

# NAB Readies Plan To Present New Face To Industry, Public

NAB has set about the task of refurbishing the image it presents to the broadcast industry, Capitol Hill, and the public at large. The campaign is a follow-up to a recent "communications audit" which concluded that NAB's image is getting better, but there's still plenty of room for improvement.

The audit, conducted by Washington consultant John Guttenberg, has not been released in its entirety for fear that sensitive passages would be taken out of context or blown out of proportion. However, here are some of the changes that may be seen as the report is implemented:

- The industry and member stations will be told more about the NAB's many functions and services.
- Stations will get more practical "how-to" information, such as how to promote radio as a medium.
- Capitol Hill will see a more public-spirited industry volunteering for worthy causes, rather than one that only shows up begging for relief through inflexible lobbyists given little latitude to horsetrade.
- Networks and group operators will see themselves having more influence. Guttenberg found a perception by many that NAB, as reflected by its board makeup, is dominated by small market radio interests.
- Publications from NAB's many

departments will adopt a unified graphic look, and emphasize practical information over "puffery."

• President Eddie Fritts will carve out a higher profile with the general public as spokesman for the entire industry.

## Beer Blast, Porn Rock Dangers

Newly-elected NAB Chairman Ted Snider says his goal "is to enhance communications with all of our constituencies," including broadcasters. "They sometimes fall into the trap of doing things that hurt us as an industry," he argues. "For instance, sponsoring beer busts and two-for-one happy hours as a promotion. That doesn't help our industry."

"We're not trying to tell them how to run their business or to censor them. But we need to bring things like porn rock lyrics to the attention of broadcasters so they realize that the consequences of doing some of these things just to get ratings in the short run hurts us in the long run."



Ted Snider

## Helping Vs. Lobbying Congress

"We want to stay in closer touch with other allied industry organizations, for instance, the receiver manufacturers. Our other constituencies include regulators and Congress. We want more two-way communications, to be interested in what the Congress is interested in. We operate in the public interest and necessity and we're in a position to help a lot of people."

"A lot of Congressmen have some very noble goals and things on their agenda that we can help them with. For instance, right now

there's a big movement afoot to help locate lost children. Nobody can do a better job of helping than radio and television. We can help them achieve some of their goals, and we want them to know we're not just interested in broadcasting; we're interested in our communities."

To the general public, says Snider. "We need to communicate better what we're doing as an industry. We do all these good things, but we don't ever summarize it for them. You'd think people would recognize what good citizens we are, but apparently they don't."

## INVOICES HID TRADEOUT

# WBSS Fined \$10,000 For Fraudulent Billing

The FCC has fined WBSS/Pompano Beach, FL \$10,000 for preparing invoices showing that a lawn equipment supplier paid \$33,000 for advertising that actually was bought in a tradeout for \$16,000 in "merchandise and services." The dealer turned around and used the invoices to get \$16,000 in credits — double what it was entitled to — under the Snapper division's 50% co-op advertising plan.

In a letter to WBSS last week, Mass Media Bureau Chief Jim McKinney charged that the dealer merely used the co-op credits to cover the cost of its tradeout with the station. Therefore, it actually paid "nothing for its share of the co-op advertising" while "Snapper absorbed the entire cost."

WBSS argued that its invoicing procedure was not intentionally designed to mislead, and had merely been carried over from a previous owner 14 years earlier. It also pinned blame on Snapper for failing to confirm the accuracy of the local dealer's documents.

Rejecting those arguments, the FCC noted that the station official who put together the tradeout deal, William Beaton, has 20 years of broadcast experience and is "thoroughly familiar with Snapper's and other cooperative advertising programs." It concluded that Beaton must have known that "in failing to indicate the existence of the two-for-one trade on the invoices, Snapper could have been misled as to the amounts charged."

WBSS was charged with violating the FCC's fraudulent billing rule, which says no station "shall knowingly issue or knowingly cause to be issued to any . . . advertiser . . . manufacturer . . . or any other party, any bill, invoice, affidavit or other document which contains false information concerning the amount actually charged by the licensee for broadcast advertising."

## Other Key Developments:

- Responding to last week's article on private line rate hikes, **NBA** stresses that it is working at the FCC to reduce the rates, will file comments soon in related proceedings, and has advised members how to file complaints at the Commission.
- **ABC News** correspondent **Steve Bell** warned reporters at an RTNDA regional conference in Washington not to cover issues in such a negative light, to be less "thin-skinned" and "avoid a kneejerk reaction to valid criticism."
- **Storz Broadcasting's** sale of **KXOK/St. Louis** to **Chester Broadcasting** has been cleared by the FCC, which dismissed objections based on Storz's EEO performance.
- **RKO** has lost its bid to have a key issue against it thrown out of the critical **KHJ-TV/Los Angeles** hearing. The FCC wants more information on RKO's failure to disclose underlying documentation in a special in-house review.
- Final FCC clearance has been granted for the distress sale of **WALG & WKAK/Albany, GA** for \$1.9 million to singer **Peabo Bryson**. By selling to a minority for no more than 75% of the combo's value, owner **Albany Radio** won renewal for the stations and avoided a hearing into its EEO program and employment of blacks.
- The FCC has approved a new compromise plan for resolving educational **FM/Channel 6** interference, and lifted a freeze on applications in both services.

# NEWS BRIEFS

## Tax Evasion Imperils WHBI License Winners

The initial decision awarding the license of **WHBI/Newark** to **Frances Antonin** and **Mary Garcia** has been sent back to a law judge to weigh new evidence that Garcia failed to pay federal income tax for 1981 and 1982.

In remanding the case to the judge, the FCC Review Board said violations of federal law "raise serious questions as to whether the applicant possesses a responsible attitude toward his or her obligations as a broadcast licensee."

Garcia has since paid the taxes, but the board said she failed to do so until after a tax lien was brought to light by a competing applicant. The board added, "It appears that Ms. Garcia may have deliberately chosen not to pay her taxes so that she could demonstrate the requisite financial qualifications to be awarded a broadcast license."

The judge was ordered to hold hearings on several issues, including the pair's finances and the truthfulness of their 1982 certification that they had the money to build and operate the new **FM** for three months without revenue.

## KUNA, KSLY Renewed With EEO Conditions

The FCC last week granted license renewals to **KUNA & KSLY/San Luis Obispo, CA**, but ordered the stations to make detailed Equal Employment Opportunity (EEO) reports for the next two years. The reports must include



Steve Bell

minority recruitment sources, as well as the race or origin of all employees and recent job applicants.

The Commission's EEO Branch found that none of the stations' 16 fulltime employees was a minority, even though 14.4% of the local workforce is made up of minorities, mostly Hispanics. The stations were warned about their lack of Hispanic employees in 1981, and the Commission said the lack of progress since then shows a failure "to ensure that all qualified persons, including Hispanics are considered for all station positions."



**CALIFORNIA BROADCASTERS PRAISED** — "The Party's Over," a recent anti-drunk driving campaign by the California Association of Broadcasters (CAB), won a resolution of commendation from the California legislature. Above, Assemblyman Steve Clute presents the resolution to CAB Secretary-Treasurer Robert Fox, President of **KVEN & KHAY/Ventura**.