval. It also can be used to order and pay for merchandise, respond instantly to surveys, and, for example, to make banking transactions.

A teletext system, confined to one-way transmission, is configured differently and, in practice, does not have the information capacity of videotext. A limited number of teletext pages are transmitted sequentially and cyclically during the vertical blanking interval (VBI) of a conventional television broadcast. The teletext user signals his decoder for his decoder to grab a specific page from the stream of pages and display it on his television screen.

The VBI is the fraction of time it takes for the scanning beam of the television set to move from the bottom of one picture frame to the top of the next. During this time the scanning beam traces 21 diagonal lines as it moves back and forth up the raster; thus these lines are "blanked" (made invisible. Many of these lines, each representing tiny fractions of a second, are used to transmit signals critical to the television picture. But all teletext proponents point out, perhaps nine of them could be used for teletext transmission.

A typical teletext system, using just a few lines of the vertical blanking interval, can offer just a few hundred pages without making the user wait an unduly long time for the page he selects to be transmitted and displayed. It is axiomatic in the teletext planning that the more pages of information broadcast, the slower the access time. Both factors—limited number of pages and slow access times—deprive the teletext user of the flexibility of videotext and must be weighed against each other in developing a service.

KNTV of Los Angeles has been broadcasting a 80-page teletext magazine since April. The user must wait an average of seven seconds for each selected page to appear. While that doesn't seem like a lot of time to wait, a teletext page is not much to wait for. A single page contains only 160 words, significantly less than a typewritten page or three or four inches of a typical newspaper. If all a consumer is offered is 80 such pages he may have little incentive to pay for a decoder-equipped set.

Teletext systems are being tested or planned in the United States by CBS, WNET, Los Angeles, NBC, Westinghouse Broadcasting, Field Communications and the Public Broadcasting Service. The one question they're all asking is: What is the market potential of teletext broadcast over the vertical blanking interval? It seems that most are bullish on the prospects for teletext. Strategic Inc., a San Jose, Calif., consulting firm, predicts that by 1990 some 20 million homes could have some form of teletext.

Teletext also would be enhanced considerably if an entire television channel were devoted to the service and if a television line were used to talk back to the teletext decoder computers. A full channel would allow the transmission of hundreds of thousands of pages in the same time that two lines of the vertical blanking interval would pass 200 pages. Although such capacity is still not great as the millions of pages that will be contained in a typical videotext computer, it is presumably sufficient to keep happy the consumer who has made a modest investment in a teletext decoder.

The rise of the videotext and teletext systems in the 1980s will create an extensive infrastructure of information suppliers and service providers. The infrastructure will form the foundation of a nationwide communications system fully integrating computers and communications. Advancements in computer science and integrated circuitry will put highly sophisticated (by today's standards) terminals in homes to facilitate access and use of the system. Telephones will use the same wires as the computer services and will be enhanced by video. The telephone, which failed to find a market when it was first introduced by AT&T in the early 1960's, will be reborn. While the picturephone will serve some homes, it will be used extensively by business institutions for videoconferencing. Such electronic gatherings will cut down the time spent traveling and the energy needed for transportation.

The integrated communications systems will be built up gradually upon the existing telecommunications networks of wire and cable. By 2001 the system will rely on fixed satellites to handle the long-haul traffic and the revolutionary medium of fiber optics for the short hops around town (as well as some of the long ones across several states)

For more than a century there had been only two ways of getting an electronic signal from A to B: radio waves and wire. The last 15 years, however, have given birth to a third medium, fiber optics, that will replace most wires and cable by 2001.

The new medium uses pulsating light beams as the information carrier. The light is fed from transmitter to receiver through hair-thin glass fibers, far more transparent than the highest quality window glass and flexible enough to tie into a knot.

Fiber optics is the heir apparent to coaxial cable in virtually every conceivable application. A single fiber will one day be able to carry dozens of multiplexed television signals and tens of thousands of telephone conversations and, since many fibers can be bunched together in a single cable, a fiber system will be capable of delivering hundreds of television channels or their equivalent in audio and information services to homes and offices.

Fiber also is sure to find its way into the production studio, where it will help to preserve the high-quality signals as they are processed. CBS's Dick Green says there is a "synergism between digital television and fiber optics. Fiber can carry 600, 700 or 800 megabits per second over reasonable lengths."

The 21st-century technology has an antecedent in the 19th century. Alexander Graham Bell, four years after inventing the telephone in 1876, built the photophone, a quaint device for transmitting voices with light beams through the air. On April 1, 1980, he tested the "wireless"—and it worked. Bell
sent a message more than 213 meters using modulated sunlight and the recently discovered light-sensitive properties of selenium as a demodulator. Unfortunately, sunlight cannot be counted on, and the rapid dispersion of the transmitting light beam made reliable communication impossible. Also, Bell's system was restricted to line-of-sight transmission.

In the 1950's, lasers, which sharply focus light into narrow and powerful beams, were heralded as a possible new communications technology, but—like Bell's photophone—the lasers lacked a suitable transmission medium.

As the November-December 1980 issue of RCA Engineer notes, lightwave communications lay dormant until K.C. Kao and G.A. Hockman released the results of their work in 1966. They proposed the use of glass fibers as a pipeline for carrying the laser beams. The best glass then available was inadequate for the task, they asserted, but by reducing the impurities in glass, light transmissions over long distances could be practical.

Building on their conclusions, countless research and applied scientists worked on perfecting the glass fibers and lasers and light emitting diodes used to generate the signals. The "repeaters" used to regenerate them and the detectors used to translate the light beams back into data, sounds or pictures.

Everybody seemed to recognize immediately the technology's broadband capabilities and set to work to make fiber optics a practical tool. A whole new field of integrated optics has been created out of this effort. Engineers are putting modulators, lasers, lenses and filters on a "chip" just as the makers of integrated circuits put capacitors, transistors and resistors on chips.

The technology has already been put to work by the telephone companies, which have found fiber to be a cost-effective alternative to conventional telephone trunk lines. General Telephone & Electronics claims to have installed the first fiber link carrying regular telephone traffic in 1977. The 5.6-mile-long link carried up to 24 simultaneous conversations on a pair of fibers between switching centers in Long Beach and Artesia, Calif. The first large-scale application is AT&T's Washington-to-Boston line. The 611-mile digital link will be capable of carrying 80,000 simultaneous conversations on 12 fibers. The first half of the system—from Washington to New York—should be operational by the year 1983.

In addition to far greater potential band-width, fiber optics has many other inherent advantages over coaxial cable. Signals carried on a fiber are immune from electrical interference produced by radio waves, power lines and lightning and—since the fiber signals radiate no electromagnetism—there is no cross-channel interference to worry about. Fiber is virtually impossible to tap and thus affords a high level of security. A signal sent on a fiber can go much farther without having to pass through a signal-degrading repeater than one sent on a cable. Fiber also is lighter and easier to install than the typical coax cable, which, by comparison, is heavy and clumsy.

Perhaps the chief advantage of fiber is its relative inexpensiveness. "We are talking about sand and borax," says Lawrence DeGeorge, president of Times Fiber Communications. Coax, on the other hand, is "pure energy," he says. "All the plastic components are petrochemical-based and the aluminum requires a lot of energy to process." Albert F. Saffier, in his "The Third Wave" makes a point prophetic: "The tonnage of coal required to produce 90 miles of copper wire can turn out 800,000 miles of fiber!"

There will be no dearth of fixed domestic satellite capacity to serve the long-distance communications needs of 2001. Many of the fixed transponders now used for video distribution will be freed up in the move to the higher power broadcast satellites. Andrew F. Inglish, president of RCA America Inc., has calculated that over the next nine years, total transponder capacity could grow from 168 transponders to 984 transponders, assuming full use of the C-band and Ku-Band spectrum and three degree satellite spacing. (Just two weeks ago [BROADCASTING Oct. 5] the FCC began an inquiry looking toward reduction of satellite spacing to two degrees.)

If that is not enough to satisfy the communications industry's demands, another band with five times as much spectrum (2,500 mhz) as either the C-band or K-band will then open up. It will be the Ka-band at 22 ghz.

What's more, because the satellites being planned for use in the band contain switched multiple-beam antennas, the allocated band could be reused perhaps four times, resulting in a total effective capacity of 10 gpr per satellite. And since satellites using that frequency can be spaced one or one-and-a-half degrees apart, the 10 ghz can be multiplied many times by launching additional satellites, in what may or may not be an understatement, Joe Sivo, who heads the National Aeronautics and Space Administration's Ka-band development project, says: "Multiple satellites of that size look like a very, very good building block for communications systems of the 1990's."

The Ka-band satellites envisioned by the NASA planners would have 18 spot beams covering 18 major urban centers. Each of the beams would lay down a footprint 125 miles wide. In addition, the satellites would have six regional "scanning beams" each that would literally scan within a narrow beam one-sixth of the continental U.S., sending and receiving bursts of digital information to every tuned-in earth station in the beam's path. What's so amazing is that one entire scan of the region would take only a tiny fraction of a second, so fast that a telephone conversation could be held within a single syllable being lost. Instead of scattering power over a large area, Sivo says, the satellite's scanning beam "shares its power on a time basis."

Signals flowing through the various fixed and scanning beams will be routed through an on-board switcher.

The scanning and the switching are untested satellite technologies and the Ka-band is an untested spectrum. To try out the practicality of all this, NASA is now seeking funds to place a scaled down Ka-band satellite (perhaps four fixed beams) into orbit during the late 1980's. Although the satellite would not be configured for optimum testing of television broadcasts, Sivo says, broadcasters will be welcome to send television signals over one of the spot beams and extrapolate the results.

Mobile communications from the most remote areas of the country will be possible in the 1990's through a similar type of multibeam satellite, operating at much lower frequencies. A single "land mobile satellite" will serve the entire country with scores of contiguous spot beams, interconnected with one another through the on-board switcher and with cellular mobile radio systems in urban areas and the wired communications network.

The cellular radio system, which already exists in experimental form, divides a city into cells, each served by its own transmitter/receiver. A mobile transceiver in any one of the cells is linked by the central transmitter/receiver with the wired telephone network. If the transceiver passes from one cell into another, its signal is automatically passed to the new cell's transmitter/receiver without interruption.

The land mobile satellite permits the same kind of service, except that the service area is the nation, not a single city. The satellite beam will be powerful enough and its receive antenna large enough that small handheld transceivers with small omnidirectional antennas will be sufficient to tap into the system.

The satellite itself will be unlike any other communications satellite before it. The satellite will possess an antenna at least 150 feet wide that will catch the weak signals from the ground and bounce transmissions back to earth. To get such a satellite into space the antenna will be wrapped into a tight cocoon and deployed in low earth orbit. The satellite with fully extended antenna will then be pushed by small rockets to its permanent orbiting position NASA is seeking development funds for a land mobile satellite that would operate with frequencies around 400 mhz and cover the country with perhaps 87 contiguous spot beams.

According to Lockheed, which is developing the immense collapsible antenna for the land mobile satellite, if the antenna were made wide enough—perhaps 600 feet—the transceivers needed could be made small enough to wear on the wrist. The day Dick Tracy's radio foresaw will have arrived.
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The Amplitude Modulation Controller is the only modulation controlling system that provides a completely closed loop around the transmitter. The sampling of actual modulation levels after the PA output network assures precise adjustment for optimum modulation levels. The AMC-1 also keeps a digital count of positive and negative overmodulation bursts for both present and previous one minute periods.

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AAM-1

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The RCS-1V Remote Control System combines microprocessor technology with simplified operation. Features include direct interface boards for antenna monitors, patented remote modulation bargraph, automatic logging, and synthesized speech telephone interface. The modular design allows the customer to plug in additional input or output boards to expand remote control capabilities even after the system is operating in the field.

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6740-B

Designed to switch two transmitters from antenna to dummy load, the 6730E interfaces with 1/2” coaxial cable. For 3 1/8” lines, the 6740-B transfer switch is used. Either manually or remote controlled, the Transfer Switch is fully interlocked and can be wired to existing equipment to prevent “hot” switching.

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As the 21st century rushes toward us, the technological revolution in telecommunications—already under way in the U.S. for a couple of decades or more—gathers speed. And the promises it holds are enormous. For those concerned about the U.S.'s place in the world, telecommunications is the new symbol of American leadership. The services—computers talking to computers; instantaneous, multipoint communication in text and living-color graphics—are awesome to contemplate (if a touch Orwellian). And for those concerned about the application of the First Amendment to all publishers, electronic as well as print, the diversity of ownership and of media that the explosion in technology makes possible seems to offer the means of bringing that about: Scarcity—the perennial justification for regulation—is giving way to abundance.

And yet, it's not an exaggeration to say that those much-to-be-desired consequences of American genius (how long has it been since "American genius" was mentioned in other than ironic terms?) are not likely to occur as a matter of natural law. The public policy governing telecommunications development in the U.S. for the past 50 years and more must be reconstituted in a manner that not only meets the needs of today but those of the next generation.

It's no easy task. As Congress and the FCC deal with it, they are subjected to conflicting pressures applied by competing forces with enormous stakes in the outcome. It requires fresh scrutiny of principles that have long served as the foundation of economic and public policy in this country.

For instance, do classic antitrust principles continue to serve the public interest in telecommunications matters? To what degree will the First Amendment be applied to the new technologies—to what is being called "telepublishing" or the "electronic press?" And those questions hardly scratch the surface. Public Policy Forecasting Inc., of Potomac, Md.—a firm whose business is public policy forecasting and whose clients are private companies and government agencies—has identified almost 2,000 public policy issues likely to be raised by the
emerging information technologies.

There's no certainty things will turn out as expected. The public policy ball could take a funny bounce. Ithiel de Sola Pool, a professor of political science at the Massachusetts Institute of Technology, in a paper on the implications for the First Amendment in the passage “from Gutenberg to Electronic," says a disturbing question is suggested by the fact that electronic media today are tightly regulated as to who may provide what service to whom. “If virtually all communications become electronic, will the legal norm that governs them be the civil liberties tradition of the print media or the regulated tradition of the electronic media? As publishing becomes an electronic activity, will the producers of text find themselves under the same regulations that govern the electronic communications?”

Some observers have indeed raised the question of whether, for instance, the fairness doctrine will be applied to users of teletext service. And, as Pool notes in his paper, the FCC, in its Computer Inquiry II proceeding, would leave computing unregulated while licensing and controlling communications. (The Senate bill deregulating AT&T similarly restricts AT&T's ability to control content in the new era of telepublishing.) “The irony," says Pool, “is that the Constitution has it the other way around. Congress's powers stop at communication.”

Whatever dispute there may be over policy, there is no controversy regarding the fact that the revolution bringing abundance where there was scarcity: LHF television, once regarded patronizingly as a stepchild of the mass media, is showing strength. Radio stations continue to proliferate; even before the FCC adopts rules governing the new service, the demand for low-power television stations is awesome. Cable television now serves 27% of the country's television homes, and is moving from its mom and pop community antenna origins to an information-dispersing business that worries AT&T (and, in turn, is big enough to be wondered by it). Multipoint distribution service is providing pay TV services, and video cassettes and discs are finding a place in the video market. Then there is direct broadcast satellite service. The 14 DBS applications filed with the FCC in July are proof enough of the enormous interest of entrepreneurs in providing programming services. (The Communications Satellite Corp., one of the applicants, has petitioned the commission to dismiss six of the applications—including two by groups of federal penitentiary prisoners—on grounds of being incomplete or late-filed or both. Nevertheless, the conflicts among even the remaining proposals in terms of technical requirements do not auger well for swift action by the commission in adopting DBS standards and policy or clearing the way for even an interim operation for years.)

Nor is that all. For what Pool refers to as an “electronic superhighway," on which a variety of communications can travel, is being built. Teletext and videodisc services are struggling to be born in this country and make telepublishing a reality. Electronic data processing is already widespread. And the companies involved in the research, manufacture and distribution of communications equipment offer eloquent testimony to the fact that the information age has arrived—AT&T and IBM, Control Data, RCA and Texas Instruments, to name but a handful. And if Exxon is still regarded primarily as an oil company, its emergence in the public mind as a factor in the development of communications high technology is only a matter of time.

Telecommunications, then, is big business. According to a Department of Commerce study, “the information economy,” by Marc Porat, the proportion of the labor force in the information sector had grown from 25% to 50% in the 25-year period ending in the early 1970s. And Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, notes that more than half the nation's gross national product—now estimated at almost $3 trillion—is based on the development, storage, transfer and use of information.

The onrush of telecommunications technology is seen as transforming in the years ahead even middle-class homes in developed countries into information centers. Pool estimates that most such homes will have invested $1,500 in a telephone, a television set, a radio and a hi-fi phonograph or tape player. He writes in a paper for the International Commission for the Study of Communication Problems, “that a future broadband two-way computerized home system would include a videotelephone with conference capability, an intelligent processing and electronic mail terminal, a multichannel optical fiber TV with feedback controls, and a video recorder and player.”

Given the sharp decline in the cost of microprocessors (20% annually), computer memories (40% annually) and communication (11% annually), he said, “the cost of such a facility should be about twice that of the present phone” (in constant dollars).

In those terms alone, telecommunications is important to the nation's economy. Graham Molitor, president of Public Policy Forecasting, sharpened up that reason in a talk in the April 1981 issue of The Futurist, America, he wrote, is at present “by far the world leader in information industries. Information equipment sales for 1980 are estimated at $30.5 billion in the U.S., contrasted with $8.6 billion in the second-ranked nation, Japan.” He also noted that America leads all other countries by large margins in the production of computers—$13.3 billion to second-ranked Japan's $2.2 billion, according to 1979 figures. But, he adds, there are signs America's competitors—West Germany as well as Japan—are catching up: Research and development in the U.S. are declining, while R&D in Japan and West Germany are on the rise.

To Molitor, and many other observers, “high value-added technologies are, as he said in an interview with Broadcasting, "the solution and hope of maintaining America's leading economic position in the marketplace.” But he said, “a sense of national purpose” —like that in Japan, where the government develops strategies to promote telecommunications technology—“is lacking.”

What does he have in mind as a way of maintaining America's lead in telecommunications? For one thing, he would change the country's attitude toward antitrust enforcement. The antitrust suits launched by the Justice Department to break up AT&T and IBM are not, in Molitor's view, sound policy. “The economics of the world marketplace have changed radically since the 1930s,” he said.

Molitor takes as a model practices in foreign countries, both communist and non-communist. “Communist countries focus all trade with other countries in a few trading companies,” he said. “Japan does the same, and open cartel registries encourage combinations of companies in Europe to attain a parity of scale for effective competition in world markets. There also are planned economies in non-communist countries—in France, for instance—where national goals are set and responsibility for reaching the goal is proportioned among the companies.”

Molitor believes the government should swiftly resolve the suits against AT&T and IBM, as well as others “plaguing” American telecommunications industries. “They're enormously costly, and we need the parity of scale to compete with state-owned trading companies.”

Members of Congress working on amendments to the Communications Act, as well as the White House, are sensitive to the issue Molitor raises. They are aware of the importance of telecommunications to the nation's economy, and are attempting to shape deregulation bills in ways that would insure AT&T's ability to serve as a primary engine of the technological revolution. Indeed, that is the reason administration officials urged President Reagan to direct Justice to drop its suit against AT&T.

But not all members of Congress see things quite that way. Wirth, for instance opposed dropping the suit against AT&T, and he continues to see the virtue in competition. In a series of speeches recently, he made this point: “I hope we have learned the principle that those who would limit competition and consumer choices must bear the burden of proving there is a public interest in exclusion. Unfortunately, this principle runs contrary to the instincts of many regulated industries. Among many, there is a sense of private entitlement to public rights or resources which fits neatly with economic self-interest.”

Then there is what might be called the
technological determinant view of Charles River Associates, a Boston-based consulting firm. Dr. Alan Baughan, director of telecommunications research for CRA, suggests in a paper "On the General Impossibility of Communications Monopolies" that regulated monopolies are dinosaurs in the current age of technological change. Such change, he says, has already caused considerable restructuring of the economy and "will cause greater restructurings in the future." Why? Because of the "large profits" the new technologies make possible.

For Baughan, such changes are in the public interest and should be encouraged. He noted that, as distinctions between services—like newspapers and television—merge, "inappropriate regulatory strictures offer the prospect of imposing costs at least as great as the benefits which they purport to achieve." Thus, he argues, let the market operate. If problems of sufficient magnitude develop, he says, there will be time enough to adopt regulations.

Obviously, the question is complicated. But there are those who pose even more complicated ones. Donald Jansky, an associate administrator of the National Telecommunications and Information Administration, for instance, talks of "industries in collision." He is referring to the broadcasting, computer and telephone industries meeting on a single wire or optical fiber running into the home. "Does that portend a realignment of industries? Will there be a single electronic-information distribution industry? If fiber optics comes along, that's the way to go." But in that event, he said, the principal policy question would be: Who controls the source of information? "You can own the technology or the information," he says: "but not both."

Event in a time of rapid technological change, the question posed by Jansky seems generation away. Walter Baer, a former member of the Rand Corp. specializing in telecommunications and information administration, and now director of advanced technology for the Times Mirror Co., sees it as "a question for the '80s"—although, he says, "it's not too early to begin considering it now." The question, he says, is whether it would be worth keeping two channels in the home in spite of the economies of scale offered by placing all services on one. "Those economies," he says, may not be so great as to warrant restricting competition between the two sources.

The question of control of both the content of material to be transmitted and the means of transmission, is one of the most sensitive and controversial of the information age. The prospect of the power such control in a mass media would offer is frightening to many. For instance, John Wicklein, in his "Electronic Nightmare: The New Communications and Freedom," says that an agency that gained such control, "if left to operate it without adequate restraints, could dictate its contents and decide its political, economic and social applications. It would be far easier to control what is seen, heard and read on a monopolistic electronic communications system than it is today to control content on thousands of radio and television stations and in the diverse outlets of the print press."

The telephone network at present provides the principal medium for the two-way videotex service, since it reaches virtually every home. Because telephone lines are the means of transmission, videotex is not subject to content regulation. But it's unlikely any compny would be permitted to acquire the kind of control that worries Wicklein. The Senate Commerce Committee seems to have been aware of the danger when, in its bill to deregulate AT&T (S. 898), it proposed limitations on the kinds of data services the separate Bell subsidiary could offer: mass media, cable television and alarm services would be denied the subsidiary, but electronic Yellow Pages would not.

It may be, however, that the language in the bill is sufficiently fuzzy, or elastic, to permit AT&T to offer other data services—as AT&T evidently intends to do. Morris Tanenbaum, AT&T executive vice president, says that, "to make videotex viable, there will be a large number of people in it, to supply data bases...if others don't supply [them], we will." At present, AT&T and Knight-Ridder Newspapers Inc. are conducting a test in Coral Gables, Fla., to determine what the public wants in the way of videotex service. And last month, AT&T was reported planning to embark on a large-scale test with CBS (Broadcasting, Sept. 28).

AT&T as villain is not unusual in scenarios of the future. The Arthur D. Little Co., in a scenario it prepared five years ago for the White House's old Office of Telecommunications Policy, pictured AT&T as acquiring complete dominance of the telecommunications system in the country by 1991. According to the scenario, AT&T had persuaded Congress to permit the company to develop a nationwide system of fiber optics over which it was transmitting not only telephone messages but also programs of conventional and pay cable and conventional television. The ADL futurists saw the FCC reallocating the frequency space vacated by television to land mobile radio (Broadcasting, July 26, 1976?).

It isn't only the Bell System that is a source of concern for some looking ahead to the new information era. The cable television industry is, too. Henry Geller, former head of NTIA, and others have asked whether an owner of a cable system with 50 or even 100 channels is a broadcaster or a "television publisher" on all of the channels, or whether the cable entrepreneur can be required to lease some or not all channels to others, with no control over their content. Geller, noting the advantage control over access affords—a system could deny channels to companies interested in offering services that would be competitive with those it is providing, and could also exercise a kind of censorship in suppressing unpopular ideas—asks: "Can a guy control 100 channels and get away with it?"

The response of Thomas Wheeler, president of the National Cable Television Association, appears to be, "Why not?" He says the cable system should continue to be allowed to own the hardware and control the content. And Wheeler is not speaking only of television-type programming (although he says that cable systems would be obliged to lease facilities to programmers simply to fill up some of the channels). He has a vision of cable moving boldly into the switched-services and data-transmitting business now dominated by AT&T. And more than that, "Cable wants it all," he says, "to provide the lines of communications, and the information."

How does he reconcile that ambition with the vigorous support NCTA contributed to the successful effort to limit, under S. 898, the data services the AT&T subsidiary could provide. Here, boldness gives way to pragmatism. "Everyone says cable should compete with AT&T," Wheeler says. "So to do that, we have to be in both, hardware and software. As in broadcasting, the networks have owned-and-operated stations, to stimulate them to produce programming for other outlets. The same theory holds here…AT&T is so big it doesn't have to be in both hardware and software. It makes more profit on the Yellow Pages than the cable industry makes in revenues."

(That's a bit of an overstatement. The Yellow Pages last year generated slightly more than $2 billion in revenues, somewhat more than the $1.8 billion the cable television industry produced in 1979.)

Wheeler gets some support from Pool. "There's no way to make a sharp separation between ownership of the system and control of content," Pool says. "The money is in the programming. If you say the person who provides the facilities can't control the programming, you won't get a system. There's not enough money in facilities." But only for the present. "Later on," Pool says, "the American society won't put up with one person owning the system and controlling the content."

The question of whether society will permit that dual control, even to the degree Wheeler regards as benign, may not yet be answered—certainly not to Geller's satisfaction. Geller has petitioned the FCC to initiate a rulemaking aimed at requiring cable systems with between 30 and 100 channels to lease a percentage of them on a first-come, first-served basis. His principal argument is that requiring systems to surrender control over a certain number of channels furthers "the most fundamental policy under the Communications Act"—diversification of control of mass media. S. 898 contains a provision that would insulate cable systems against mandatory common carrier service. However, chances of enactment of the bill—given serious reservations in the House—do not appear bright.

As for the question Jansky poses of who
would own the wire entering the home, if there were only one, Wheeler has an answer.
He draws an analogy to the undersea cable, in which a number of common carriers have indestructible rights. Indeed, Wheeler said, the cable industry does not object in principle to AT&T being the sole owner of the wire, provided it "leased space fairly to others," including cable entrepreneurs. And here, the cable industry says its experience in leasing pole space or entire plant facilities from telephone companies offers little optimism that relations would be amicable. The cable industry has spoken of AT&T as a brute whose anticompetitive practices require the government to keep it in restraints. "You have to have a second wire to keep AT&T honest," Wheeler says. "It would have no incentive to be honest unless you held over its head the club of being able to do it yourself."

For those government policymakers pondering the regulatory course to pursue at a time when technology blurs lines separating services and creates, in a sense, new wines for old bottles, Wheeler has a suggestion: focus policy concerns on the product, not the producer. "We're heading in a situation in cable where you'll have coming down the same pipe different services that are regulated differently, depending on the nature of the service and the degree of competition involved."

For instance, he sees cable television fragmenting into three distinct services: community antenna television (retransmission of broadcast signals), broadband information and entertainment (original programming, videotext or services like Cable News Network) and, finally, the local distribution loop business (an alternative to the data-distribution service offered by the telephone companies). "All three will go down the same pipe on the same wire, but each is different in its approach to the marketplace and with whom it competes. As a result, not all should be treated alike. It's not the hardware; it's the service," he says. He means the same principle applies to broadcasters in connection with teletext—an over-the-air videopublishing service bearing no resemblance to broadcasting as it is now known.

But what of the variety of mass communications already in place as a result of the technological revolution—those using satellites or disks or cassettes to deliver additional pay, advertiser-supported or hybrid services, or, for instance? As Geller notes it has led to "letting go" by the government of content regulation. First, the FCC eliminated its information and commercial guidelines for radio, already a medium of abundance, and abandoned requirements for formal ascertainment of community needs. Congress seems likely to follow suit in the months ahead; it already has extended the length of radio and television license terms.

As for the future, Geller believes that government will attempt to equalize competition. Why, for instance, should a pay TV station competing with MDS, pay cable and other pay services be required to satisfy special requirements, such as having to broadcast 28 hours of nonpay programming a week? (The FCC is now addressing that question.) Why also, Geller wonders, citing a matter that seems to have become a personal cause, should competition between cable and broadcaster be "skewed" in favor of cable by the compulsory copyright license it is given that requires only a relatively small fee set by law?

In this back part, at least, the regulatory movement accords with Geller's views. "Behind this trend is the U.S.'s deep commitment to First Amendment principles—to the notion of diversity—that we have staked our all on the marketplace of ideas, on information coming to the people from many diverse and antagonistic sources," he said in remarks prepared for a group of Japanese government officials visiting Washington last summer.

But even apart from the public interest groups still fighting a last-ditch effort to block the deregulatory tide, Geller—and, as it turns out, former FCC Chairman Newton N. Minow—makes clear that the current government passion for letting the marketplace regulate in place of government is likely to long remain a matter of controversy. The marketplace, they say, has its limits as a doer of good.

There is the matter of public broadcasting, for instance. Both Geller and Minow argue that the marketplace is not an effective instrument for remedying what Geller refers to as a "deficiency" of broadcasting service. "It is by no means clear that the marketplace will supply the educational, cultural, informational and similar programming required for an informed and enlightened citizenry," he says. He notes that it was noncommercial radio that covered Senate debates on the Panama Canal treaties and that presents educational material and programs on Shakespeare. Thus, he doubts the wisdom of the Reagan administration's plans for cutting funds for public television on the assumption that the new video—cable, cassettes and the like—will supply the kind of programming now available on public television.

Minow not only echoes Geller's concern; he goes beyond it. The man who as FCC chairman referred to commercial broadcasting in 1962 as "a vast wasteland" does not believe—as Geller does—that the government should abandon the "public interest" standard for broadcasting. Speaking at an international conference on broadcasting in Tokyo, on Sept. 30, Minow said: "I believe broadcasting has a unique public responsibility, and I am not ready to turn that responsibility over to market forces. I believe it essential to continue to insist on fairness in broadcasting of public issues, on fairness to our minority interests and our minority populations."

Minow also makes a point that, in view of today's rush to marketplace deregulation, seems almost quaint. Speaking of the questions raised by the technological revolution in telecommunications, he said: "As we try to find answers to these dilemmas, we must remember that it is the listener and viewer whose interests should be paramount (a paraphrase of language in the Supreme Court's 1969 decision affirming the constitutionality of the FCC's fairness doctrine), not the interest of the broadcaster, nor the interest of the cable operator or the private interest. The public interest should prevail."

Minow may take the argument a bit further than some who try to peer into the future. But there are others who do not foresee the proliferation of new services leading inexorably to the granting to broadcasters of First Amendment freedoms on a par with those enjoyed by the print press.

"The First Amendment issue will be with us regardless of what the technology is," says Walter Baer. "There will always be groups contending they are unfairly being kept out.

Nor does he foresee Congress abandoning the equal-time law or the fairness doctrine in the foreseeable future. Certainly Pool, the seer who worries about broadcasting's shackles being copied and applied to telepublishing, does not expect sympathy for broadcasters from Congress. Politically, it may take quite a few years to persuade Congress to move in the direction of First Amendment freedom for broadcasters."

Pool may be right. Wirth, for instance, foresees deregulation of broadcasting, but affording broadcasters the kind of First Amendment protection print media take for granted is not what he has in mind, ever. He is not anticipating repeal of the equal-time law or the fairness doctrine, let alone the public interest standard that is used to justify content regulation.

"I don't see any groundswell of opinion favoring repeal of Section 315 [the equal-time law] or the fairness doctrine," Wirth said in an interview. "Broadcasters are not saying, 'Let's get rid of the public interest, fairness or 315. They want certainty; they want to know what the rules are.'" To Wirth, the public interest standard seems a kind of security blanket Congress should never discard. For, he says, a Congress that finds deregulation being "abused" would, under the public interest standard, retain the "ultimate" authority to reimpose regulations. He would even subject the "teletext publisher" to that "ultimate" control.

Wirth's rationale is the conventional one that the spectrum is a public resource broadcasters are allowed to use "in the public interest." What, then, of Congress changing the rules of the game and selling or auctioning the spectrum to those who would use it? The public would have something in return for the spectrum. Wirth brushes off that suggestion with the confidence of one familiar with the politics of issues. "Broadcasters won't go for auction," he says. "So that takes care of that."

The conventional political wisdom that Wirth reflects—that members of Congress are not about to trust their political fortunes
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and Broadcasting Magazine
for 50 years of
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and the fate of issues they care about to what many consider the suspect journalistic integrity of broadcasters—will be tested in the current Congress, however. The FCC has proposed legislation repealing Section 315 of the Communications Act, which includes the equal-opportunity provision as well as language giving statutory support for the fairness doctrine. And FCC Chairman Mark S. Fowler addresses the issue with the fervor of a true believer.

"The equal-time rule hasn't worked," Fowler said in an interview with Broadcast. "It has stifled political debate. And the fairness doctrine has involved the government in an outrageous manner in the editorial judgment of broadcasters. I want editors to make decisions on fairness issues, not the government!" His fervent hope is that well before the bicentennial of the Bill of Rights, in 1991, "we will apply those rights across the board to electronic media."

Fowler is counting on broadcasters to demonstrate the political power with which they are credited in behalf of the FCC's legislative package. Indeed, he is sharply critical—almost contemptuous—of broadcasters for what he says is their failure to fight vigorously for their First Amendment rights. "Broadcasters have bailed out away their rights for economic benefits, for license stability," he says. "Adhere to the fairness doctrine, and you're responsible," is how he sees broadcasters as having regarded the content regulations. "They should have fought," he says. But regardless of any failure to have done so in the past, Fowler expects broadcasters to fight now for their freedom from the shackles of the equal opportunities law and the fairness doctrine.

"We should be a federal traffic cop," Fowler says, in describing his idea of the FCC's role. "That would be Nirvana. And we're closer than people think." All it takes, says Fowler, President Reagan's first FCC chairman and a devoted Reagantite, is an "effective presentation" of the President's program. As he sees it, "There is a struggle between those who want government to decide in some measure what people will see and hear, and those who want people to make choices directly through the marketplace."

But Wirth is speaking from the congressional trenches, where the battles are fought and where things like the fairness doctrine and the equal-time rule have particular meaning for the congressional troops. And Fowler is speaking as a fierce advocate for broadcasters' First Amendment rights. What of those with a more detached view? Senior Judge David L. Bazelon of the U.S. Court of Appeals in Washington examined in some depth the question of government regulation of content in the developing information era, as well as the existing services, in a speech at the ninth annual Telecommunications Policy Research Conference, in Annapolis, Md., in April, and in a subsequent statement to Broadcasting. And his view is considerably different from Wirth's, though not identical to Fowler's view.

Bazelon, who was appointed to the bench by President Truman in 1949, feels the kind of content regulation imposed by Congress and the FCC and upheld by the courts, including Bazelon's, over the past 50 years has been something of a disaster. "Government attempts to improve the quality or diversity of broadcast speech through content control failed miserably," he said in his speech. "Forced to choose between an unfettered right to speak and a meaningful right to know, we achieved neither. For Bazelon the new information era affords policymakers a second chance."

"It's not that Bazelon, whose reputation as a liberal activist judge is secure, sees only a slack role for government in the new information era. Marketplace regulation is not for him. For he said: "Before the current clamor for 'deregulation' hardens into political sloganizing and facile solutions, we should carefully consider the lessons of the past."

He cited three:

- He said government "cannot regulate the content of speech consistent with democratic values. ... Content regulation should not be applied to the new technologies unless absolutely necessary." Bazelon said it is pointless to apply, say, the fairness doctrine to a cable system with access and leased channels or to a teletext system whose interactive nature—subscribers punch up the pages they want to see on the television screen—"تويت" to a library (Indeed, with electronic and print journalism merging in teletext, it's a virtual certainty that newspapers would mobilize their considerable power in opposition to any effort by government—FCC or Congress—to extend content regulation to the new technology. Fowler cites the possibilities of such an extension as a reason for abandoning content regulation now.

- Bazelon also warned against concentration of control of mass media "in the hands of a relative few." He said it would undercut the grounds for applying the First Amendment protection to the new technologies. For if the spectrum-scarcity theory on which the Supreme Court upheld the constitutionality of the FCC's fairness doctrine, no longer fits in an era of proliferating technologies, he said, the court in the Pacifica case involving the broadcast of indecent language seems to rely on the intrusive nature of the media as a basis for regulation. "In essence," he said, "the argument is that the telecommunications press is too powerful to be free!"

- It is in that connection that Bazelon sees government's role. He favors structurally regulating the media the use of antitrust laws, for instance, or the FCC's rules restricting crossownership of media outlets. Not only would laissez faire lead to the domination of the new technologies by "the same voices that have brought us today's homogenized fare," Bazelon said. But, he added, it also would allow "communications giants to grow to the point where our only alternative is content regulation."

The third lesson he cited from the past is that "we sacrifice one First Amendment value for the sake of another at our peril." Bazelon said the structural approach promotes "both the right to speak and the right to know" (which he said the Supreme Court has found implicit in the First Amendment). And both rights should be enhanced through the new technologies, he said.

How does Bazelon feel about content regulation as applied to existing services? In response to a question from Broadcasting, he indicated, as he has in several of his opinions, that the fairness doctrine poses a "threat" to First Amendment values. He does not feel the equal-time rule poses the same threat, since it does not "require the commission to make judgments about the content of broadcast material." But in view of broadcasters' arguments that the rule inhibits "robust, wide-open" political debate, he suggested that Congress review various proposals that have been made to deal with that problem—perhaps limiting the rule to paid time and requiring time only for "significant" candidates. But what policymakers may find particularly interesting is that crusty, old liberal Bazelon is prepared to see the "public trustee" obligation lifted, at least from radio broadcasters. With some 9,000 radio stations on the air, he said, "there appears no reason to impose a 'public trustee' concept based on scarcity." However, he does not feel the same regarding television and its 1,000 stations: "The scarcity rationale is still relevant to that medium," he said.

While those who support the First Amendment across the board have reason to cheer those who, like Bazelon, oppose the application of content regulation to the new technologies, a report issued last month by the Modern Media Institute, at St. Petersburg, Fla., raises a number of questions indicating the issue is exceedingly complex.

For instance, the authors—Harry M. Shooshan, Dr. Charles L. Jackson, and Jane Wilson, all of the Shooshan & Jackson Inc. consulting firm—note that broadcasters are not subject to common carrier regulation. But should broadcasters, the authors ask, automatically be favored as suppliers of teletext? Should they be permitted to deny access, say, to a newspaper wishing to use the vertical blanking interval in the television signal over which teletext material is transmitted? (Broadcasters now have complete editorial control over use of line 21 of the VBI used for closed-captioning for the hard of hearing.)

What if the commission were to deal with the access problem by licensing teletext services separately? There is precedent for time-sharing arrangements in the broadcast field. But the commission might then feel obligated to establish criteria for choosing among applicants for teletext service. That,
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the authors note, raises the specter of the commission imposing the full panoply of broadcast regulation—including public interest service (with its implications for content regulation)—on those seeking access to broadcast teletext, including newspaper publishers.

As the authors point out, the prospect of such regulation is not remote. Cable television, under the Communications Act and the commission's rules, subject to the same equal-time and fairness obligations as are broadcasters. Of course, as the Cable Television Bureau has noted such regulations may be unenforceable, given the cable operator's limited control over programming and the lack of a license to revoke.

However, the authors, again, raise some interesting questions. "Does a newspaper [or magazine] become a cablecaster when it distributes its own videotext service on a cable system which it also owns? What obligations, if any, should such a system have to carry videotext services offered by competing publications?" They note that Time Inc. plans to use its own editorial resources in combination with its cable subsidiary, American Television & Communications Corp., to test market a national videotext service.

The FCC has held that it did not intend to apply its equal-time and fairness rules to "the distribution of printed newspapers to their subscribers by way of cable." But, the authors ask, "Will an 'electronic Time' be subject to equal time. Or, will it be regarded as the legal equivalent of a 'bona fide newscast'; and thus exempt," as are broadcast newscasts? "If not, will Time be regarded as a cablecaster because it is distributing its videotext service on cable systems which it also owns."

The questions, it seems, outpace the technology.

Important as it is, the application of the First Amendment to telecommunications in the new information era is not the only sensitive question that policy makers must address in the years ahead. There are those, 2,060 that Public Policy Forecasting said it expects the new technology to generate. But many of them can be compressed into the single word: "privacy."

With the technologies of television, computers, telephone, cable and data message transmission merging into what is being called a home information center, the services available to the subscriber at home are remarkable—banking, shopping, home security, energy load management, opinion polling, stock quotations, direct sales, merchandising, conventional and pay television service, and dozens more.

But every time they take advantage of those services, subscribers yield up bits of their privacy. Punch up a movie on the home information center, and whether it's "Benji" or "Deep Throat," the computer is informed. It is told, too, when and how subscribers use the system to bank, shop, answer polling questions—whatever. In short, the interactive home information center—no more sophisticated than Warner Amex's Qube, in Columbus, Ohio—could compile a dossier-like profile on every subscriber.

The issue has not yet attracted much attention. But awareness of the problem is increasing. It's a central concern of Wicklein's "Electronic Nightmare," Collingwood Associates Inc., of Washington, a management consulting firm specializing in telecommunications and media processing, he finds an exploratory study on the issue for the Federal Trade Commission.

Nor is it Public Policy Forecasting only think tank concerned with the future to be thinking about the issue of privacy in the new information era. The Institute for the Future, of Menlo Park, Calif., which is assessing teletext and videotext under a National Science Foundation grant, sees privacy as one of 12 public policy concerns raised by videotext. Indeed, NCTA, seeing the issue as one growing rapidly in importance, has given a high priority to development of an industry code under which systems offering interactive service would protect the privacy of subscribers; the NCTA staff will also prepare a possible association position in the event legislation is introduced in Congress. "We want to stay ahead of the power curve," says NCTA's Wheeler, one of whose skills is staying ahead of—or at least even with—that curve.

The privacy questions does not involve simply the danger of an unauthorized person's breaking a system's security lock and obtaining information from the computer, although that is a concern. Rather, what is involved is the possible use of the information in ways not imagined by subscribers—although they had been anticipated by George Orwell, who foresaw individuals stripped of their privacy, and the dignity and sense of self-worth that depend on it, by the telecommunications technology present in 1984.

Deanna C. Nash, president, and John B. Smith, senior associate, of Collingwood Associates, listed a number of possible dangers, in a speech they delivered earlier this year at a conference on "The Consumer and Cable Television," sponsored by the National Citizens Committee for Broadcasting and the National Federation of Local Cable Programmers. They talked of security sensors designed to detect the presence of an intruder in the home that could also be used to monitor the homeowner's movements. They said a person's programming choices could be checked to assess his political views (as, during the McCarthy era library circulation records were used as "incriminating" evidence), information that would be of interest to political groups. Electronic funds transfer systems would be vulnerable to abuse by police monitoring the financial activities of innocent citizens—as well as those of corrupt officials, they said. And, they noted, the information on a family's buying habits compiled in a computer would be highly salable to merchandisers and advertisers.

Wicklein finds a precise parallel of 1984 in technology now available: "Spook" devices now exist for switching on a private telephone from a remote location and amplifying the sound it captures sufficiently for pickup of conversations across a room. The same techniques could switch on the camera and microphone in the HCS (home communications set) making possible video and audio surveillance of the home without revealing surveillance to the residents. The author envisions a future where George Orwell seem to have extremely prescient when he described in 1949 the telescreen's constant monitoring of Winston's [the protagonist's] presence in his own home in the mythical England of 35 years later.

So, the wonders and advantages of the new information era are not without their dangers. As Bazelon said in his Annapolis speech, "The information revolution means that I may find out everything about anything. But it also means that I may learn more about you than you want me to know. Nor can I be sure that I will be able to control who knows what about me. Will we still be able to afford unfettered rights to speak and know as the pace of technological development quickens?"

How to proceed, then? Will the marketplace philosophy that has taken hold in Washington dominate the development in the years ahead, of privacy to guard the individual's right to privacy? A study by two FCC Office of Plans and Policy staffers—James B. Brown Jr. and Kenneth Gordon—says that it should: that privacy would be treated as an economic good—e.g., privacy for individuals means less information for others. (They talk of customers wanting privacy simply "shopping around for companies with reputations for discretion." What if a monopoly firm, or a government, does not provide such protection? Then regulation "may" be needed."

Is the gun of government taken out of the closet? Local authorities could have much to say about privacy protection in the franchises they grant cable systems providing interactive services. And principles for federal privacy law have been established in several statutes already on the books, particularly the Privacy Act of 1974, which involves individuals' rights to information obtained by federal data banks.

But government's capability and will offer no guarantee of success. In the First Amendment area, for instance, there is that concern of MIT's Paul that the proliferation of telecommunications technologies will mean not that content regulation will fall from the backs of over-the-air broadcasters but that it will be imposed on electronic publishing.

It may be time to address the question Dr. Frankenstein could have asked but didn't when the monster got off the table: Will we master technology or will it master us?
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To make a point, Marshall McLuhan once conjured up a committee convened at the beginning of the 20th century and charged with investigating the future of the horse. The committee's conclusions, of course, were lost in clouds of carbon monoxide while America embraced the automobile as a more desirable means of transportation for a growing industrial society.

Once again, American society is growing in directions that will drastically affect a new century—the 21st—as well as the closing decades of the present one. Broadcasting magazine's 50th anniversary, and this special report occasioned by its celebration, coincide—by coincidence if not design—with the pivot point of that revolution. Transporting information, the experts say, will become as important as moving people used to be. Were McLuhan conjuring up a committee to debate the future of telecommunications, it couldn't wait for 2001 to be convened. By then, the verdict will be in.

Few questions are more important to the electronic communications entrepreneurs and artisans of 1981 than guessing correctly how that future will come out. From all the opinions that have been collected by Broadcasting's reporters—and herein displayed by its editors—three principal possibilities emerge.

The first—in the broadest terms—is the survival of the status quo. That is, that the broadcast media (and particularly the television) superstructure that has evolved since World War II will remain essentially the same, with essentially the same players occupying essentially the same places and reaping essentially the same proportionate share of the rewards. This point of view is prevalent within the precincts of ABC, CBS and NBC—all of them now beginning to put out new media anchors to windward while protesting (and presumably believing) that their basic businesses will stay intact. The most frequently cited element in that argument: that although the shares of audience enjoyed by network programs will be eroded by competition from other media, the growth in size of the television universe will, in absolute terms, insure continued high numbers for
conventional television.

The second scenario—one that has enjoyed increasing currency for the past two decades and still infects many of the futurists looking forward to the next two—is that television broadcasting as we know it will be replaced by The Wired Nation. Those who believe that presumably include such companies as Time Inc., which sold out most of its television properties to make an ever increasing commitment to cable—and whose Home Box Office has been the most conspicuously successful and revolutionary development in that medium—and Warner Communications, whose Gustave Hauser is quoted elsewhere in this issue as saying that the wired nation is inevitable, and such relatively new big-stakes cable players as Westinghouse, whose Dan Ritchie told Broadcasting that “I can’t think of a sensible thing to do with DBS.”

(Not all who agree on the wired nation, of course, agree on who will wire it. The sorting out of that question between conventional cable television operators and the increasingly ambitious—and active—telephone companies will be among the more fascinating sub-plots of the business drama to be played out in the next 20 years.

And then there is the prospect advanced by the boldest of the electronic media seers—those who believe that both terrestrial broadcasting (to a degree) and cable (to a similar degree) will both be put in the shade by the technology that so unimpresses Dan Ritchie. Their point of view has been given a loose rein by the editors in this issue’s section on “Technology” (pages 249-258). Of all the possibilities for the future, it is both the most recent in generation and dramatic (in revolutionary impact). It is also the most risky: At the moment there is no DBS, no authority for any system, no spectrum officially assigned in the western world and certainly no agreement as to what the eventual technology will look like.

(That’s on the one hand. On the other, there already are thousands of individually owned earth stations—from homemade to state of the art—pulling in the hundreds of signals available from the fixed broadcast satellites whose application by HBO revolutionized that art, and the entire cable universe, almost overnight.)

What those earth stations are demonstrating—among many other things—is the enormous appetite for television that exists among the American audience. No matter how many new TV media come on the scene, no old ones have fallen off; the public just keeps absorbing more and more. It is that appetite that fuels the hopes of cable entrepreneurs risking hundreds of millions—billions, in the aggregate—to wire major American cities with systems that promise over 100 individual channels. And it is that ambition—to supplant broadcast television as the major supplier of entertainment and information to the home—that stands to be dealt the most cruel economic blow if broadcast satellites jump in and succeed in the media competition, perhaps within this decade.

Each of those scenarios has its own Achilles heel.

For conventional television, it is the risk that—operating within a relatively scarce spectrum—it will not be able to keep up with—or effectively compete against—the volume of program offerings that can be brought into a given community by either cable or DBS. That relative scarcity has made the media giants what they are today: dominant, powerful and wealthy. It could topple them tomorrow.

For cable, it is the risk (a) that people won’t turn out to want all that much programming anyway, or (b) that the high cost of stringing all that wire (or burying it) will bring CATV to its economic knees. John Malone, of Tele-Communications Inc., makes that point tellingly when he tells of franchise applications that may end up costing $1,000 per subscriber, and adds: “We may be building the Erie Canal.”

For DBS, the Achilles heel at this moment looks like a multiple fracture. There are political problems, technical problems, conceptual problems, capital problems—and a good number of skeptics who ask: “Who needs it?” What few have realized, so far, is that there is so much spectrum potentially available for its use, and that—and should the obstacles be overcome—broadcast satellites could compete with cable virtually head to head in channel capacity without the capital-intensive construction that attends each new cable connection.

But if each of those scenarios has “downside ticks,” as Wall Street likes to say these days, each also has demonstrable strengths.

For conventional television (and radio), it is incumbency. The system is there and it works—not just well but spectacularly. For cable, it is channel capacity—broadbandwidth that gives narrowing ability.

For DBS, it is one of the greatest forces of all in electronic communications: the almost magic capacity to reach virtually every home in the nation with a studio-quality picture from a point over 20,000 miles distant in space. Moreover, those who look forward to a new television system to replace the 525-line NTSC system now standard in the western hemisphere, broadcast satellites hold out the brightest hope for change: to 7,000-line-plus, wide-screen television that would remarkably enhance the state of the art.

What does it mean for the business? That billions of dollars will be invested in search of the right solution, and a good portion of that at high risk. The American way, as they say.

What does it mean for the consumer? That no matter which medium triumphs—or media triumph, in the quite possible event that all will succeed to varying degree—there is about to be a new world of program opportunity at his or her command.

This analysis thus far has not taken into account such peripheral new media technologies as videocassettes and videodisk (or such programing phenomena as video games). The editor intend no disrespect in not positioning them in the media mainstream. Yet it is a temptation to say that both represent methods of communication rather than media of communication. Each serves a distinct, useful and over the long run assuredly valuable function. But both suffer—in comparison to the three main media upon which attention has been focused thus far—in failing to provide interconnection. As such, while they provide the greatest degree of viewer control, they offer the smallest dimension of simultaneous reach. And it has been the shared entertainment and information experience that has until now been the main measure of electronic media success.

Having said that, it may be worthwhile to examine the difference between television and video. There is, the editors believe, a big difference—albeit one hard to define. Nevertheless, this attempt:

Think in terms of a continuum, from left to right. At the far left is conventional television, which almost everyone understands. Typically, let’s say, a four-station market with an ABC CBS and NBC affiliate and an independent. Viewers watch great numbers whatever is programmed on those networks an
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IRA WECHSLER, Executive VP, Western Division Manager
1145 Gayley Ave., Suite 309, Los Angeles, CA 90024, (213) 270-3223

JANE S. ENGEL, VP, Philadelphia Region Manager
255 S. 17th St., Room 2305, Philadelphia, PA 19103, (215) 735-5843

ESTHER R. FELSENFIELD, VP, San Francisco Region Manager
1736 Stockton St., Studio 2, San Francisco, CA 94113, (415) 398-7662

NICK IMBORNONE, VP, Atlanta Region Manager
1900 The Exchange, Atlanta, GA 30339, (404) 952-4555

MARK A. STACEY, VP, Dallas Region Manager
3031 Allen St., Suite 102, Dallas, TX 75204, (214) 696-9961

VALERIE TUTTLE, VP, Detroit Region Manager
30800 Telegraph Rd., Suite 1910, Birmingham, MI 48010, (313) 540-2660
stations, and what is not programed they go without.

At the far right are the videodisk and videocassette players. The viewer selects the programs he or she wants to play and the time at which he or she wants to play them. (The viewer may even create his or her own programing, on videocassettes, with an accessory camera.) The viewer is in total control.

In the middle is cable. At the left side of the cable spectrum, insolart as it is simply rebroadcasting the programing of conventional TV, cable is television. At the right side of the spectrum, as it gets into interactive programing and pay-per-view, it begins to approach video. To an increasing degree, the viewer has been given control.

Thus: Television—the medium is in control. Video—the viewer is in control.

There is a wider conception of video, of course, that seems to be behind such broad phrases as "the new video technologies." What's meant by video, in that instance, is something that's more than television—a confluence of all the individual TV/video media in the marketplace. Accompanying that confluence is a blurring of the distinctions among the media and the media entrepreneurs—a phenomenon perhaps most evident in the new entries of ABC and CBS into cable programing, and the further amalgamation of media interests through partnerships with, for example, AT&T, Hearst and Getty Oil.

And then, inevitably, there's the computer. Join the broadcast/cable/satellite media complex with the home computer and you have 2001. God help us all.

In electronic communications terms, the force that shapes the future is not simply technology but the uses of technology the society is willing to embrace. It's not at all certain that America will open its arms to all the ordnance in the new media armory. RCA's Thornton Bradshaw—a relatively new boy on the block in terms of commanding a major communications company, but a relatively old and experienced hand at humanity—may be uncomfortably right when he notes that "tastes change more slowly than technologies." There's more than one skeptic out there who believes that the idea of shopping at home by video was dreamed up by men who knew nothing about women.

But there are more than just technological changes at work here. There are generational forces, too. The age group that is just beginning to be comfortable with pocket calculators would be amazed to walk into a neighborhood computer store and watch the kids so at ease with—and seemingly in control of—all those CRT's. Not to mention the scene in the video games department, where "Star Wars" are being waged day and night. And we are told of homes where video addicts stay glued to their sets late into the night playing their TV games with the passion an earlier generation devoted to Monopoly.

So much for technology. What of its corporate and business impact?

Among the principal facts of life with which the major U.S. telecommunications companies will have to deal in the decades ahead is the difficulty in planning; that's among the more significant consequences of losing control. So long as television stayed put, and as long as the audience sat passively by, the media companies had it made. No longer. Now, as we approach the turn of the century, there will always be at least the threat that control will be wrested away—if only temp-
BEYOND 2001

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RADIO

HELP WANTED MANAGEMENT

Station Manager—Strong sales background. Class A license. Must be able to motivate sales staff. Salary open. Send resume to K-J-331.

Sales Manager, who is top producer of agency-business and can motivate large sales staff. Salary plus override. This is a tremendous opportunity for dynamic individual that wants a great future with group. Send resume and salary requirements to: Box K-24, EOE.

WEST—Selling Manager, with proven ability to provide immediate results. Excellent medium growth market. Send industry references with resume. EOE (MF). Box K-38.

Station Manager with proven sales and administrative ability for growing South Texas station. EOE. Box K-52.

Station Manager for small Rocky Mountain growth area. No limit on income from profits. You must be able to build a high profile community image and improve profits. 1516 West Main, Farmington, NM 87401.

General Sales Manager needed for AM-Adult Contemporary station. Must have proven radio sales experience. Previous sales management preferred but not necessary. Do you want to have fun, earn in excess of $20,000 per year, have a company car, join a growth company with real career potential? Send resume to Mike D. Johnson, KRIC, Box 4312, Odessa, Texas, 79760. EOE.

General Manager Needed by Northern California group. Take charge individual needed to add spark to successful 50,000-watt FM market. Person must be results oriented, organized, professional, articulate, "small town" oriented and willing and able to work long hours when necessary. Compensation package proves we want a winner. Letter and resume to Box K-118.

General Manager with strong sales and collection background, for dominant AM station in central New York. Bachelor degree and good sales track record required. Knowledge of advertising and promotion necessary. Base and direct sales and heavy collections emphasis a must. Chance to grow with rapidly rising national communications firm. Send resume and salary history to Box K-108. Equal Opportunity/Affirmative Action Employer.
HELP WANTED TECHNICAL CONTINUED

Chief Engineer - For Class 4 AM and Class C automated FM. Digital background and automation experience. Company offers Class B benefits. Write Bob Ordonez, Michter, KBCHK-KMAO, P.O. Box 10560, Reno, Nevada 89510 or call 702-325-2350, EOE.

State Of The Art Ability to maintain new built FM. Must have at least 1 year experience as a Class operator. Send resume, references and salary requirements to Box K-143, EOE.

HELP WANTED PRODUCTION, OTHERS

Production Manager: If you have good pipes, strong production skills, a minimum of 3 years in radio and one year in some stage of broadcast department management you need our KM4 AM. Country FM! Contact: Jane Punch-McBride, Assistant General Manager, KVBE-KMAZ, Box 1450, Beeston, Nebraska 68330. 402-228-5923.

Creative Director needed for Midwest medium market AM/FM. Seeking highly creative person with good production and people management skills. We have top facilities, staff, pay and benefits. Send resume and writing samples to Box K-137, EOF.

Billboard Station of the Year for both 1979 and 1980 needed for P.O. leaving due to family illness. Air, PD, experience and winning management style prerequisites to meet our high standards. Salary commensurate with our reputation. Join us - our new 91.1 million studios. Apply in confidence. Send resume and station's best tape to G. Scantland, Pres., WDFX, Box 10,000 Marion, Ohio 43302-1330, EOE.

Radio Operations Coordinator for 500 watt non-commercial AM radio station in the Chicago area. Responsibilities include coordinating studio usage and remote broadcasts, non-electronic maintenance, program production and on-air shifts. Requirements include coordination of studio usage, Operations. 1 to 2 years experience in non-commercial radio, knowledge of F.C.C. rules and regulations, organizational and research skills. Competitive salary and benefits. Send resume to Personnel Office, College of DuPage, Glen Ellyn, Illinois 60137. EOE.

SITUATIONS WANTED MANAGER


General Manager who delivers exactly what's expected from a station looking for better opportunity. Non-smoker with 18 years industry experience. Outstanding track record. As proficient in programming as in sales. Box J-68.

Major Market combo man, engineering, programming seeking O.M. or P.O. position in small or medium market. Box J-88.

Emplo see the Market Program Director fully involved in operations. Single. Seven years experience. What have you got? Box K-130.

General Manager: If you are looking for a dynamic, organized, professional broadcaster who is results and profit oriented, check it out. 19 years managing AM/FM all markets. Strong motivation, heavy sales and promotion skills. Excellent credentials. Box K-126.

General Manager: Twenty years of success in sales, programming, administration. Now managing medium market money maker. All market wide considered. Box K-124.

Presently Employed, Sales, profit-oriented GM former partner. 10 years experience, two applications and 8 renewals, incredible track record, available to relocate. Northern climate preferred. Box K-122.

Does your medium to good small market station need a multi talented manager? Tons in personnel sales, innovative sales marketing and creative training. Vast programming and promotion experience in all formats over 25 years. Excellent commercial writer and an ear for others. Send name, address and call letters. I will call you immediately. Box K-119.

SITUATIONS WANTED SALES

Experienced Salesman seeks stable sales/purchasing position in small or medium market. California station. Preferably San Jose area but will consider all others. Box K-17.

Combination Sales and announce C&W. Ten years, top billed, good voice. 318-981-2776 after 5.

Hardworking, mature experience account executive desires sales or sales manager's position, any size market. Box K-96.

SITUATIONS WANTED ANNOUNCERS

Experienced Female needs a job. Cali Randi at 212-375-7146 anytime and let's talk!

I Know A Disc Jockey who likes to have fun at the job, 30 years in radio, knows his market. He has a great track record and super references, and he's easy to work with (also, creative, hilarious, and humorous). Currently, he's making good bucks in a medium market. For the right opening, he could be available in January. Why don't you write him a letter and tell him your story? Then he can tell you his and send you a tape. Don't tell him you're a guy - maybe I shouldn't have. Oh well, what's a mother for? PS - when you write to him, tell him the man with no name says he has six months to pay up Box K-50.

Political Science Professor - with radio experience seeks weekend talk show spot on East Coast. Cal Or Colman weekdays from 15 a.m. to 12 noon at 617-437-2796.

Competent, hard-working, dependable per with over two years experience seeks announcing and/or board operator position. Good voice and right board. Write Rick Marches, 621 Lenox Avenue, Miami Beach, FL 33139, or call 305-568-4950.

Bradley Grad - D.J. Good production skills, and interested in sports announcing. Willing to relocate. Anxious to start anywhere. Tony 312-788-2488.


Fire Chief medjammyn and hire an unsplendid, trained broadcast school graduate who is dedicated to the art. Great for DJ's, news and sports production. Prefer Top 40, A.C, A.R.B. have 3rd. will travel. Call or write Mike 212-758-9396 or Box K-145.


9 yr pro with play by play, sports dir, talk, news, PD, and announcing background with solid promotion. Currently working. Looking for good station to make quality contribution. Box K-110.

Versatile personality with major market experience looking to move on. Good production skills. Box K-95.

Listen, you'd like it. A unique voice for the unique reply. Good copy? A good boss? Table and resume available Will relocate. Cali Nigel between 4-8 p.m. 212-323-5332 or 690-1556 of write Box K-102.

Production Director: For MOR Station. Call Ron 315-524-7928 from 10 AM 3 PM CDT. Wichita, KS.


Country or Top 40. 8 years experience excellent references, very dependable. Mike Hone 904-255-6950.

You've seen the face — now hire the voice. (Sports news, DJ) the interesting style of JHF. 212-371-2356.


Ever notice that most situations wanted advertisers haven't ideas as to what they would prefer? I'll give you what you prefer — good voice, compelling delivery and positive attitude. Black male without Black dialect. Wilbur Colman 215 — 922-3530.

Broadcasting Oct 12 1981
HELP WANTED TECHNICAL CONTINUED

Television Maintenance Engineer. Must know electronic troubleshooting. Will assist in maintaining all television equipment at station. Brand new RCA transmitter installation. Brand new production facilities. Contact: Bill Brister, Chief Engineer. WGW-O TV, No. 2 Canal Street, New Orleans, LA 70130, 504-581-2950. EOE.

News Photographer Minimum two years experience required. Must be steady hand, creative mind and dependability a must, as well as ability to think, work well with people in the field and newsroom situation. Salary: $55.00 per hour DOE. Submit resume to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer M/F.

Video Tape Maintenance Technician. Must have a minimum of 3 years experience in video tape maintenance and/or FCC license. Good communication and operate with some technical school training would be desirable. Submit resume to Clarence Mosley, Vice President of Operations, WINK-TV, PO. Box 1080, FT. Myers, FL 33902 EEO.

Assistant Chief Engineer, for group owned, net affiliated UHF station in sunbelt top 100 market. First Class FCC license and several years of maintenance experience on all studio and transmission equipment. Must have desire and ability to move up to chief eng. within a few years. Include salary requirements in reply. Submit resume to Steve Webber, Chief Engineer, DSM-TV, 1777 G St. Street, Calif 93706. We are an equal opportunity employer.

HELP WANTED NEWS

Number One Meteorologist - Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/MF.

Anchor/Producer. A dynamic person needed to fill out large newsroom staff will be responsible for in-studio and large newsroom staff. If newsroom and professional growth excite you then rush resume to Box K-41. EOE.

Creative Commercial Copywriter with excellent writing skills, and knowledge for Gulf Coast market. EOE. Box K-54.

Director-switcher with proven hands on ability in news and production. Sout Texas VHF EOE. Box L-56.

Major Market Anchor. We’re looking for a bright experienced Anchor/Reporter for Major Sunset Market, will grow with our expansion plans. Send resume, and salary requirements to Box K-82. An Equal Opportunity Employer.

KTBV TV News Department has an opening for a producer in Journalism or degree in related field, and some experience in production of newscast required. Job requires total production of 10 newscasts including writing, editing, stack, timing and control room. Salary commensurate with experience, and resume and tape to: Andrew Pont, KTBV TV Box 427, Shoreview, LA 70114. Equal Opportunity Employer.

Dynamic Weather Personality. Very creative, high energy and authoritative style. As our weather forecaster you will be main source of weather for the area. Submit resume to Mr. Thomas Moss, WJTV, PO. Box P, Jackson, Miss 39209.

Weathercaster WBOG TV (CBS) Salisbury, Md. Looking for someone with good on air presence. Experience 1 year minimum required. Salary $50,000, plus benefits. Submit resume and letter to: Marc Elson, News Director WBOG TV, PO. Box 4257 Salisbury, Md. 21801. An Equal Opportunity Employer.

Weathercaster WBOG TV (CBS) Salisbury, Md. Looking for someone with good on air presence. Experience 1 year minimum required. Salary $50,000, plus benefits. Submit resume and letter to: Marc Elson, News Director WBOG TV, PO. Box 4257 Salisbury, Md. 21801. An Equal Opportunity Employer.

Need anchor for 6pm and 11pm newscast. Must have 1-2 years experience. Preparation and grasp of local and state news events. Salary $25,000. Submit resume and letter to: Marc Elson, News Director WBOG TV, PO. Box 4257 Salisbury, Md. 21801. An Equal Opportunity Employer.

GROUP OWNED stations in midwestern markets seeking video people. Many openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box K-153. We are an Equal Opportunity Employer M/F.

TV Journalist: Looking for imaginative, mature journalist with weekly news and public affairs magazine to share and 2 years experience in television news or related field including reporting, writing, ENG production and editing, and news experience Salary: Range $19,000-$20,500. Submit tape, resume and references by October 23, 1981, to Alan Foster, New Hampshire Public Television, Box Z, Durham, NH 3824, AAEEO.

Number Two Meteorologist: Position is for on air and in-house consultant. Fully equipped and professional office. Tapes and resumes to Ray Bylan, Chief Meteorologist, WTVL-TV, PO. Box 12, Jacksonvile, FL 32231.

Director: Minimum one year experience to edit tape, write, produce and direct 1-2 hour newscasts. Salary $15,000 plus benefits. Submit resume to Personnel Director, PO. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

News Director for growing ABC affiliate in Eau Claire, WI. Applicants should have experience reporting/working with ENG. Salary $30,000. Send tarpamette to Station Mrs., WQOW-TV, 286 S. Hastings Way, Eau Claire, WI 54701.

PM Magazine Co-Host. Talented and aggressive person needed to replace male co-host in successful show. Story production and writing skills. If you have the television camera & editing skills and resume to Doug Bolin, WYTI-TV 918 Ohio Street, Terre Haute, Indiana 47807. An Equal Opportunity Employer.

News Director for radio and television station. Must have 1 year minimum of news director or level of equivalency. Salary D.O.E. Send resume, tape to: Anne Sipe, KTVB PO. Box 950, Fairbanks, Alaska 99707. Equal Opportunity Employer.

Anchor/Field Reporter for Northeastern, 7th market. TV station. Must be experienced and willing to relocate. Send resume and video cassette (cassette will be returned) to Personnel Manager. WJAC-TV, Hickory Lake, Johnstown, PA 15907. An EOE.

Reporter, Minimum 1 year commercial TV news reporting experience. Strong writer able to do live ENG and studio reports. Anchor ability helpful. No negotiable. Submit resume and letter to Allen. News Director KOTV, PO. Box 6, Tulsa, Oklahoma 74121. Equal Opportunity Employer M/F.

Street reporter with anchoring potential wanted immediately for station in 37th market. Excellent opportunities available. Submit letter and resume to: Sports Director, WTVL-TV, 200 Laperle Road, Flint, MI 48503. An EOE.

Sports Reporter/Weekend Sports Anchor to the CBS affillate in the 42nd largest market. Must have at least 2 years experience in television news experience available. We are a snapping sports writer or someone who believes in using lots of pictures and are the anchor must have an understanding of sport and how to package it in a way it will appeal to the whole audience. Send resumes to: News Director, PO. BOX 2009, Durham, NC 27702. EOE.

Immediate Opening for News Director. Major market all news Radio Station has an opening for an experienced creative work environment. Excellent salary plus benefits including salary plus benefits including housing, plus and travel. Email resume to station. None will be considered. Send tape and resume to Bill Jones, News Director WBOG TV, PO. Box 2057 Salisbury, Md. 21801. An Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Promotion Manager—Need experienced person to handle promotion for TV station. Knowledge of production, promotion, graphics, writing skills essential. Send resume to Marivel Lee, KRIS-TV, PO. Box 480, Corpus Christi, TX 78403 EOE.

Production Photographer/Editor wanted for expanding workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements and minority magazine show. Experienced only need apply. Apply to Equal Opportunity Employer. Send resume to Box K-84.

Editor/Director (supervisory capacity) for video production/post-production facility. At least 2-3 years computer editing experience (preferably CVS, Harris DVE, etc). Must have video switcher. Associate / Technical level. Send resume to: Compositor CQ, digital effects generator. Directing and lighting a plus. Send resume to Wicker Works Video Productions, Inc., 7342 South Alton Way, Englewood, CO 80112.


Information Officer/Cultural Affairs Producer—Produce cultural programs for KUSD TV and the South Dakota Public Television Network. College degree in arts, theater, English or communications and 3 years experience in cultural affairs, including the lively or popular arts, or an equivalent combination required. Preference for direct experience in the arts an on-air television experience with extensive writing and editing skills and proven writing skills for broad audience. Knowledge and facility with a wide variety of ENG, ENG and quarry editing. Salary base $13,500. Application deadline: October 30, 1981. Reply to USO Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Cinematographer needed for production facility. Required: 3 college degree, experience shooting 16mm film, strong production sense a necessity and EP experience preferred. Send resume to WRAV-TV PO. Box 500 North Stewart, Creve' Coeur, Illinois 61611 EOE.

Established cable TV service requires experienced film programmer and negotiator. Knowledge and interest in foreign and art films necessary. TV station or network or film industry experience essential. Send resume and salary requirements and resume to Box K-144.

Producer — We are seeking a Producer for the 11 o'clock news show. Applicant must have at least two years experience as a show producer. Skills must include ability to work independently and direct night staff. Our style is crisp, forthright and on top of good writing. Mail inquiries to Box K-106 EOE.

EXPERIENCE TRAFFIC PERSON. One of the country's major radio stations, Metromedia Television in the fastest growing area, is located in the heart of the Sunbelt. Houston, Texas. Excellent opportunity for an experienced Traffic Person. BCS background helpful, but not essential. Work in operations, must be capable of: Flexible, computerized, check-in, familiar with Cart System, prepare video and written material with Agency Inquiries by phone. Full employee benefits. Contact Ms. Pati Kuestner, Traffic Mgr. KRIV TV, PO. Box 22610, Houston, Texas 77027. 713-626-2610. KRIV TV is an Equal Opportunity Employer.

Broadcasting Oct 12 1981 279
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

PM Magazine in Lafayette, Louisiana is looking for a co-host to work with our female host. In addition to on-air ability featuring strong skills an assistant. tape to Mike Harrellson, Producer, KLFY-TV, 2410 Eraste Landry Road, Lafayette, LA 70506. An Equal Opportunity Employer.


Television Artist/Illustrator: Experienced in all areas of television art plus courtroom illustration. Contact: Promotion Manager, WTLV, Jacksonville, Florida. 904–354-1212 EOE.

Play-by-play and color announcer for Big Sky Basketball TV network. Resume and cassette to Morgan Valley Productions, 4408 W 62nd Terrace, Fairway Ks. 66206.

TV Producer for national labor series project. Minimum 5 years major TV production experience. Ability to manage a production team and budget required. To apply send resume to: Personnel, 7441 Sec- ond Blvd., Detroit, MI 48202. EEO/FF.

No. 1 Group Owned Station in 50th market seeks experienced and creative promotion manager with proven credentials in print and on-air. Candidates must be able to take charge and seize the opportunity that requires imaginative production expertise. Excellent salary and benefits with the nation’s pioneer television station in the countryside of upstate New York. Call Ter- enson at 218-313-3343, Manager. 518–323-2161, WRGG-CBS-Albany/Schenectady/Troy NY. General Electric Broadcasting. An EEO Employer.

Producer/Director: Top 50 market, net affiliate has excellent opportunity for a highly motivated Pro/Dir. College degree preferred with 2 years public affairs and promotion production, an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients and have had hands-on experience with mini-cam, 34" 2" editing, able to switch a time effects video switcher. Quality minded applicants send resume to Box K-76. We are an EOE Employer.

Experienced producer/director for progressive New England station. Modern facility with emphasis on commercial production. Downsizing and changing the experience necessary Persons qualifying apply to P.O. Box K-68.

Television Production: Commercial Announcer/ Director, Producer. Responsible for writing, producing and directing studio and location commercials and long form spots, must be able to work with automation. Action News. Approximately 35 years professional experience desirable. Switching experience helpful. Heavy voice-over work involved. Send resume to M.G. Gleeson, KFGN-TV, 1170 G Street, Fresno, Calif. 93702. We are an equal opportunity employer. No Phone Calls Please.

SITUATIONS WANTED MANAGEMENT

Director of Broadcast Operations/Engineering. Extensive background in Program, Production and Engineering. Member of Eponym Television and Radio station design and construction experience from FCC, permitting to completion and operation. Excellent track record in People and Financial management. Box K-93.


SITUATIONS WANTED ANNONCERS

Sports Announcer – 4 years experience, extensive PBP. Ships market SD. presently employed, portable. 716–652-4272, 479 Girard East Aurora, Ny.

SITUATIONS WANTED SALES


SITUATIONS WANTED TECHNICAL

Broadcast Computer Applications Pro interested in a challenging long term position in a medium to large market. Can offer eleven years of computer experience, especially with broadcasting experience beginning in 1966. Credentials include First Class License and B.S. degree in Mass. Communications. Have designed and built TTL based devices and succeeded in digital communications. Currently managing a national computer assisted broadcasting service company. Contact Box K-125.

SITUATIONS WANTED NEWS

Reporter/Anchor. Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 301–951-2919.

FSU Meteorology Communications graduate desires position with TV and/or radio. Will relocate. Excellent 4 year experience. Available immediately. For resume contact: Gordon Hepburn 404–477-3746.

Sportscaster whose professional approach and high level of enthusiasm can produce the winning edge. Solid grasp on sports skills timely reporting. Impressive "impression形ing" packages. Tape shows veracity Box K5.

Veteran radio reporter with some TV experience desires TV/News writing. If you want a reporter and a digger and one with broadcasting experience in broad cast journalism. Greg 517–686-5790.

Dedicated Newswoman. Strong voice, assertive delivery Excellent writing skills. Brooke Atzer 150 Laurel Avenue, West Hollywood, CA 90066.


Female, 23, B.A. Broadcasting/ Speech Seeking position as Good Morning or Evening Magazine reporter. 6 month TV experience in EP production. Assistant to Executive Producer, and Director of Morning Program. 3 years strong radio experience in Production. Reporter. DJ. Available immediately: for resume call 716–852-2163.


Meteorologist with MS. Extensive radio experience with top forecasting service. Head on more than 75 stations. Looking for new challenges in television. Strong desire to learn and excel. Resume and tapes available Box J-42.


Meteorologist, employed. 3 years on air. Informa- tive, educational style yet congenial and occasionally humorous. Box K-129.

SITUATION WANTED PRODUCING, PRODUCTION, OTHERS

Ambitious college grad, with commercial experience in all aspects of TV production seeks challenging overseas assignment, will go anywhere. Call: Dave 515–585-4701.

Attention Small Markets: Thirty years doing everything, and I can't get enough of it. Currently keep- ing busy producing house 'together as announcer (off- camera), editor, producer and problem-solver. Con- siderable broadcast and free-speech credentials. Seek- ing opportunity to capitalize on skills. Contact for terms in surroundings conducive to growing family. First phone 203–771-5648 8:30-4:00 EDT or 203–726-0268 evenings.

Compound mixture of first phone operations, acting, writing, directing-producer in stage, radio, television, film, video, film, television and video. Four major festival awards. Long freelance resume, seeking stable em- ployment with production facility public or com- mercial television. Also interested in pursuing positive direction and varied challenges. Format, technical and per- formance direction are specialties. Richard Haverneen 207–539-4790.


Top Five Staff producer/director assigned to promo- tion seeks directing position with varied duties. Box K-102.

ALLIED FIELDS

HELP WANTED SALES

Business oriented successful salesperson with good credit and character. This is a straightforward op- portunity involving substantial dollar amounts. Well trained in business brokerage. John Emery, Chep- man Co. Inc., 1835 Skyy Dr., Atlanta, GA 30341.

HELP WANTED INSTRUCTION

Chairperson/Professor: Trinity University seeks chair/professor for Journalism, Radio and Television Department beginning Spring 1982. Applicants need, proven administrative qualities. PhD. and/or distin- guished background in media (knowledge of electronic media expected). The individual, high to aca- demic and professional standards in a dually under- graduate liberal arts setting; ability to motivate stu- dents in the classroom. D work with professional media: strong support for UTC programs inside and outside the university. JRT Department has over 300 majors in three sequences and a faculty and staff of 12/14. FAC 44 specifies most of all but a few major uni- versities and include color TV studios, ENG, remote programing, 16-track audio studio, film and photo- graphic arts, production, technical and computer station. Sal- ary dependent upon qualifications: 9-month base plus chair supplement. TIAA/CREF and excellent fringe benefits. Application deadline November 20, 1981, to be assured of consideration. Send resumes and support- ing material to Dr. Richard Gentry Chair, JRT & Search Committee, Trinity University, 715 Stadium Drive, San Antonio, Texas 78284. An Equal Oppor- tunity/Affirmative Action Employer.

Assistant Professor: Trinity University seeks Assis- tant Professor (TENURE TRACK) for Journalism, Radio and Television Department to begin Fall Semester 1982. The ideal candidate is highly pro- bably, final budget authorization will come later this fall. Applicants need: PhD. from recognized tele- communications or related field, is in teaching of criticism, Bat- ting, and Directing courses, Small Format Video (industrial/corporate, educational, urban applications). Media Theory and Criticism. History of Mass Media, Law. Mass Media and Society and strength of individual applicant, profici- ency in audio and film production helpful. JRT Department has over 300 majors and a faculty and staff of 12. Facilities match those of all but a few major universities and include color TV studios, ENG, remote programing, 16-track audio studio, film and photographic arts, production, technical and computer station. Salary $20,000 minimum based on qualifications, 3 month contract. TIAA/CREF and excel- lent fringe benefits. Application deadline December 1, 1981, to be assured of consideration. Send resumes and supporting materials to Mr. Max Freisch. JRT & Search Committee. Trinity University 715 Stadium Drive, San Antonio, Texas 78284. An Equal Opportunity/Affirmative Action Employer.

Department of Communication seeks Associate Full Professor for teaching, curriculum development, professional contacts and research. Option for admin- istrator position. Responsibilities: Teaching, research, professional development, administration, broad- cast experience and demonstrated teaching ability required. Growing Department considering; school status with 700+ majors. Grad program starting; additional annual salary. Calcular vita to Chair, Broadcast Journalism Search Committee University of Miami, P.O. Box Office 248127, Coral Gables, FL 33124. by December 1, 1981.
Christian Healing ministry seeks callers, editing desks, and microphones, Datavideo, Tally man, etc... Help spread God's word. All donations tax deductible! Grace N' Vessels of Christ, 77 Grey Bridge Rd. Northfield OH 44064.

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FOR SALE EQUIPMENT


Broadcast Systems Inc. - Supplies over 100 lines of quality audio Visual equiptment, to meet all your television needs systems. Call Les Hunt, 703-494-4998; Carroll Ogles, 919-544-1484; Byron Finch, 205-782-5487; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6254; Al Crocker, 805-929-4476; and Jim Spears, Chuck Baiding, Cary Fitz, or Don Forbes at 800-531-5232. We specialise in quality television equipment.


RCA TP 66-16mm film chain projectors. Excellent condition! Call row 305-758-0599 at International Cinema Ena, 6750 NE 4th St, Miami, FL 33183.

25 KW FM McMartin w/extras: stereo, SCAN 2 yrs old, air on M Cooper 215-379-6855.

10KW AM RCA BTA 10F-many spares, exc. proof on air. M Cooper 215-379-6855.

5KW AM Gates BSCO w/10Kw mod. transmitter. Good condition. M Cooper 215-379-6855.

Used Equipment Bargains: RCA TT-10DL 11 KW VHF Transmitter, $5,000. Complete GE Film Island S1800, 10 KW TV, $17,000; Ampex 12000 VTR, $6,500; VCI, VDC, VEL, Edcor, $16,000; Noreco PC-70 Color Cameras $8,000; GE PE-400 Color Cameras $3,000; CBS 5402 TBC, $5,000; En- viroprint Filters, $1,000; GECO Bric/Kit, $1,000, Brand new equipment. Call Bill Kitchen or Jim Herrin, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on loc. new diesel engine and drive unit. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, tell audio and video switching. Quad VTR and 3/4" editing system. $130,000 takes it. Call Bill Kitchen or Jim Herrin, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.


GE PJ 550 Color TV large screen projector, new light valve and updates. $37,000. Write or phone International Cinema Equipment Co., 875 N.E. 4th St, Miami, FL 33138 305-756-0698.

Inventory Clearance - Reduced for Quick Sale $4000 on channel 3, $3500 on channel 12, $4500 on channel 4, $2000 on channel 21, $3500 on channel 5, $1750 on channel 39, $1000 on channel 50. Call Bill Kitchen or Jim Herrin, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NCR/LECO PC-70, Pedestals & Heads, $800 ea; GE PE-400, complete, $4000 ea; GE PE-350, complete, $2500 ea; TOSHIBA CTC X Minicam; Plumbusa $10,000, Call Bill Kitchen or Jim Herrin, Quality Media, 800-241-7878. In GA call 404-324-1271.

Three PC Studio Cameras. Schneider 10:1s FET Preamps; Houston Fearless Ffntin Friction Heads and Pedestals, Tripods, Dollies. All in good working order. Contact: Dave Hoppe, HBO Studios, 120A East 23rd Street, New York, N.Y. 212-475-9341.

COMEDY

Free Sample of radio's most popular humor service! (Request now; station letterhead) O’Liners, 1448-C West San Bruno, Fresno, CA 93711.

Hundreds Renewed again! Free sample! Contemp- porary Comedy, 5804-B Twinning, Dallas, Texas 75227.


MISCELLANEOUS

ARTIST BIO Information. Daily calendar, more! Total Personnel & Personnel service. Write (on letterhead) for sample. Galaxy Box 20093-B, Long Beach, CA 90801. 213-595-9588.


Prizes! Prizes! Prizes! National hands for promotions, contests, programing, No battle-or-trade ... better! For fantastic deal write or phone. Television & Radio Features Inc., New York. 10306. Suite 40-E, Chicago, Ill., 60619. 312-944-3070.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV or city phone. Send for free samples. Bingo Cards, Omaha, Box 4069, Omaha, NE 68134. 402-453-2889.


RADIO PROGRAMMING


Photo Tips! Radio feature. Five new 1 1/2 minute shows per week. Listeners enjoy it. Remember. 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5990. ext. 181, Dom- main Communications, Box 337, Wheaton, Ill. 60187.


CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6326.

Job Seekers: Our new approach can get you that important job. Send $2.00 postage and handling for catalog from Broadcast Careers, Inc. PO Box 68864, Atlanta, Ga. 30339. Free Bonus Workorder.

RADIO

Help Wanted Management

EXECUTIVE VICE PRESIDENT

MAJOR RADIO GROUP

We are a well known radio group with successful stations in large markets. Our president is expanding his duties within the parent organization and is looking for an executive to absorb certain operational tasks. Only persons with some level of major market group responsibility need apply. Salary and benefits competitive, including relocation to east coast base.

Box K-120
EOE-MF

Help Wanted Sales

SALESPERSON

ATMUTO GROUP, INC.

KMJJQ MAGIC 102 FM HOUSTON

High performing salestperson (Minimum 2 year's local experience) have an immediate opportunity to join one of America's leading growth broadcast companies. Must be proven high achievers with both creative and administrative skills.

If you are aggressive, knowledgeable and career oriented with management potential, this company offers both income and a future.

Send letter and resume only to Lillian M. Lang, Group Sales Director or Jeff Silver, Sales Manager at:

KMJQ
PO Box 22900
Houston, Texas 77027

EQUAll OPPORTUNITY EMPLOYER

IF YOU WANT TO MAKE MONEY

Apply today -- WIXX Raleigh, N.C. is looking for pro- fessional, radio salesperson. This No. 1 list is yours. If you are the right person, no beginning please and ap- ply only if you are serious about radio sales and want to settle down in a beautiful part of the country. Send resume, salary history to Rich Styles, General Sales Manager, WIXX, POB 12520, Raleigh, N.C. 27610.
EOE-MF

For Fast Action Use BROADCASTING's Classified Advertising

WRONG WANTS the Best Classical Music Announcer in the Country

Staff position available immediately for experienced professional with excellent voice, attractive personality, facility for foreign pronunciations and thorough knowledge of classical music. High salary, benefits. Send resume and voice tape to: Duncan Pirnie, WQXR, 229 West 43rd Street, New York, New York 10036.

An Equal Opportunity Employer
Help Wanted Announcers Continued

Metromedia's top-rated
adult contempo FM in the Nation's capital
is currently seeking a full-time vacation relief
announcer and a part-time announcer to work
weekend shifts. Applicants for either position
should possess at least one year's commercial
broadcast experience. Deadline for tapes and
resumes is October 18, 1981. Mail to: Bob
Hughes, Program Director, WASH-FM, Wash-
ington, D.C. 20016. No calls, please.
Metromedia is an Equal Opportunity Employer.

Help Wanted Technical

DIRECTOR OF ENGINEERING

For Large AM-FM Group Operator with
headquarters in the West. Heavy broad-
cast experience necessary. Responsi-

bilities include directing engineering
staffs, planning of facilities installation,
purchasing, and maintaining technical
standards consistent with sound engineering
practices and FCC rules and regulations. Qualified applicant
should have strong maintenance back-
ground, familiarity with state of the art
equipment and operations, proven
leadership ability, and administrative
skills. Salary open, benefits include
company car, expenses plus bonus.
Willing to accept E. C. degree, but not
mandatory. Must relocate to corporate
headquarters. Send resume to Box K-90. An
Equal Opportunity Employer. M/F.

Situations Wanted News

Agribusiness Reporter—
Newsmen Seeks Position

Broad expertise in contemporary
Asian, Mideast and Third World po-

titical and economic problems and
development—PhD in Asian affairs
practicing as businessman who
possess first-hand knowledge of
agriculture and its problems. Se-

venteen year's experience in broad-
casting as a reporter, news director
and farm director. Seeking position
in which past experience, educa-
tion and skills will contribute to a
hard-hitting, dynamic news depart-
ment. Box K-105.

TELEVISION Help Wanted Management

PROMOTION DIRECTOR

ABC affiliate in Dayton, Ohio seeking professional TV
promotion manager. To head up top notch AD/promo
staff. The individual we need must have a thorough
understanding of research and marketing concept
and be experienced in promoting creative people.
Experienced in news promotion and adver-
sising preferred. Please send confidential resume
including salary history to: WDTN TV 2, 4555 South
Dixie Avenue, Dayton Ohio 45419. No Phone Calls
Please. EOE/AA.

TELEVISION'S FASTEST GROWING
INDEPENDENT GROUP WANTS YOU!

If you're talented, experienced and ready for
real responsibility, we need:

• SALES MANAGERS
• BUSINESS MANAGERS
• CHIEF ENGINEERS
• PROMOTION MANAGERS

If you're ready to move up, send
your resume in confidence to:

Box K-72.
An Equal Opportunity Employer M/F

administrative director

HARLINGEN, TX

The Administrative Director will assist the General Manager in supervising
the administrative functions of Heritage Cablevision in the Texas
operations including customer service, cost control procedures, vehicle
maintenance and usage reports, accounting procedures, personnel
records, management information systems, internal auditing pro-
cedures. Other duties involve coordinating finance, personnel pro-
cedures and company policy matters with other Directors.

Qualifications are knowledge of accounting principals and methods,
degree, preferably in business, 5 years management experience, skills
in communications, human relations, problem solving and organization.

Interested in joining a fast growing company with an excellent benefit
and salary package, please submit your resume to our home office.

Heritage COMMUNICATIONS
2195 Ingersoll St.
Des Moines, IA 50312
An Equal Opportunity Employer M/F

Help Wanted News

Meteorologist/Environmental Reporter

Top 30 market station searching for
Meteorologist/Environmental Reporter
who can communicate. An AMS seal is
preferred. Our commitment includes
Color Radar, NAFAX, UNIFAX II, ACCU-
WEATHER, several microwave mobile
units and live helicopter. Please send
resume to Box J-9. E.O.E. M/F

NEWS CO-ANCHOR — TOP 20 MARKET

Southeast U.S. network affiliate seeks experienced
journalist for co-anchor position. Person must demon-
strate ability to provide strong on air presentation
and be able to work effectively as a co-anchor. Can
demonstrate role and possess a strong news writing ability. Send complete resume
and salary requirements. Tapes will be requested from
selected candidates. Equal Opportunity Employer.

Box K-149

NEWS ANCHOR

Medium market California affiliate with
major market style and class needs an
aggressive anchor. We’re a sharp news
organization in a competitive city. Call
Greg Lefever at 209-237-2424 EOE.

REPORTER

Major aggressive Midwest television news
department with the latest state-of-the-art
equipment, including live helicopter, needs
general assignment reporter. Candidates
should have journalism degree plus at least 3
years television news experience. We are
searching for someone to complement our AP
and UPI newscast of the year. Please send
resume to Box K-114. E.O.E. M/F.

Broadcasting Oct '81 283
Help Wanted Technical

CATV ENGINEERING DIRECTOR
HARLINGEN, TX

This position reports to the General Manager of our Texas systems. Duties include forecasting for new builds and new market areas, annual budget preparation; evaluation of manpower, material and equipment resources, establishment of technical training seminars, inventory procedures, and cost control procedures for company assets. The ideal candidate will possess an Engineering degree, an FCC license, 3 years in cable experience in budgetary procedures, skills in problem solving, communications, writing, and human relations. 5 years management experience in a related engineering field may be substituted for a degree in engineering.

If interested in joining a fast growing company with an excellent benefit and salary package please submit your resume to our home office.

Heritage COMMUNICATIONS
2185 Ingersoll Ave.
Des Moines, IA 50312
Equal Opportunity Employer M/F

Maintenance Engineers/Free Move To California

KRBK TV, Channel 31 Sacramento, Calif., wants the best experienced maintenance people. Work with growing group operator offering excellent compensation & benefits. Experience with RCA TCR-100 cart machines, RCA TK-29 film cameras, TK-76 field cameras. Ampex 1290 CTR, RCA or Sony 1-inch tape and UHF transmitters desirable. We will pay for move if you agree to work under contract for a minimum of 24 months. Contact Bob Vendetti or Denny Grayson, KRDK-TX, 500 Media Place, Sacramento, CA 95813, Telephone: 916-929-0300, Equal Opportunity Employer. M/F.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION MAINTENANCE ENGINEERS

Network owned television station is seeking TV maintenance engineers. Prefer electrical engineering degree or equivalent experience in electronics. Background in digital radio frequency or microwave equipment is desirable. If qualified, please send resume with salary requirements to:

Bart McGuinn
AMERICAN BROADCASTING COMPANIES INC.
233 N. Michigan Ave.
Chicago, IL 60601

As an equal opportunity employer we encourage females & minorities to apply.

Help Wanted Programming, Production, Others Continued

JOIN CHANNEL 21 PRODUCTION IN DALLAS

We need experienced television production professionals who want the challenge of building the new, exciting Channel 21 serving the Dallas Ft. Worth community. We promise you a unique opportunity for professional growth, and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television production venture, please write to: Milton Grant—KTXA Channel 21, Inc., 1712 E. Randol Mill Road, Arlington, Texas 76011.

Opportunities are available for:
1) Director/Editor
2) CMX Editor
3) Production Video Tape Operator
4) Audio/Sound Operator
5) Cameraman/Studio-Remote
6) Chief Engineer
7) Transmitter Supervisor

We are an equal opportunity employer. All contacts will be strictly confidential.

WFAA-TV DALLAS NEEDS WRITER-PRODUCER

Experienced creative writer to help develop advertising campaigns for television station promotion department. Must know television production and have ability to write advertising in all media, as well as for sales promotions. Tapes required. Reply to Employee Relations Department, WFAA-TV, Communications Center, Dallas, TX 75220. Phone (214) 748-9361. An equal opportunity employer.

Help Wanted Sales

TV COMMERCIALS SALES

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add capable sales people. We're looking for people with the following qualifications. Experience in 1 on 1 selling to retailers... experienced and able to travel extensively—7 mos. per yr. on the road (willing to enjoy 5 mos. vacation) ... 26 to 40 yrs. old and single.

If you would like to join our unique and special sales force, who have sold what is undoubtedly the finest package of syndicated TV commercials available ... we want to talk to you. Write, include resume, or call 203-435-2551. An equal opportunity employer.

MADISON MUSKENS AND JONES, INC.
P.O. Box 432 Main Street, Littlefield, TX 79329

Broadcasting Oct 12 1981 284
Situations Wanted Management

POLISHED, UNIQUELY TALENTED, CREDENTIALED
(Doctor of Business Administration, masters degree from Harvard)
female executive, age 31, seeks exciting, challenging position in television/motion pictures. Areas of expertise include:
- State-of-the-art Strategic Planning
- Social/Developmental Research (design, methodology, computer and conceptual analyses)
- Project/Work Design and Management
- Organizational Communications (interpersonal processes)
- Creative Ideas (speech and drama undergrad major)
- Existential Humor

The right position is the most important thing. Please reply to Box K-123.

Help Wanted Management

SALES/Sales Management

BROADCAST PERSONNEL

OUTSTANDING OPPORTUNITIES

... With Arbitron's Radio Station Sales Department

Fast growing recognition and acceptance of our service has generated an exceptional opportunity for sales managers, and accounts executives.

The persons we're seeking should have several years experience in radio broadcast sales. You should be a self-starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence to:

Bill Livik
The Arbitron Co.
1350 Ave. of the Americas
New York, N.Y. 10019

An Affirmative Action Employer

Help Wanted Technical

BROADCASTING ENGINEER

Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles, KLCS-Channel 34. Requirements: 5 years experience in television production, computer skills, and experience in all areas of television. Salary range is $20,000-$25,000 per year. Please reply to Box K-37.

Situations Wanted News

WEATHERCASTER

Both weatherman with the knowledge, voice, and talent to be number one, is completing broadcast training. Professional/talent appearance and attitude with interesting personality and uncommon knowledge. I will communicate with a flair. Astoundingly accurate forecasts, updated continually, always fresh and tuned to your audience. TV or radio, any size market. Box K-111.

Situations Wanted Programming, Production, Others

SPORTS ANCHOR


ALLIED FIELDS

Help Wanted Programming, Production, Others

CREATIVE DIRECTOR

OF COMPUTER SOFTWARE PRODUCTION

Nationally acclaimed producer of educational software for rapidly expanding microcomputer field seeks creative executive to head its New York based production staff. Parent organization is leader in use of mass communications media to educate. Position demands executive with talent for identifying, recruiting, and managing creative personnel and clear capability to organized output. Meet production deadlines and budgets. Opportunities to participate in a pioneering effort to develop the educational potential of this new technology.

Box K-37

An Equal Opportunity Employer

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SALES/Sales Management

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DynaCom Enterprises Limited
George Jacobs, P.E.
R.R. Colino, Esq.

SALUTE
BROADCASTING AND SOL TAISHOFF
ON THEIR 50th ANNIVERSARY

Providing Complete Consulting Services in Broadcasting And
Low Power Television

Box 93981, Friendship Station
Washington, D.C. 20016
301-654-8633

Radio Programming

HAUNTED HOUSES
Nationally known "Ghost Hunter" has 65 episodes, 2 1/2 minutes each, of interviews with people who live in haunted houses! Also research information on why haunted, what is a ghost, exorcism, etc. One a day Monday through Friday, for 13 weeks. Only $25.00 per week. Write or call:
The Ghost Hunter
Nym Chamber
822 Union Street
Manchester, N.H. 03104
(603) 669-3237

The Promotional Event of 1981
Top 100 Spots of the Year
FREE DEMO
Toby Arnold & Associates
4205 LBJ, Dallas, TX 75234 Toll Free (800) 577-5335

Bill Taylor
Country Consultants
213-731-4636

Lum and Abner
5 - 15 Minute Programs Weekly
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5684

The Promotional Event of 1981
Top 100 Spots of the Year
FREE DEMO
Toby Arnold & Associates
4205 LBJ, Dallas, TX 75234 Toll Free (800) 577-5335

Cable TV System
In the Southwest. Excellent cash flow. 1600 subscribers—some terms. Call CPA Tom Kistler 602-997-7486.

Top 35 ADI Southeast
100 K FM. Great market. Good format. No billing. Brand new equipment, includes Harris 9002 automation. Selling at less than three year rule. Quick sale essential. $1.5 mil. Cash terms available. Box K-126.

Eastern Washington Farming Community
1 KWD-2300 owner-operator spends only 25% at station. Price at less than 2 X gross. Sale price $725,000. Down payment $65,000. Bal. is 10% Amor. over 10 yrs. Balloon end of 60 mo.

William L. Simpson
Broadcast Owner
(262) 281-2686
3161 Tuliet Ave., Suite 100, Seattle, WA 98121

Owners Work Harder
I just sold my Radio station for 51% more than I was paid for and am now looking at one in a large South East market, which will be staffed with employees who are owners. Although active participants are preferred, outside investors will also be considered. Minimum of $5,000. Resume & investment capability to Box K-176.

23% interest
in 1 kw fulltime AM in market of 50,000+. $45k cash. Include financial qualifications in your reply. Box K-64.

FM Frequency Search $200
Analysis of all possibilities within 25 miles.
LOW POWER COMMERCIAL FM
Systems from $500 open new markets. Write for free informational packet.
LOW POWER PLANNING SERVICES
Box 42, Greenwood, Arkansas 72936
(501) 996-3354 (24 hrs.)

For Sale Stations
FOR SALE (NO UP FRONT CASH)
EXCELLENT EARNINGS
This dominant FM Class B low dial AM daytime/midwest combo priced at less than 5 times cash flow, stable staff, excellent equipment, quality operation. Original owner $2M cash.
Box K-109

CLASS A FM
Midwest, 200,000+ market, newly equipped, priced 2.5X gross.
Box K-115

MISSOURI AM/FM — Original Owner
Excellent small market opportunity for owner operator. $200,000 gross - priced at less than twice gross. Good facilities with $110,000 down, excellent terms.
Box K-133

MIDWEST AM/FM
Regional combi in rich farm area doing $50K for past 3 yrs. $1.1 million. 400K down. Includes all real estate.
Box K-139

ROCKY MOUNTAIN ENERGY CENTER
Fulltime AM-FM in works. Large single station market near larger booming city $900,000 (2x gross, 8x cash flow). Includes $57,000 in solid receivables. 50% down, balance 12%. Discount to minorities. Potential nowhere near realized. Loads of new equipment. Box K-117.

R.A. MARSHALL & COMPANY
MEDIA INVESTMENT ANALYSIS & BROKERAGE
Executive Suite 200 Professional Building HILTON HEAD ISLAND, SOUTH CAROLINA 29928
(803) 842-5251

Arkansas FM
Southeast Arkansas Class A FM medium mkt. $300K Terms, $250K Cash.
Box K-98

North American

2 Missouri AM-FM small market combos: 525K and 320K, terms.
Fla, coastal AM daytimer 350K, terms.
Fla, fulltimer AM 285K, terms.
Midwest AM-FM 750K.
Illinois fulltime AM, profitable, 675K.
Idaho fulltime AM, 835K.
Tenn, daytime AM, 500 cash.
North Carolina medium market fulltime AM, 350K, terms.

FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.
ONE FINANCIAL PLAZA SUITE 2100 FT. LAUDERDALE, FL 33394
(305) 525-2500
SELLERS CALL COLLECT

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS-APPRAISERS
"Specializing In Sunbelt Broadcast Properties" 3050 Purcell Ave. Suite 118 • Memphis, TN 38117
700 New Hampshire Ave., N.W. • Watergate South Suite 1003 • Washington, D.C. 20037

For Sale Stations Continued

CHAPMAN ASSOCIATES
media brokerage service

STATION
MW Small AM $225K $65K Ernie Pearse (615) 373-8315
MW Small AM $235K Cash Peter Strumquist (612) 831-3672
W Small Fulltime $375K 9% Bill Whitley (214) 387-2303
S Small AM/FM $425K $125K Bill Cate (904) 883-8471
W Small FM $500K $130K Ray Stanley (212) 366-2854
S Medium AM $355K $86K Bob Thorburn (404) 458-9226
W Medium AM/FM $2.250K $652K Bill Whitley (214) 387-2303
E Metro AM $550K Terms Jim Maginn (207) 623-1874
S Metro Fulltime $700K Terms Bill Cate (904) 833-8471

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr. Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.

ARKANSAS FM
Southeast Arkansas Class A FM medium mkt. $300K Terms, $250K Cash.
Box K-98

STAN RAYMOND & ASSOCIATES
Broadcast Consultants & Brokers
Has stations available in Ga., Fl., N.C., & S.C.
Call or write now.
404-351-0553
1619 Peachtree Road N.E.
Atlanta, Georgia 30309

WILKINS
and Associates
Media Brokers

MO AM/FM 525K Small
MO AM/FM 300K Small
MO AM & FM 650K Small
NY FM 635K Small
MS AM & FM 475K Small
AL FM 475K Small
ID Fulltime AM 835K Medium
IL Fulltime AM 725K Small
GA Daytime AM 425K Small
OK FM 380K Small
NM FM 500K Small
KS FM 480K Medium
TX AM & FM 955K Small
KY AM/FM 550K Small
Midwest AM/FM-CP 410K Small
ND AM/FM Downpayment 25K
NC AM Downpayment 25K
MO FM Downpayment 35K
NM FM Downpayment 35K

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Broadcasting Oct 12 1981 287
Effective with the Nov. 16, 1981 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display)

Help Wanted: 85c per word. $15.00 weekly minimum
Situations Wanted:
- personal ads: 50c per word $7.50 weekly minimum
- All other classifications: 95c per word $15.00 weekly minimum
Blind Box Numbers: $3.00 per issue.

Rates: Classified Display:
Situations Wanted (part of personal ads): $40.00 per inch. All other classifications: $70.00 per inch. For Sale Stations: Wanted To Buy Stations: and Public Notice Advertising require display space. Agency commission only on display space.


BROADCASTING’S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms.)

When placing an ad, indicate the exact category desired: Television or Radio, Help Wanted or Situations Wanted, Management Services, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Copy must be submitted in writing (No telephone copy accepted).

Replies to ads with Blind Box numbers should be addressed to (Box number) via BROADCASTING, 1735 Desales St. N.W. Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR’s be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR’s are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display)
Help Wanted: 70c per word. $10.00 weekly minimum
Situations Wanted (personal ads): 40c per word $5.00 weekly minimum
All other classifications: 60c per word $10.00 weekly minimum
Blind Box numbers: $3.00 per issue.

Rates: Classified display:
Situations Wanted (personal ads): $30.00 per inch. All other classifications: $60.00 per inch For Sale Stations: Wanted To Buy Stations: Employment Services, Business Opportunities, and Public Notice Advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, singular figure or group of figures or letters as a word. Symbols such as 55mm COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Mark Roth, VP-general attorney of ABC-owned Television and Radio Stations and ABC Radio Network, named VP and assistant to president of ABC Television, John Severino. Succeeding Roth as VP-general attorney for Owned Stations and ABC Radio is Douglas Land, general attorney for ABC Inc. James Keating, VP-general manager of CBS-owned WCAU-FM Philadelphia, joins ABC as director of ABC FM Network, New York, responsible for acquiring new affiliates and managing services for present affiliate stations. Anthony Sproule, director of personnel, headquarters facilities and East Coast, ABC, New York, named director, administration and assistant to VP of human resources.

Don Elliot Head, president, LeCoste Broadcasting, applicant for new TV in Knoxville, Tenn., (“For the Record,” June 29), assumes additional duties in same capacity for co-owned Russell-Rowe Communications, Macon, Ga., licensee for new WLLG-TV there, to go on air in 1982.

Edith Hilliard, general sales manager, KIRO (AM) Seattle, joins King Broadcasting’s KIRO (AM) there as general manager. Merrill Hansen, general sales manager, King’s WTHAM Wood River Ill., named general manager.

Raymond Fritsch, executive VP and general manager of Bonneville’s KMGM-FM Dallas, retires after 28 years with Bonneville. Fritsch’s successor has not been named.

Ian (Sandy) Wheeler, president, Family Television Corp. of Tampa, named president-general manager of Family Television’s WFTS-TV Tampa, Fla., to go on air next month.

George Newell, operations director, NBC-TV, New York, joins WFTS as VP-station manager.

Joseph Shuler, general manager, WKY (AM) Kingston, N.Y., named VP.

Randy Rodriguez, from Georgia Pacific Pulp Mill, Zachary, La., joins new WXFM-FM Clinton, La., as general manager.

Ernie Alexander, teacher, Comeaux High School, Lafayette, La., joins new KMUD-FM Kaplan, La., as general manager.

Rodger Robinson, farm-sports director, KFRA-FM Franklin, La., named general manager.

Frank Busson, operations manager, WEEK-TV Peoria, Ill., named station manager.

Jeff Olson, sales manager, KWFAB-WAT TV Water- town, S.D., named station manager of co-owned KOTH-AM-FM Hot Springs, S.D.

Gary Legters, production manager, WGR-TV Buffalo, N.Y., named operations manager.

Scott Maxwell, with WNMU-WGBJ-FM Georgetown, S.C., named operations manager.

Nancy Cohen, research manager, Peters, Griffin, Woodward, New York, joins WOR-TV there as research supervisor.

David Geyer, senior VP-general manager of Los Angeles office of J. Walter Thompson, joins noncommercial KQEC-AM Los Angeles as VP of marketing.

Lemuel Lewis, assistant treasurer, Landmark Communications, Norfolk, Va.-based group owner, named business manager for Landmark’s KLAS-TV Las Vegas.

Jim Jenkins, VP-general manager, Storer Cable’s Dallas-Ft Worth system, named VP-general manager of Storer’s Houston system. Bill Langendorf, district manager of Storer’s Arkansas operations, based in Little Rock, succeeds Jenkins. Neal Allan Omstead, general manager of Storer’s Alumont Springs, Fla., system, named director of new services development for Storer, based at corporate headquarters in Miami. Leslie Easterling, with Storer’s Charleston, S.C., system, named manager of systems standards for Storer in Miami.

Richard Wood, Denver attorney, joins Teleprompter there as area director, responsible for Teleprompter’s efforts for Denver franchise. Joel Cohen, controller, Teleprompter’s Manhattan cable TV system, New York, named controller for entire cable division, based in New York.

Kevin Leedy, graduate with MBA from Whar ton School, University Pennsylvania, Philadelphia, joins Warner Amex Cable Communications, New York, as associate manager of marketing for metro division. Warner Amex’s Qube operations. Spencer Hays, attorney with New York law firm of Hughes, Hubbard & Reed, joins Warner Amex as assistant general counsel.

Dennis Hodges, graduate, Southwestern College, Winfield, Kan., joins United Cable Television, Denver, as marketing manager.

Advertising

Kenneth Mihill, executive VP-general manager, D’Arcy-MacManus & Masius, St. Louis, named president of office there. Margot Bobroff, senior writer, and Robert Currie, senior art director, DM&amp;M, St. Louis, named associate creative directors.

Charles Bachrach, senior VP and associate director of broadcast, Ogilvy & Mather, New York, named senior VP and director of network and programming. Alice Greenberg, senior VP and associate director of broadcast, named senior VP and director of network negotiation.

Michael Cafferata, executive creative director, Needham, Harper & Steers, Chicago, named senior VP.

Barry Linsky, executive VP, Marshalk Co., New York, named to new post of director of account management.

Jerry Wood, executive VP, Stone & Adler, Chicago advertising subsidiary of Young & Rubicam, named president and chief operating officer. Bill Walters, director of creative services, Y&R, Chicago, joins Stone & Adler there as vice chairman and chief creative officer.

Marshall Edinger, general manager, Stone & Adler, named senior VP-general manager.

Dick Kelly, VP-account supervisor, Dance, Fitzgerald, Sample, Deerfield Beach, Fla., joins Steve Walker & Associates, Fort Lauderdale, Fla., advertising firm, as senior VP-management supervisor.

Mary Lou Gerno, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor.

David Pool, with Arnold & Co., Boston, named senior broadcast producer.

SHERLIE SENDS THE BEST.
Appointments, J. I. Scott Co., Grand Rapids, Mich., advertising firm: Robert Molt, from account supervisor to VP-director of account services; Richard Kleinfeld, from director of mechanical services to VP, production services; and Richard McNeal, from VP-director of production services to VP-director of support services.

Bill Harrington, account executive, D'Arcy-McManus & Masius, St. Louis, joins Kenrick Advertising there as account supervisor and director of corporate development.

Appointments, Bernstein-Rein, Wichita, Kan.: Emma Addis, regional accounts supervisor, and George Devins, senior account executive, named account supervisors, Jan Penkoff, from account coordinator to operations manager; and Arvin Bernstone and Brian Bradley senior account executives to market supervisors.

Chuck Cahill, with Buckley Radio Sales, Chicago, named manager there.


Richard Jones, Midwest marketing manager, CBS Spot Sales, Chicago, joins Blair Television, Los Angeles, as account executive for CBS-independent sales team; Lyle Banks, account executive, Peters, Griffith, Woodward, Chicago, joins Blair TV there in same capacity for Blair’s NBC sales team. David Neel, account executive on temporary assignment, Blair’s Boston office, named to post permanently.

Juliet Ellis, from WSKG-TV Bost, joins Kettle-Carrier there as sales representative.

Lou Abitabillo, account executive, NBC-TV Spot Sales, New York, named sales manager for NBC’s WNBC-TV there.

John Gilmore, general sales manager, WBBV-TV Baltimore, named VP, sales.

Jeff Schwartz, general sales manager, WWL TV Chicago, named VP of marketing and advertising.

Martin Conn, general sales manager, WRCVAM Washington, named director of sales.

William Kleinert, sales representative, KTVF Grand Rapids, Mich., named sales manager.

William Rismiller, executive VP of Florida West Productions, St. Petersburg-based videotape production company, joins new WFTV-TV Tampa, Fla., as sales manager. WFTV goes on air in November. Patrick McNamara, president and founder of Marketing/Advertising Consultants, Crystal River, Fla., joins WFTV as national sales manager.

Jack Hayes, head of paging and two-way radio service, based in Canton, Conn. New, joins KBTGAM Reno as general sales manager.

John Bourn, general sales manager, 2B-System, Detroit-based manufacturer of radio promotional plastic cards, joins CKLWAM Windsor, Ontario, in same capacity.

Donald O’Connor, national sales manager, WRWTV Green Bay, W.S., joins WRWTV there in same capacity. Jerry Miller, account executive, WRWTV joins KTVF there as local sales manager.

Tony Maloni, local sales manager, KLAS-TV Las Vegas, named to newly created post of director of retail sales development.

Bill Diesa, account executive, KARE-AM-FM San Francisco, joins KOTI-TV there as local sales manager.

Jon Rand, Western regional manager, Radio Advertising Bureau, based in Seattle, joins KLZIFM there as local sales manager.

Gay Garrett, account executive, KSBW-TV San Luis Obispo, Calif., joins KMVGFV-EVTV California City in same capacity.

S. Patrick Corbett, national special accounts manager, former Washington Star, Washington, joins WMAEAM there as account executive.

Deanna Doak, account executive, KCBS-AM-FM San Diego, joins KZTV-FM there in same capacity.

Cheryl Edwards, from WSNB-AM Orlando, Fla., joins WRWTV there as account executive.

Michelle Davis, KTVFAM Los Angeles, joins KLAAAM Pasadena, Calif., as account executive.

Shelton, general manager, KLAMAM Cordova, Alaska, joins WHEA-AM Ashland, Va., as account executive.

Programming

Robert Schussler, general manager, WPCQ-TV Charlotte, N.C., joins Turner Broadcasting’s Turner Program Sales, Atlanta, as VP.

Jeff Ruhn, coordinating producer of ABC’s coverage of 1980 winter Olympics and former assistant to president of ABC Sports, New York, named staff producer and director of 1984 Olympics production, ABC Sports.

Pat Nurup, former manager of affiliate relations and sales administration for once-planned Premiere cable program service, joins Group W Satellite Communications, Stamford, Conn., as director of support services. Gregory Risica, associate general counsel, Madison Square Garden Corp., New York, joins GSWC, Stamford, as legal counsel.

McAdory Lipscomb Jr., head of own public relations-marketing firm, Washington, joins Showcase, Atlanta, as Southeastern regional affiliate manager.


Jim Seemiller, VP-general manager, WRIFAM Chicago, joins Multimedia Communications, program syndicator there, as principal and director of operations.

Steve Seidman, senior project director, B. Angell & Associates, Chicago-based market research supplier, joins Warner Amex Satellite Entertainment Co., New York, as manager of program research. Renate Cole, executive producer, noncommercial KERA-TV Dallas, joins Warner Amex Video Cable there as manager of cablecast productions.

Dougles Widner, manager and director of National Satellite Network of Public Service Satellite Consortium, Washington, joins U.S. Chamber of Commerce there as manager of satellite network for chamber’s broadcast group. Chamber’s network is BnSatNet, scheduled to begin operation in February 1982.

Cecilia Net, director of ID Sales, TM Productions, Dallas, named Midwest regional manager for TM, based in Dallas.

Stephen Shepard, freelance producer, based in New York, joins Sapor Productions there as editor for its Private Screenings.

Richard Kimbel, consulting producer, based in Los Angeles, joins Westwood One there as director of concert programming.

Peter Douchow, partner in literary agency of Eisenbach, Greene & Douchow, Los Angeles, named senior VP of television Sherman Productions there.

Duck Y. Song, senior VP-management supervisor, Leber Katz Partners, New York advertising firm, leaves to form Song Communications, New York, which will operate Korean language television service to be broadcast on WNNY-AM-Linden, N.J.

Atan Duke, TV counsel to legal department of 20th Century-Fox Television, Beverly Hills, Calif., named associate director of business affairs.

Kim Nelson, executive assistant to president of Winona State University, Winona, Minn., joins Iowa Public Broadcasting Network, Des Moines, as director of educational services.

Michael Blisonne, regional manager, based in Los Angeles for Scholle Corp., chemical manufacturer, joins American Educational Network, Irvine, Calif., as Western regional representative, based in Irvine.

Roy Wertz, chief of broadcast services for Armed Forces Radio and Television Service, Washington, retires after 33 years with AFRTS.

Bobbie Carson, director of research and sales promotion, KABC-TV Los Angeles, named assistant program director.

Vicky Gregorian, executive producer, FM Magazine, WSNR-TW Buffalo, N.Y., named program director.

Donald Bowers, program manager, KVMT-VG Omaha, named program manager.

Walton Williams Jr., program manager, WRMVAM Richmond, Va., joins WSBFAM Atlanta as director of program operations.

Curt Lunderg, music director, WCCO-FM Minneapolis, named assistant program director.

Craig Dorval, production director, noncommercial WPBS-FM San Diego, named program director.

John Gun, head of own radio production firm, based in Los Angeles, joins KGTLAAM-FM San Fernando, Calif., as program director.

Jerry Paxson, air personality, WPXAM-FM Alexandria, Va., named music director.

Guy Michaels, program director, WBBA-AM Brockport, N.Y., joins KSLAM-FM Checketaw, N.Y., as air personality and music director.

Beth Vashore, research associate, Public Broadcasting Service, Washington, named associate director of program scheduling.
News and Public Affairs

Lori Larson, news director, KHSI-FM, Los Angeles, joins KHJAM(AM) there in same capacity.

Jim Newman, business and financial editor, KYAM(AM), Los Angeles, joins RKO Radio Network's RKO One and RKO Two as economics correspondent and host of weekday 'Economics Update,' based in New York.

Lois Matheson, producer-writer, KOMO-TV, Seattle, named to newly created position of assistant news director.

Bunny Rasaah, assistant director of news and public affairs, WSNV-TV, Milwaukee, named director of news and public affairs.


Louis Stokes, producer, on-air reporter and weekend assignment director, WTVF-TV, Nashville, joins WXYZ-Detroit as executive producer of special projects.

Hope Daniels, from WFMF-FM, Chicago, joins WAAM(AM)-WLOO(AM) there as director of public affairs.

Ken Kramer, executive producer, noncommercial KPB-S(AM), San Diego, assumes additional duties as director of information programming for public affairs.

John Rorvik, air personality, WFME(AM), Newark, N.J., named public affairs director.

Creigh Yarbrough, afternoon news anchor, WKFS(AM), Greenfield, Ind., named news and public affairs director-morning anchor.

Carol Rueppel, news manager, WKYC-TV, Cleveland, named executive news producer.

George Wolf, producer, 11 p.m. news, WKYC-TV, succeeds Rueppel.

Appointments, news department, WLSV-AM, Yorktown, Va.: Ed Hazelwood, from WYFR-AM, Richmond, Va., to assignment editor; Terry Fahn, from WQJ-AM, Moline, Ill., to anchor/reporter.

Janet Hundley, from KTSW-AM, Dallas, to associate producer, and Leslie Brinkley, from KDFM-AM, Beaumont, Tex., to weatherASTER-reporter.

Leith Darnay, news director, KTYN(AM), Minot, N.D., joins KTEI-TV Fargo, N.D., as assignment editor.

Ray Wise, chief of Tallahassee, Fla., bureau, WTVL-TV Jacksonville, Fla., named assignment editor. Marc Klemph, news intern, WTVL named 11 p.m. weekend news producer and photographer.

Janet Lubman Rathner, general assignment reporter and assignment editor, WUSA-TV, York, Pa., and Thomas Del Signore, general assignment reporter-weekend anchor, WLOH-TV, Lima, Ohio., join WHMT-TV Harrisburg, Pa., as general assignment reporters.

Robert Geen, program director, KPRO(AM) Riverside, Calif., joins KEQD-TV Palm Springs, Calif., as sports director.

Jack Elch, assistant sports director, WAERTV Eau Claire, Wis., joins WTVL(AM) Madison, Wis., in same capacity.

Appointments, news department, WCGB-TV, Bristol, Va.: Lee Nolan, from WQZ-AM Green- ville, S.C., to sports director; Terry Radnoczi, with WCGB-TV, to assignment editor. Paul Johnson, with WCGB, to weekend anchor-producer, and Gary Davidson, with WCGB, to general assignment reporter.

Stan Bohman, correspondent, KYW-TV Philadelphia, named co-anchor for 6 and 11 p.m. newscasts.

Jim Giggans, morning anchor and general assignment reporter, KNX(AM) Los Angeles, joins KNBC(AM) there as general assignment reporter.

Appointments, news department, WGLY(AM) Nashville: Teddy Bart, from WSM-TV Nashville, to 5, 6 and 10 p.m. news co-anchor. Jerry Brown, from anchor-news director, WECATV Tallahassee, Fla., to WNME Chauncey, Tenn., bureau chief. Jim Bonds, from sports director, WGR-V-Memphis, to same capacity. John Seigenthaler Jr., and Tony Riba, from WGR associate producers to producers; Kate Varley, graduate, Vanderbilt University, Nashville, to associate producer; Andy Garmony, from PM Magazine host, WNME, to administrator of special weekend unit, and Dagney Stuart, from weekday anchor, WTVQ-TV Lexington, Ky., to reporter.

Bob Luse, news co-anchor, Live at Five, news program, KTVF-TV, Tulsa, Okla., named co-anchor for 10 p.m. newscasts.

Rick Schwartz, sports director, WINK-TV Fort Myers, Fla., joins WISI-TV St. Petersburg, Fla., as sports reporter-anchor.


Bruce Bernhart, financial editor, noncommercial KDOS(AM) San Diego, joins KNX(AM) Los Angeles as business and financial editor.

Russ Wise, news anchor, KNOC-AM, Monroe, La., joins WGO(AM) New Orleans in same capacity.

Karen Grange, weekend anchor and reporter, KERO-TV Colorado Springs, joins KTVD(AM) Salt Lake City as reporter.

James Hill, general assignment reporter and weekend co-anchor, KGUN-TV Tucson, Ariz.,

Fifty years of Fates & Fortunes

For fifty years, BROADCASTING has reported the new assignments of the industry's important executives.

For the last five of those fifty years, JOE SULLIVAN & ASSOCIATES has been responsible for recruiting many of those top executives.

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


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Broadcasting Oct 12 1981
**Technology**

**John Matejovich,** regional engineering manager, Warner Amex Cable Communications' central region based in Columbus, Ohio, named director of technical services for Western division, based in Columbus.

**Thomas Hillard,** Midwest regional sales manager, RCA Americom, based in Chicago, named manager of systems support for RCA's Commercial Communications Services.

Appointments, Times Fiber Communications, Wallingford, Conn.: Joseph Bremer, from associate product manager, Harris Data Communications, Dallas, to marketing manager of private networks, based in Wallingford; Charles Gcclowski, from senior project engineer, Timex Clock Co., Middlebury, Conn., to senior design engineer for advanced systems development group, based in Wallingford; Alan Kent, from manager of technical and field service coordinator, non-commercial WGBH-TV Lima, Ohio, to applications engineer for Time's fiber optics cable television systems, Wallingford; Steve Schoen, from sales engineer for CATV division, Magnavox, based in Littleton, Colo., to sales representative for CATV marketing, based in Littleton, Carroll Oxford, from north central regional manager, Times Fiber's CATV marketing group, based in Hixson, Tenn., to Southeastern regional manager for CATV marketing group, based in Hixson, and Roy Tester, from regional manager, Comm/Scope, Brissol, Tenn., to Oxford's successor.

**Stanley Weiss,** director of data processing, Shure Brothers, Evanston, Ill., manufacturer of high fidelity components, microphones, loudspeakers, and related circuitry, named director of new products coordination and long-range planning.

**Donald Crews,** subcontractor-installer, U.S. Antenna, St. Paul, Minn., based CATV and STV installer, named assistant VP, based in St. Paul.

**John Myrick,** manager of electronic newspaper and supervisor of technical operations, KABC-TV Los Angeles, joins KNBC-TV there as manager of field operations.

**Greg Buzzell,** engineering director, WMVV-TV Madison, Wis., named chief engineer.

**Edward (Bob) Earsom,** broadcast engineer, KMBC-TV Kansas City, Mo., retires after more than 25 years with station.

**Promotion and PR**

**Ronald Snow,** writer-producer, on-air promotion, CBS TV, Los Angeles, joins 20th Century Fox Television there as manager of creative services.


**Andrea Simon,** research manager, Selcom Radio, New York, joins Beckley Radio Sales there as assistant director of promotion.


**Yolanda Flores,** graduate, Bees College of Law, University of Houston, joins KHOU-TV there as community affairs director.

**Joanne Calabria,** employe communications manager, public relations department, First Pennsylvania Bank, Philadelphia, joins KYW-TV there as assistant information services manager.

**Ligia Fernandez,** assistant public information coordinator, non-commercial WQED-TV Pittsburgh, Pa., joins KXLY-TV Houston as promotion assistant.

**Leyla Kidar,** sales assistant, KNX-AM-FM Phoenix, named publicity and promotion coordinator.

**Janice Steinberg,** community relations director and director of fundraising, San Diego Hospice, joins noncommercial KPBS-FM San Diego as promotion director.

**Valerie Karsay,** head of own executive typing service, based in Philadelphia, joins WCAU-FM Camden, N.J., as public service director.

**Kathleen Barrett,** secretary to news director, WLEX-TV Louisville, Ky., named assistant promotion manager.

**Allied Fields**


Elected officers, Illinois Broadcasters Association: **Tom Kushak,** WYTV-FM Springfield, president; **Peter Desnoes,** WLS-TV, Chicago, president-elect, **Gene McPherson,** WVLNAM-AM-FM Olney, Ill., and **Barrett Geoghegan,** WAND-TV Decatur, treasurer.

**Deaths**

**Berry Greenberg,** 69, former VP of international sales and administration, Warner Bros. Television Distribution, Burbank, Calif., died Oct. 2 at Cedars-Sinai medical center, Los Angeles. He had suffered series of heart attacks. Greenberg had been with Warner Bros. over 20 years.

**Jack Dolph,** 53, director of CBS Sports from 1960 to 1969 and recently independent sports producer, died of heart attack at his home in Riverside, Conn., on Oct. 1. After he left CBS, he served as commissioner of American Basketball Association from 1969 to 1972. He is survived by his wife, Lee.

**Jeff Sparks,** 76, radio-television producer and special projects officer for United Nations from 1947 until his retirement in 1968, died of heart attack at his home in New York on Sept. 29. Before World War II Sparks was announcer for WORAM and WSBAM New York. He is survived by his sister, Juliette Buckley.

**Jayne Ward,** 67, director of viewer services noncommercial WNET-TV New York, died of circulatory ailment Sept. 28 at Roosevelt hospitaal there. She had been with station since 1971. Her marriages to Francis Warren Lawrence and Dr. Robert Warden ended in divorce.

**Susan Weldon,** 27, reporter-news anchor WPFA-TV Fort Wayne, Ind., died Sept. 26 from rare bacteriological disease at Parkview Hospital Fort Wayne. She had been with station since 1977. She is survived by her parents and two brothers.
KOIN-TV began telecasting from downtown Portland nearly three decades ago, beaming kinescoped CBS network programs and local TV shows to viewers within a 100-mile radius of the station.

As Portland's first VHF station, KOIN-TV was truly a pioneer in the Northwest television industry.

Nurtured by receptive viewers, KOIN-TV has blossomed and developed with the beautiful region it serves. Metropolitan Portland has steadily grown from an inland seaport heavily involved in wood products and forest industries, to a vibrant multi-faced metropolis, with countless diversified commercial interests.

KOIN-TV has been a vital, integral part of the area's growth process, reflecting changes, encouraging cultural development, and initiating civic pride and responsibility.

When it comes to KOIN-TV's future, the sky is literally the limit! Work is underway on the breathtaking 35 million dollar KOIN Center in the heart of downtown Portland. The expansive new structure will climb 26 stories into the sky and provide KOIN-TV with spacious new offices and studios. Sophisticated state-of-the-art technological equipment will enhance KOIN-TV's competitive edge in the Portland market. Don't settle for less. Reach for Portland's best, KOIN-TV! 6

KOIN-TV
OF THE Fifth Estate

A reader’s guide to who’s been who in electronic communications during the past 50 years, as reflected in the “Our Respects” and “Profile” sketches that have appeared in each issue of BROADCASTING magazine since Vol. 1, No. 1, on Oct. 15, 1931.

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<td>Lincoln Dellar</td>
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<td>Robert Lee Dellinger</td>
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<td>Joseph Dembo</td>
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<td>Ralph Nicholas Demgen</td>
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<td>William Cyrus Dempsey</td>
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<td>Charles Ruthven Denny Jr.</td>
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<td>Neil Eugene Derrough</td>
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<td>Richard M. DeVos</td>
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<td>Van Beuren Wright DeVries</td>
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<td>John Hibbett DeWitt Jr.</td>
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<td>Arnold Davidson Dunton</td>
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<td>Robert Edwin Dunville</td>
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<td>Don Durgin</td>
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<td>Kenneth Reed Dyke</td>
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**E**

- Roderick Russell Eagan 9/11/78
- George Warren Earl 4/20/70
- Guy Chaffee Earl Jr. 2/15/35
- Robert Edmund Eastman 5/13/57
- Richard Eaton 6/28/71
- Albert James Ebel 3/19/73
- William Crawford Eddy 2/4/46
- Robert Luther Edens Jr. 6/9/69
- Eugene O'Brien Edwards 12/19/77
- Wesley Elgin Edwards 5/18/42
- Stephen Richard Effros 7/20/81
- Clement Lloyd Egner 2/1/43
- Lenore Gloria (Goodman) Ehrig 5/12/80
- Wilbert Eckelberg 7/19/43
- Sydney Hirsch Egies 4/26/48
- Dwight David Eisenhower 6/25/45
- Milton Stover Eisenhower 6/29/42
- Michael Dammann Eisner 10/4/76
- Donald Siler Elias 3/2/42
- Terrence Alan Elkes 2/5/79
- Karl Elie 2/8/71
- Elmo Israel Ellis 10/9/72
- John Elmer 8/1/37
- Frank Hemming Elphicke 5/27/46
- Roy Lane Elson 1/15/79
- Victor Ettin Jr. 4/19/71
- John Worden Elwood 7/18/49
- Robert Campbell Embry 8/30/48
- Leonidas Polk Bills Emerson 1/8/79
- Holland Everett Engle 12/1/40
- Elmer William Engstrom 12/18/61
- Robert Duvall Enoch 7/1/57
- Joseph Bolen Epperson 3/11/74
- Ellis Elwood Erdman 12/5/66
- William Rodney Erickson 8/24/81
- Leonard F Erikson 9/28/53
- Everett Howard Erlick 5/25/64
- Samuel J. Ervin Jr. 11/27/72
- Thomas Edgar Ervin 6/16/58
- John Esau 3/15/48
- William Harold Essex 8/29/49
- Mark Foster Ethridge 3/1/38
- Robert Charles Eunson 12/6/65
- Herbert Emlyn Evans 8/25/52

**Broadcasting Oct 12 1981**
George Milton Factor 9/30/57 □ Ted Herzl Factor 5/24/65 □ Harold Clements Fair 9/29/47 □
Richard Monroe Fairbanks 1/1/51 □ Benjamin Falber Jr. 11/2/64 □ Frank Bernard Falknor
3/29/48 □ Sam Fantle Jr. 10/2/50 □ Etica Farber 10/31/77 □ Herman Edward Fast 5/30/49 □
5/9/66 □ Philip Feldman 7/8/57 □ Edgar Herbert Felix 10/30/44 □ Edgar Albert Fellers 11/1/35 □
James Henry Ferguson 2/10/75 □ Robert Willi Ferguson 12/28/59 □ Frank Westby Ferrin 4/1/39 □
Charles Daniel Ferris 10/16/78 □ John Earl Fetzer 7/5/43 □ Freddie Fields 6/17/68 □ William George Harold
Finch 4/28/47 □ Jules Philmore Fine 8/14/72 □ William H. Fineshriber Jr. 1/21/52 □ Leonard Firestone
6/17/63 □ Ben Chatsburn Fisher 2/12/68 □ Carl O. Fisher 4/26/71 □ Oliver David Fisher 11/15/54 □
William Cochrane Fitts Jr. 8/14/67 □ Howard Dean Fitzer 11/15/38 □ John Loyola Fitzgerald 7/18/55 □
Horace Styles Fitzpatrick 6/12/63 □ Leo J. Fitzpatrick 7/11/32 □ Francis Edwin Fitzsimonds 8/25/47 □
Joseph Anthony Fiaherty Jr. 5/28/79 □ Donald Flamm 1/15/36 □ Alvin George Flanagan 12/7/59 □
Robert Waples Flaherty 3/19/79 □ Adrian James Flanter 8/18/47 □ Robben Wright Fleming 9/17/79 □
Robert Henry Fleming 2/21/60 □ A.J., Frank, Fred, Floyd Fletcher 3/14/60 □ "Flood Crisis" 2/15/37 □
Joseph Lawrence Floyd 8/15/60 □ James Lawrence Fly 12/15/41 □ Frank Philip Fogarty 5/26/58 □
Joseph Robert Fogarty 12/6/76 □ Bruce Jay Fogel 8/14/78 □ Paul Foley 12/14/70 □ Frank Marion
Folsom 8/14/44 □ Elmer Lee Fondenten 11/20/61 □ Raul Fontaina 1/12/70 □ Richard Lindsay Foote
9/28/59 □ Frederick Wayne Ford 8/5/57 □ Johnny Clinton Formby 2/17/75 □ Albert Edward Foster
7/24/50 □ Archibald McGhee Foster 9/7/70 □ David Henry Foster 9/18/72 □ Ralph Donald Foster
5/9/49 □ Wilson Keene Foster 12/6/43 □ George A. Foulkes 6/8/70 □ John Sam Fouts 3/16/53 □ Brenda
Lee Fox 12/17/79 □ John Leslie Fox 9/15/32 □ Sidney S. Fox 2/15/40 □ Lawrence Philip Fraiber
4/27/64 □ Richard Clarence Francis 7/10/50 □ Donald William Francisco 8/15/38 □ Carlos Angel
Franco 3/23/42 □ Clinton Edward Frank 11/30/70 □ Reuven Frank 9/30/68 □ Richard Harvey Frank
2/13/78 □ Sundel (Sandy) Frank 12/10/79 □ Robert Dennis Fraser 12/15/80 □ Thomas James Frawley
10/21/74 □ Stanley Victor Freeberg 2/14/66 □ James Lamb Free 3/1/35 □ Patrick Freeman 3/24/52 □
Carlin Scott French 10/1/51 □ Louis Frey Jr. 2/9/76 □ Milton Duft Friedland 8/21/67 □ Edwin Friendly
Jr. 7/15/68 □ Fred W. Friendly 3/9/64 □ Augustin Frigon 10/2/44 □ Lee Conrad Frischknecht 1/17/77 □
10/25/76 □ Julie Chase Fuller 5/1/67 □ John Fulton 8/7/50 □ Austin Owen Furst Jr. 10/13/80 □

James Jeffrey Gabbert 8/27/73 □ James Marshall Gaines 2/20/50 □ Frank Gaither 9/16/63 □
George 2/22/54 □ Clark Brower George 9/4/60 □ David Murry Gerber 10/7/74 □ David Richmond

Broadcasting Oct 12 1961 299

**J**

- Cornwell Jackson 3/31/47
- Eugene Delaney Jackson 9/26/77
- Felix Jackson 10/24/60
- Gail Jackson 1/20/61
- Patrick Jackson 1/20/61
- Herbert Jacobs 12/30/68
- Robert Eakin Jacoby Jr. 1/2/78
- Joshua Henry Jaffe 4/19/65
- Barry L. Jagoda 11/14/77
- Ernest Lee Jahncke Jr. 3/19/1
- Edgar Percy Horace James 4/8/42
- Eugene Francis Jankowski 10/4/47
- Edward Joseph Jansen 1/17/44
- Cyril Moreau Jansky Jr. 12/1/33
- Theodore Pennington Jardine 1/20/47
- John Frank Jarman Jr. 10/1/44
- John Carl Jeffrey 9/10/51
- Richard William Jercks 1/15/68
- Robert Gould Jennings 1/13/41
- Margaret Elizabeth Jessup 2/15/34
- Ewell Kirk Jett 1/1/38
- Bruce Forrester Johnson 8/28/72
- Claudia Taylor Johnson 9/12/55
- Earl M. Johnson 9/29/52
- John Griffith Johnson 3/24/80
- Leslie Clifford Johnson 1/27/47
- Lyndon Barnes Johnson 7/19/48
- Nicholas Johnson 4/24/67
- Wallace E. Johnson 11/1/71
- Wyatt Thomas Johnson 10/12/70
- George Coffin Johnston 9/22/47
- Donald K. Johnston 1/11/46
- George Wilfred Johnstone 2/1/40
- Clyde Morton Jone 3/5/45
- Charles Byron Jolliffe 3/1/34
- Anne Patricia Jones 1/14/40
- Duane Dodge Jones 1/29/51
- Howard Aldred Jones 5/1/59
- Merle Silas Jones 5/12/41
- Rogan Jones 9/7/53
- Thomas Bowie Jones 5/17/66
- William Alton Jones 4/16/45
- William Edward Jones 5/10/48
- Raymond Preston Jordan 6/15/42
- Wallace J. Jorgenson 1/9/78
- Austin Everett Joscelyn 10/19/42
- Kenneth Joseph 6/10/74
- Marvin Josephson 9/17/73
- Leslie Wells Joy 4/29/46
- Tom William Judge 5/11/70
- Bernice Judis 12/8/41
- Richard Edward Jungers 10/5/70

**K**

- Alvin Kabaker 4/13/34
- Irving Berlin Kahan 7/1/68
- Bernard Kanner 2/13/67
- Alonzo William Kaney 4/14/47
- Hans Von Kaltenborn 10/1/36
- Howard Allen Kalmenson 4/2/73
- Felix Andrew Kalinski 4/14/69
- Norman Coleman Kat 10/5/51
- Harriett Jan (Sis) Kaplan 7/24/72
- Stanley Norris Kaplan 7/24/72
- Adna Harold Karns 5/19/52
- John Jacob Karol 12/19/55
- Russell Karp 10/12/74
- Robert Diaz Kasmire 8/2/65
- Harold Lawrence Kassens 5/25/81
- Robert William Kastenmeier 8/10/81
- Eugene Katz 7/24/44
- Joseph Katz 4/25/49
- Oscar Katz 2/8/60
- Arthur Frank Katzentine 7/21/41
- Henry Julian Kaufman 1/22/54
- Jesse L. Kaufman 7/15/34
- Julian Mortimer Kaufman 2/11/63
- Lambdin Kay 3/15/32
- Albert Eberhardt Kaye 2/19/62
- Sydney Milton Kaye 4/17/50
- Frank G. Kear 3/15/76
- Wayne Kearl 2/19/79
- John Scott Keck 8/30/54
- Gordon Frederic Keeble 1/17/66
- Alex Keese 12/15/52
- Robert Philip Keim 7/4/66
- Henry Gaines Kelley 10/22/56
- Morris Sigmund Kellner 10/14/57
- Robert E., Jon S. Kelly 8/27/1
- Douglas Earthman Kendrick 8/1/34
- Robert Edward Lee Kennedy 6/24/57
- William Harold Kennedy 1/7/72
- Peter Bennett Kerney 1/24/68
- Robert Samuel Kerr 7/21/47
- Clifford Miner Kirtland Jr. 12/31/73
- Peter Alden Kizer 3/3/80
- Donald Eugene Klauber 6/13/68
- Donald Victor Kleffman 3/10/80
- Henry Clay Klein 5/15/35
- Herbert G. Klein 4/6/70
- Malcolm Carl Klein 11/1/62
- Paul Lester Klein 1/24/72
- Robert Allen Klein 10/21/57
- Robert Arnold Klein 9/14/81
- John Werner Kluge 5/3/54
- Victor Whitman Knauth 8/6/51
- Vick Knight 5/17/43
- Thomas Edson Knude 9/3/56
- John William Knodel 10/5/53
- Noran Edward Kersta 10/7/46
- Paul W. Kesten 1/15/35
- Stanton Peter Kettler 4/9/62
- Lyle Oscar Keys 10/4/71
- Hyla Kiczales 10/15/38
- Thomas Bernard Kilbride 10/16/67
- James Robert Killian Jr. 11/12/73
- Gerald King 4/15/37
- Wilfred Strickland King 8/4/41
- William King Jr. 1/19/59
- Walter Ingalls Kingsley 1/26/59
- David Dawson Kinley


Kenneth Glenn Manuel 4/10/61 □ Robert Gordon Marbut 7/27/81 □ Guglielmo Marconi 12/15/31 □

Gustav Bernhard Margraf 5/16/49 □ Robert Margulies 11/27/61 □ Hazel Kenyon Markel 7/9/45 □


Michael McCormick 5/7/73 □ William Martin McCormick 10/28/74 □ Alfred J. McCosker 3/15/32 □


P & Q

R


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Y & Z


Broadcasting Oct 12 1981

311
Reagan administration would not drop its antitrust suit against AT&T if Senate-passed S. 898 became law in its present form, Assistant Attorney General for Antitrust William Baxter said last Thursday. Exchange-access amendment drafted by administration and adopted in full by Senate would permit AT&T “too much discretion in deciding how to provide access” to its network to other companies, he said, and provisions for license contract arrangements between AT&T and its fully separated affiliates would not emerge from form recommended by administration. Baxter said he has language that would satisfy his concerns in exchange-access area, but Cabinet Council on Telecommunications could not agree on all details before submitting amendment to Senate. He could not say with certainty that senators sponsoring bill had been informed that administration is not completely satisfied with amendment. Baxter said he spends “about one-third” of his time in discussions with AT&T these days and although possibility of out-of-court settlement of suit has been discussed, proposals for settlement have not been made lately.

International Radio Consultative Committee last week adopted worldwide digital standard eradicating many of incompatibilities of various analog standards in use around world. Application of standard, its framers hope, will foster economies in digital equipment development and production and facilitate international exchange of programing. Crux of standard is component coding. Analog signals emanating from camera are converted to three distinct digital signals. Standard also allows for “extensible family” of compatible digital standards of greater or lesser video quality. Sampling frequencies of three signals (luminance and two color difference signals or red, green and blue) are “related in ratio of 4:2:2.” Compatible standard of higher quality would have sampling ratio of 4:4:4. CCIR settled on 13.5 mhz luminance sampling frequency, making sampling frequency of color difference signals 6.75 mhz. Coding is pulse code modulation with eight bits per second.

RCA last week reported losses of $109.3 million on sales of $1.99 billion for third quarter. Major factor contributing to losses was $230 million “provision for restructure of operations and evaluation of assets.” Discounting nonrecurring items, report shows earnings took tumble from $80.4 million in third quarter of 1980 to $22.6 million. Sales were flat compared to 1980. NBC logged “substantially lower earnings” as higher program costs offset sales increases.

California-Oregon Broadcasting Inc. has reached agreement to sell its Medford, Ore.-based cable system for consideration in neighborhood of $45 million. Buyer is joint venture of Boston-based Affiliated Publications and McCaw Communications.

Bellevue, Wash. Affiliated is publicly traded publisher of Boston Globe and group owner of six AM’s and six FM’s. William O. Taylor is president. Last June it bought 45% of McCaw Communications, family owned cable operator with systems in seven Washington communities and Yakima county. Seller is owned by William B. Smullin, and family, who are Medford-based group owners of four AM’s, one FM and four TV’s. Medford system serves 50,000 basic subscribers and includes 1,700 pay subscribers and passes 77,000 homes. McCaw will operate Medford system. McCaw also owns cable relay telephone and paging service. Broker: R. C. Crisler & Co., in consultation with Ward L. Quail Co.

U.S. District Court for Northern Illinois has denied injunctive relief and dismissed case by Wen Continental against United Video Inc., both Chicago. At issue is copyright ownership of vertical blanking interval in retransmitted signal of WGN-TV Chicago, which United Video resells by satellite to cable TV systems. Plaintiff objected to United Video’s deletion of teletext material from vertical blanking interval and substitution of latter’s Dow Jones business news service (BROADCASTING, Apr. 1). Ruling was by Judge Susan Getzendanner.

ABC Video Enterprises’ Alpha Repertory Television Service (ARTS) has acquired two major sponsors for its performing arts and visual arts programming: Mobil Corp. and American Telephone & Telegraph. Mobil’s sponsorship begins in January and is committed to one program per week, with two spots appearing 9 p.m. to 10 p.m., Monday nights, plus opening and closing billboards. AT&T’s sponsorship, which began earlier this month and continues through third quarter of 1982, presents messages that rotate throughout ARTS format as well as receiving billboards as participating sponsors each evening. AT&T spots include highlights of Bell System America Orchestras On Tour program funded by that corporation.

National Republican Congressional Committee last week opened radio phase of advertising campaign that it, Nation Republican Committee and National Republican Senatorial Committee have launched to urge voters to support Republican candidates in 1982 elections (BROADCASTING, Oct. 5). NRCC acting on its own, is spending $200,000 to air two spots on CBC NBC and Mutual Broadcasting System radio networks through first week in November. Spots are audio versions of two television pieces now running.

Representative Al Swift (D-Wash.) has introduced “Pubb Responsibility Bill” requiring FCC to establish point system to quantify public trust responsibility of broadcasters and at same time prohibit FCC from requiring program logkeeping or at

Behind the scenes at the FCC

The FCC, responding to a congressional request last week made public the videotape of its closed meeting (April 6) at which it approved raising AT&T’s allowed rate of return from 10.5% to 12.75%. Congressional critics had argued the increase was excessive, estimating each 1/2% increase could cost consumers $550 million per year. AT&T argued that it faced increased costs, asked for 13%. The tape reveals Commissioner Joseph Fogarty first moved to give AT&T 13%, but the vote on the motion bogged as the other commissioners worried aloud about “public relations.” Commissioner Abbott Washburn pointed out the “headlines” would say rates for consumers would rise 17% and AT&T would reap “billions of dollars.” Then Acting Chairman Robert E. Lee suggested setting the rate at 12.75%, but permitting AT&T’s return to fluctuate over a “range” to solve the public relations problem. That way “it doesn’t look like you rolled over for the company,” he said. Although another proposal would have set the rate at 12.75%, with AT&T actually allowed a return ranging from 12.25% to 13.25%, Lee pointed out that the “headlines” would read “first time in history the agency has given more than requested.” After a whispered conference that excluded Commissioner Anne Jones, the commission proposed allowing the rate to vary from 12.5% to 13%, with Lee telling the staff to “think up some good reason” to explain it. The staff objected on the grounds AT&T would need one number for a target, so the commission finally adopted 12.75% but permitted AT&T’s actual return to vary from 12.5% to 13%. Lee pointed out the decision was “kind of sneaky,” but “we’ve got their request.” The commission denied reconsideration of that decision at its meeting last week, saying that the 12.75% rate of return for the phone company was “well founded.”
articular kind of programing. Circulated earlier this year (BROADCASTING, March 2), bill drew negative reviews from all broadcasters and public interest groups, Swift said, in introducing bill last Wednesday (Oct. 7), but still has merit because, "even in the present political climate, the industry may have a better chance of getting deserved relief from pointless gullions if the justification is based on something other than the competition argument." Bill (H.R. 4726) is essentially the same as draft earlier circulated.

Equation of UA-Columbia Cablevision by joint venture of noted Artists Theatre Circuit and Rogers Cable systems for 10% share won approval of UACC stockholders last week. Merger is expected to become effective about Nov. 17.

BS Special Correspondent Walter Cronkite last week resigned from Pan American World Airways board of directors. Cronkite, who took Pan Am post earlier this year (BROADCASTING, March 31), said he had expected different continuing relationship with 30% that would not subject him to any conflict of interest problems. He said he was "rude and abashed that that expectation" when CBS News told him he was removed from further space program coverage because of Pan Am’s involvement. Problem calmed, he said, and he decided to resign.

Andy Frank Productions, New York, which has television rights to "In Search of Identity," life story of assassinated Egyptian President Anwar el-Sadat, says it expects to announce a week name of company that will co-produce book-based 90-hour movie with Frank for network showing next spring. William Morris Agency has been representing Frank in discussions with major production companies. Frank obtained TV rights to Sadat’s life story for $100,000 in 1979, plus yearly payments of $25,000, he says, but production was held up because presentation of Sadat till now has been considered "politically sensitive."

lsson, Ariz., cable franchise has been awarded to Cox Cable Communications. Cox says it will build 1,060-mile system in five years in 125,000-home community. Service to be offered in 65-channel basic for $6.95, 91-channel package for 95, with added tier costing $4. In winning 15-year franchise, he promised to spend $2.1 million on equipment for community access programing.

portunities and challenges of satellite broadcasting make it increasingly important for closer relations among American and Canadian broadcasters, said National Association of Broadcasters President Vincent Wasielewski before annual convention Mexican Association of Broadcasters last week in Mexico City. Broadcasters have opportunity to assist in both development and acceptance of satellite broadcasting, he said, with its "enormous potential" and in spite of "sensitivities all nations are concerned with their sovereignty."

ewspaper publishers and broadcasters owe the nation and its communities an effort to recruit and train minority journalists," said Allen H. Neuharth, chairman of Gannett Co., last Wednesday before annual convention of National Black Media Coalition in Washington. Representation of minorities in both print and broadcast journalism falls far short of representation of national population, even though it’s "smart business to employ from the whole community," he concluded. "We must not be a party to the private sector."

3rd annual David Sarnoff Award for outstanding achievement in radio or television will be presented to Sol Taishoff, chairman and editor of Broadcasting magazine, in Nov. 20 ceremony in Scottsdale, Ariz. Award is given by University of Arizona in conjunction with Arizona Broadcasters Association. Previous recipients: CBS’s William S. Paley, RCA’s Dr. George H. Brown.

CBS, Inc. last week named new VP, Washington affairs—Donald D. Wear Jr. Wear replaces William Lilley III, who moved to company’s New York headquarters as VP, corporate affairs. Wear is one-time staff member of FCC, having served in 1975-76 as special assistant to then-chairman Richard E. Wiley. Wear’s background also includes prior stint with Washington law firm Dow, Lohnes, and Albertson. His most recent service has been with NBC, firm he joined in 1978 as European counsel. Wear then moved to post as VP, Europe, NBC Sports, and was serving as VP program and talent negotiations for NBC Sports when tapped by CBS. Two other appointments were announced by CBS last week: C. S. LaFollette, who had been executive VP and chief financial officer of Crown Zellerbach, was named VP, finance, and chief financial officer of CBS Inc., effective Nov. 2. Post is one vacant since Thomas Kirwan was appointed president, CBS/Columbia Group. J. Roger Moody, assistant VP business market operations. AT&T was appointed VP, development for CBS Inc. Reporting to Moody will be three other CBS VP’s: Dr. David Blank, VP and chief economist, Harry Smith, VP technology, and Nathan Snyder, VP, planning and acquisitions.

Reports were circulating last week that CBS News Correspondent Lesley Stahl, whose contract is up, would quit that network to move to weekend anchor spot at NBC News. CBS officials confirmed Stahl has not yet renewed her contract with them, but stressed negotiations are in progress and expressed "every confidence" Stahl would remain in CBS fold.

Upcoming

On Capitol Hill: House Small Business Subcommittee will hold second hearing on cable TV and minority opportunities in room 2330-A, Rayburn House Office building, Tuesday, 8:30 a.m. Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold first day of mark-up on cable copyright and performers royalty legislation on Thursday in room 2237, Rayburn. Thursday, 10 a.m. In Washington: Roger Peterson, ABC energy commentator, will address luncheon of The Media Institute at University Club Tuesday at noon. Society of Professional Journalists, Sigma Delta Chi, Radio-Television News Directors Association and Public Relations Society of America will present award by Ted Turner at National Press Club on Wednesday, 7:15 p.m. In Washington: Fund-raising dinner of Broadcast Pioneers, honoring Sol Taishoff on 50th anniversary of Broadcasting Magazine, will be held at Washington Hilton Thursday. In Fort Collins, Colo.: Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, will address annual Colorado State University/Colorado Broadcasters Association’s annual Broadcast Day at CSU Friday. In Los Angeles: Dwight Ellis, National Association of Broadcasters, will speak at first scholarship awards dinner of Black Journalists Association of Southern California at Sheraton Plaza LeReina hotel Friday. At Hunt Valley, Md.: National Association of Public Television Stations board meets at Hunt Valley Inn Thursday.
The Fifth Estate at 50

The first editorial in the first issue of Broadcasting Magazine, 50 years ago, cited Edmund Burke’s designation of the press as the Fourth Estate, along with clergy, nobility and commoners as principal components of the British realm. “And now, Radio,” said Broadcasting, “Who is there to gain the right to the Fifth Estate?”

It may be niggling at this late date to note that authorities question Burke’s coinage of the “Fourth Estate,” which Thomas Carlyle, writing in 1841, 44 years after Burke’s death, attributed to him. There is no doubt, however, that Thomas Babington Macaulay wrote in 1828: “The gallery in which the reporters sit [in the English Parliament] has become a Fourth Estate of the realm.” To which Broadcasting, on its 50th anniversary, adds: “And now, AM and FM Radio, Television, Cable Television, Satellite Television, Low-Power Television, Multipoint Distribution Service Television, Videotext, Teletext. Who is to gain the right to the Fifth Estate?”

Broadcasting’s first editorial dedicated the magazine to “the American system of free, competitive and self-sustaining radio enterprise.” From the start, the magazine noted that the Fifth Estate was the electronic press and thus protected by the First Amendment. The Fifth Estate has changed almost beyond recognition, but the original dedication remains.

Indeed, the sheer multiplicity of electronic distribution modes reinforces the argument that the First Amendment protection that the courts and Congress have consistently honored in application to the Fourth Estate must be extended to the Fifth Estate, if the First Amendment is not to be drained of all its meaning. But the Fifth Estate, in its enormously expanding configuration, will have to make a stronger effort than its pioneers made if the argument for First Amendment parity is to prevail.

Not until broadcasting grew into a serious medium of journalism did its proponents begin to claim equal status with the press under the First Amendment. At the outset they accepted content regulation without challenge to its constitutionality. When the Federal Radio Commission came into existence in 1927, it immediately began eliciting information on the average weekly time devoted to entertainment, religious, educational, agricultural and other types of programs. The 1927 act creating the FRC contained the equal-time provision that still remains in Section 315 of the 1934 Communications Act that created the Federal Communications Commission.

In 1941, the FCC plunged straight into program control in the Mayflower decision that outlawed broadcast editorializing. The order was issued in a case renewing the license of a Boston station which did not appeal for fear of reviving its risk. Nor did others appeal. Few broadcasters wanted to editorialize anyway. The First Amendment was something that had been read in high school civics class.

Time passed until Cornell University, owner of WHEC (AM) in Ithaca, N.Y., petitioned the FCC for reconsideration of Mayflower. It was joined by the National Association of Broadcasters, headed by a new president, Justin Miller, who had been a judge on the U.S. Court of Appeals and had read the Constitution. The Federal Communications Bar Association belatedly came to life on behalf of Cornell. In 1949, the FCC voided Mayflower, but in a way that was to create far more problems than it cured.

The FCC’s 1949 Report on Editorializing removed the prohibition against the broadcasters’ expression of opinion, but it produced the fairness doctrine, which has kept lawyers working overtime in Washington to this day.

It was all downhill after 1949. The fairness doctrine was incorporated into law when the Congress in 1959 amended Section 315 to exempt news programming from the equal-time obligation. When broadcasters finally realized they had been had and challenged the personal-attack rules emanating from the FCC in application of Section 315’s fairness doctrine, they suffered the terrible defeat of the Red Lion case of 1969.

Red Lion has become the all-purpose excuse for every post-1969 venture into content regulation. “It is the right of the viewers and listeners, not the right of broadcasters, which is paramount,” said the Supreme Court, thus turning the First Amendment upside down. Can anyone imagine the court saying of the press that readers’ rights are paramount over publishers?

The willing acceptance of second-class citizenship is out of character for a Fifth Estate that can rise to such journalistic heights as were reached last week after Anwar Sadat’s assassination. It is out of character for a Fifth Estate that is incredibly more influential and proliferous than the infant Fourth Estate that the authors of the Bill of Rights thought big and diverse enough to serve the public without governmental supervision. Then why are not members of the Fifth Estate rushing to join the crusade for first-class citizenship that is being led, in a radical reversal of roles, by the present FCC?

Eric Sevareid, in an address to the National Association of Broadcasters’ 1977 convention, said: “Most newspapers were started by men who wanted an outlet for their views, usually political. Most broadcasting stations were started by men who wanted an advertising medium, a business. They found themselves, in time, co-trustees of the First Amendment, a positive challenge to some, a discomfort to others. But that goes with the job, with the right and the privilege. Station or network owners and managers unwilling to fight for full constitutional freedoms ought not to be in the business.”

Let the guarding of First Amendment freedoms be the challenge, not the discomfort, of the whole Fifth Estate in the next 50 years.

[Image: Drawing by Jack Sawin: "... Now insert Tab C into Slot C..."]
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