

Sharpening the focus
on 9 khz decision

NCTA

Ziff-Davis puts TV
group on block

Broadcasting Jun 1

The News Magazine of the Fifth Estate □ Vol. 100 No. 22

Our 50th Year □ 1981



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RENEWED FOR ITS FIFTH SEASON!

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MGM TELEVISION

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The First
50
Years Of
Broadcasting

1963

PAGE 105

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Robert
Kuenbaum

One Day at a Time

America Knows a Classic
When It Sees One!

Already sold to 37 MILLION PEOPLE... Every week!

Abilene-Sweetwater . . . 65,000
 Albany, Georgia . . . 81,000
 Albany-Schenectady-Troy . . . 232,000
 Albuquerque . . . 136,000
 Alexandria, LA . . . 57,000
 Alexandria, MN . . . 25,000
 Alpena . . . 11,000
 Amarillo . . . 81,000
 Anchorage . . . 27,000
 Anniston . . . 27,000
 Ardmore-Ada . . . 49,000
 Atlanta . . . 605,000
 Augusta . . . 88,000
 Austin, TX . . . 84,000
 Bakersfield . . . 36,000
 Baltimore . . . 299,000
 Bangor . . . 68,000
 Baton Rouge . . . 138,000
 Beaumont-Port Arthur . . . 96,000
 Bend . . . 8,000
 Billings . . . 47,000
 Biloxi-Gulfport-Pascagoula . . . 44,000
 Binghamton . . . 98,000
 Birmingham . . . 151,000
 Bluefield-Beckley-Oak Hill . . . 55,000
 Boise . . . 55,000
 Boston . . . 622,000
 Bowling Green . . . 23,000
 Bristol-Kingsport-Johnson City . . . 157,000
 Buffalo . . . 251,000
 Burlington-Plattsburgh . . . 123,000
 Casper-Riverton . . . 26,000
 Cedar Rapids-Waterloo . . . 158,000
 Charleston, SC . . . 115,000
 Charleston-Huntington . . . 241,000
 Charlotte . . . 362,000
 Charlottesville . . . 21,000
 Chattanooga . . . 162,000
 Cheyenne . . . 45,000
 Chicago . . . 1,108,000
 Chico-Redding . . . 62,000
 Cincinnati . . . 394,000
 Clarksburg-Weston . . . 69,000
 Cleveland . . . 605,000
 Colorado Springs-Pueblo . . . 77,000
 Columbia, SC . . . 116,000
 Columbia-Jefferson City . . . 108,000
 Columbus, GA . . . 95,000
 Columbus, OH . . . 323,000
 Columbus-Tuepelo . . . 100,000
 Corpus Christi . . . 96,000
 Dallas-Ft. Worth . . . 602,000
 Davenport-Rock Island-Moline (Quad City) . . . 141,000
 Dayton . . . 270,000
 Denver . . . 274,000
 Des Moines . . . 216,000

Detroit . . . 642,000
 Dothan . . . 62,000
 Dubuque . . . 18,000
 Duluth-Superior . . . 107,000
 El Centro-Yuma . . . 13,000
 El Paso . . . 78,000
 Elmira . . . 32,000
 Erie . . . 71,000
 Eugene . . . 34,000
 Eureka . . . 17,000
 Evansville . . . 117,000
 Fargo . . . 129,000
 Farmington . . . 5,000
 Flagstaff . . . 11,000
 Flint-Saginaw-Bay City . . . 201,000
 Florence, SC . . . 89,000
 Ft. Myers-Naples . . . 100,000
 Ft. Smith . . . 65,000
 Ft. Wayne . . . 134,000
 Fresno . . . 97,000
 Gainesville . . . 24,000
 Grand Junction . . . 15,000
 Grand Rapids-Kalamazoo-Battle Creek . . . 315,000
 Great Falls . . . 32,000
 Green Bay . . . 231,000
 Greensboro-Winston-Salem-High Point . . . 260,000
 Greenville-New Bern-Washington . . . 26,000
 Greenville-Spartanburg-Asheville . . . 334,000
 Greenwood-Greenville . . . 9,000
 Harrisburg-York-Lancaster-Lebanon . . . 307,000
 Harrisonburg . . . 12,000
 Hartford-New Haven . . . 330,000
 Helena . . . 8,000
 Houston . . . 464,000
 Huntsville-Decatur-Florence . . . 130,000
 Idaho Falls-Pocatello . . . 42,000
 Indianapolis . . . 436,000
 Jackson, MS . . . 126,000
 Jackson, TN . . . 22,000
 Jacksonville . . . 169,000
 Johnstown-Altoona . . . 162,000
 Jonesboro . . . 28,000
 Joplin-Pittsburg . . . 67,000
 Kansas City . . . 303,000
 Knoxville . . . 248,000
 La Crosse-Eau Claire . . . 131,000
 Lafayette, IN . . . 24,000
 Lafayette, LA . . . 127,000
 Lake Charles . . . 47,000
 Lansing . . . 129,000

Laredo . . . 19,000
 Las Vegas . . . 45,000
 Laurel-Hattiesburg . . . 6,000
 Lexington . . . 142,000
 Lima . . . 21,000
 Lincoln-Hastings-Kearney . . . 162,000
 Little Rock . . . 197,000
 Los Angeles . . . 1,306,000
 Louisville . . . 277,000
 Lubbock . . . 78,000
 Macon . . . 109,000
 Madison . . . 98,000
 Mankato . . . 30,000
 Marquette . . . 44,000
 McAllen-Brownsville (LRGV) . . . 54,000
 Medford . . . 52,000
 Memphis . . . 274,000
 Meridian . . . 34,000
 Miami . . . 359,000
 Miles City-Glendive . . . 8,000
 Milwaukee . . . 377,000
 Minneapolis-St. Paul . . . 526,000
 Minot-Bismarck-Dickinson . . . 129,000
 Missoula-Butte . . . 77,000
 Mobile-Pensacola . . . 253,000
 Monroe-El Dorado . . . 117,000
 Montgomery . . . 97,000
 Nashville . . . 323,000
 New Orleans . . . 312,000
 New York . . . 2,405,000
 Norfolk-Portsmouth-Newport News . . . 238,000
 North Platte . . . 7,000
 Odessa-Midland . . . 78,000
 Oklahoma City . . . 270,000
 Omaha . . . 183,000
 Orlando-Daytona Beach . . . 221,000
 Ottumwa-Kirksville . . . 12,000
 Paducah-Cape Girardeau-Harrisburg . . . 178,000
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 Pittsburgh . . . 705,000
 Portland, Oregon . . . 287,000
 Portland-Poland Springs . . . 144,000
 Presque Isle . . . 28,000
 Providence-New Bedford . . . 245,000
 Quincy-Hannibal . . . 103,000

Raleigh-Durham . . . 246,000
 Rapid City . . . 39,000
 Reno . . . 30,000
 Richmond . . . 206,000
 Roanoke-Lynchburg . . . 236,000
 Rochester, NY . . . 143,000
 Rochester-Mason City-Austin . . . 75,000
 Rockford . . . 109,000
 Roswell . . . 30,000
 Sacramento-Stockton . . . 235,000
 St. Joseph . . . 30,000
 St. Louis . . . 409,000
 Salinas-Monterey . . . 59,000
 Salisbury . . . 30,000
 Salt Lake City . . . 188,000
 San Angelo . . . 22,000
 San Antonio . . . 199,000
 San Diego . . . 252,000
 San Francisco . . . 542,000
 Santa Barbara-Santa Maria-San Luis Obispo . . . 38,000
 Savannah . . . 119,000
 Seattle-Tacoma . . . 322,000
 Selma . . . 16,000
 Shreveport-Texarkana . . . 265,000
 Sioux City . . . 86,000
 Sioux Falls-Mitchell . . . 197,000
 South Bend-Elkhart . . . 137,000
 Spokane . . . 127,000
 Springfield, MA . . . 97,000
 Springfield, MO . . . 171,000
 Springfield-Decatur-Champaign . . . 145,000
 Syracuse . . . 166,000
 Tallahassee . . . 97,000
 Tampa-St. Petersburg . . . 559,000
 Terre Haute . . . 118,000
 Toledo . . . 285,000
 Topeka . . . 89,000
 Traverse City-Cadillac . . . 95,000
 Tucson . . . 72,000
 Tulsa . . . 171,000
 Tuscaloosa . . . 26,000
 Twin Falls . . . 9,000
 Tyler . . . 22,000
 Utica . . . 41,000
 Victoria . . . 14,000
 Waco-Temple . . . 86,000
 Washington, DC . . . 544,000
 Watertown-Carthage . . . 61,000
 Wausau-Rhineland . . . 99,000
 West Palm Beach . . . 114,000
 Wheeling-Steubenville . . . 133,000
 Wichita-Hutchinson . . . 198,000
 Wichita Falls-Lawton . . . 79,000
 Wilkes Barre-Scranton . . . 244,000
 Wilmington . . . 38,000
 Yakima . . . 73,000
 Youngstown . . . 120,000
 Zanesville . . . 21,000

AVERAGE WEEKLY AUDIENCE

SOURCE: ARBITRON NOV. 1980 NPA

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In January, 1975, the Jeffersons said goodbye to the Bunkers, moved to a fashionable East Side apartment, their own TV series, and an impressive 45 share.

Capitalizing on The Jeffersons' unique ability to attract an audience, CBS used it as their prime time workhorse, moving it ten times over the next five years. With each move, The Jeffersons not only increased the average rating of the time period, but also out-performed its new lead-in and lead-out series.

Today, when a single time period change can turn last year's hit into this year's also-ran, The Jeffersons remains solidly in the Top Ten, enjoying its highest ratings ever.

THE JEFFERSONS...

STANDING THE TEST OF TIME PERIODS.

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The Week in Brief

TOP OF THE WEEK

RALLYING AROUND CABLE'S FLAG □ NCTA convention gets under way on upbeat theme with universal agreement from speakers inside and outside CATV that cable is in fast lane to become \$300-billion telecommunications industry that will revolutionize nation's lifestyle. **PAGE 35.** Wheeler emphasizes cable's added dimensions. **PAGE 36.** Dittrick calls for vigilance and aggressiveness. **PAGE 37.**

9 KHZ WINDS □ FCC's June 16 meeting on reduced AM channel spacing has been postponed as staff prepares for House hearing on switch. Representative Findley urges daytimers to support change. **PAGE 38.**

ZIFF TV'S UP FOR SALE □ Six outlets, acquired just three years ago, should go for more than \$100 million. Pompadur says decision is based on desire for money to expand publishing-related businesses. **PAGE 38.**

NAB BOARD TIME □ Joint session in Washington this week will pick new officers, is expected to stiffen stance against DBS, push for AM stereo action, and decide its position on AT&T. **PAGE 39.**

TYING A BELL ON BELL □ Witnesses at Hill hearing on competition and deregulation endorse those goals, but some want restraints of AT&T to protect their preserve. **PAGE 40.**

CARLEY VS. FLEMING □ It was one of the highlights of NAPTS's Washington convention that dealt with all issues affecting public television. **PAGE 41.**

AT ODDS □ Public broadcasting station leaders tell members of Congress that they disagree with CPB's opposition to funding bill. **PAGE 42.**

AT LARGE

WHEELER IN THE WHEELHOUSE □ As president of NCTA since August 1979, Tom Wheeler has steered cable through time of dramatic change. But, in this pre-convention interview, he warns of rough waters still ahead. He discusses numbers that reflect cable's progress as well as issues and competition that could slow it down. **PAGE 47.**

LAW & REGULATION

UMPIRES OF COPYRIGHT □ One of Washington's smallest agencies, the Copyright Royalty Tribunal, has discharged its duties with disregard for many bureaucratic procedures. Here's a review of CRT's history and a look at how Kastenmeier's legislation may alter its functions. **PAGE 62.**

BUSINESS

TAKING CAB TO L.A. □ With new CableTelevision Advertising Bureau at its first NCTA convention, Bob Alter reviews status of new organization and what's in works. **PAGE 74.**

MEDIA

ON MEDIA FRONTIER: DOW JONES □ Company that made much of its name with *Wall Street Journal* has been keeping up with technology, expanding not only its printing functions, and breaking into newswire, broadcasting, cable TV and other new ventures. **PAGE 86.**

MSO HEAVYWEIGHTS □ BROADCASTING's survey of cable multiple system operators puts ATC in first place with 1.4 million basic subscribers at this time and with potential to expand soon to more than 2.1 million. **PAGE 89.**

PROGRAMMING

POSTMAN DIDN'T RING AT ALL □ WABC-TV New York fires five after probe finds staff-written letters were read on news and public affairs programs but misrepresented as material submitted by public. **PAGE 96.**

1963

THE 'BROADCASTING' YEARS □ Newton Minow turned over the FCC reins to E. William Henry as the commission worked for programing reforms and a solution to radio overpopulation. Congress probed broadcast ratings services, prompting radio-TV efforts for greater self-discipline. **PAGE 105.**

PROFILE

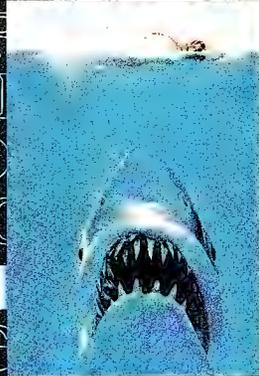
NCTA'S RENAISSANCE WOMAN □ Kathy Creech learned early that good research is mortar for construction of sound policy. It's just one facet of her makeup that helped her become NCTA's vice president, industry affairs, and earned Tom Wheeler's praise as the "renaissance" woman. **PAGE 131.**

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THE HIT LIST JAWS COAL MINER'S DAUGHTER NATIONAL LAMPOON'S ANIMAL HOUSE THE SAME TIME NEXT YEAR RESURRECTION DR MORE CAN GRAFFITTI SLAP SHOT YA JAWS DUCATION OF JOE TYNAN JET PI COAL S DAUGHTER **THE HIT LIST** THE

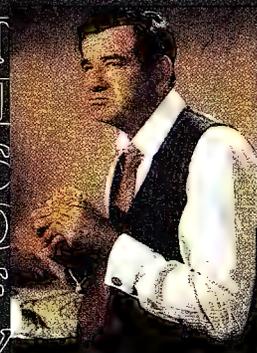


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THE SEDUCTION OF JOE TYNAN TH RESURRECTION JAWS THE WIZ M JET PILOT LITTLE MISS MARKER THE GR



THE HIT LIST DRACULA JAW DAUGHTER NATIONAL LAMP XT YEAR T HE SEDUCT COON RES MINER'S D

MORE AMERICAN GRAFF E HIT LIST JAWS SAME TIME NEXT Y TLE MISS NATIONAL LAMPOON'S ANIMAL HOUSE TH SAME TIME NEXT YEAR RESURRECTION DR

36 OF THE BEST MOVIES EVER!

MCA TV

Closed Circuit®

Insider report: behind the scene, before the fact

BAR into cable

Monitoring of advertising on cable TV is now set for full-fledged test by Broadcast Advertisers Reports this fall. BAR, which has been monitoring broadcast TV commercials for 27 years, did some preliminary tests on cable systems last winter, but got diverted by installation of new computer. Transfer of operations to new unit is scheduled for completion by end of third quarter, and BAR officials say they'll get cable study going in fourth, concentrating on cable networks. Objectives are to learn what kind of problems are involved, how much commercial activity there is and whether there's market yet for this kind of service.

ABC's future

Within 30 days, first steps toward implementing recommendations of Booz Allen report to ABC Companies Inc. will be announced, but of preliminary nature. Study, ordered by ABC President Elton Rule to comprehend expansion of company in new areas since last in-depth study made by McKinsey & Co. in 1968, should be fully executed within two years.

In top echelon, there's nothing in works that would change policy direction, with Leonard Goldenson, who will be 76 at year's end (Dec. 7) continuing as chairman and chief executive officer, and Elton Rule (who will be 64 on June 13) in his ninth year as president and chief operating officer. There will be new executive appointments, and possibly "Mr. Broadcasting" designated to head all broadcast operations per se, and with Fred Pierce, executive vice-president of parent company, as third in command. Goldenson, far from retiring, has lately taken up golf and has joined Century Country Club, Purchase, N. Y.—this at behest of his wife, who feels it's less rigorous than tennis.

ABC's present

ABC Radio this week is expected to announce its first new operating group in years: ABC Radio Enterprises. It's development unit for new business to be generated in-house and through joint ventures and acquisitions. Future plans call for program distribution by satellite supplying ABC-owned radio networks and others. Currently being investigated are 24-hour music channel and talk syndication. Other businesses, such as locally tailored promotion campaigns, also will be marketed under new group. VP-in-charge comes from ABC Radio executive ranks: Michael Hauptman.

FTC in flux

Reagan administration may be back to square one in decision to appoint commissioner to Federal Trade Commission slot opened by resignation of Democrat Robert Pitofsky in April. Latest wrinkle: Republican James C. Miller III, though interested in FTC chairmanship, and reported to be top contender ("In Brief," May 25), wants to stay at current posts—administrator of information and regulatory affairs at Office of Management and Budget and executive director of Vice President's task force on regulatory reform—until Democratic Commissioner Paul Rand Dixon's term expires in September. But problem is that Washington attorney Wayne Bishop, White House's hope to fill Democrat slot on commission, has informed White House he wouldn't leave his law firm unless appointed chairman. As result, White House must come up with Democrat or independent who'll accept commissionership. Two other Republicans still listed as possibilities are Washington attorney Edward Weidenfeld and Kay Bailey Hutchison, senior vice president and general counsel for Republic of Texas Corp., holding company for about 27 Texas banks.

Swiss wish

As International Telecommunication Union's Administrative Council prepared to begin meeting in Geneva today (June 1), indications were that it would settle on Geneva as locale for Region 2 (western hemisphere) conference on DBS, to be held in 1983. Reason: no country in region has volunteered to serve as host. U.S. position for years has been that all regional meetings should be held in Geneva, already equipped with necessary facilities. Some here feel industry should volunteer to pick up tab, which could run over \$1 million. But idea has not jelled.

FCC shelter

While all seems quiet on FCC's housing hunt, rumblings on aborted Rosslyn, Va., front may be provoking after-shocks on both Capitol Hill and in courts. FCC is continuing its quest for viable locations in District of Columbia. But real estate broker who produced Virginia site is threatening litigation as FCC's "exclusive real estate broker" under agreement that allegedly does not expire until July 29, 1981. Pending is lawyer's letter on behalf of Barbara Pryor, whose firm had "sole source" deal under Chairman Charles D.

Ferris and had collected substantial sums for services. Transaction caused rumpus on Capitol Hill with several senators and congressmen watching developments.

Meanwhile, FCC has turned Pryor lawyer letter over to Department of Justice. New chairman, Mark S. Fowler, eschewing Ferris's secret dealings on Rosslyn, is working in conjunction with General Services Administration on seeking new headquarters. Detailed Specifications for Offer (SFO) is being circulated among commissioners with approval expected possibly this week.

Teletext holdout

ABC apparently has no intention of jumping on teletext bandwagon with two other major networks. Julius Barnathan, ABC president of broadcast operations and engineering, said he would endorse teletext only if it worked with printer so consumers could take advantage of service without interrupting their viewing of network programming and commercials. Videotext is another matter. Publishing division of ABC, Barnathan said, is interested in becoming information provider for telephone- or cable-delivered service.

Gearing up for boycott

With its three-month monitoring project completed yesterday (May 31), Coalition for Better Television is making plans to complete work on project and announce boycott targets at Washington press conference on June 29. Coalition's monitors have been checking programming for sex and violence and feeding results, along with sponsors of programs, into computers. Coalition board will meet on June 15 to decide which sponsors' products to urge viewers to avoid.

Captioning action

National Captioning Institute, which captions programs for broadcast by ABC, NBC and the Public Broadcasting Service, is undisturbed by NBC announcement that it would begin teletext test in Los Angeles this fall (BROADCASTING, May 18). NCI has been at odds with CBS, which believes growth of NCI's line 21 captioning service will retard flourishing of teletext, and NBC announcement was seen by some as defection from NCI plan.

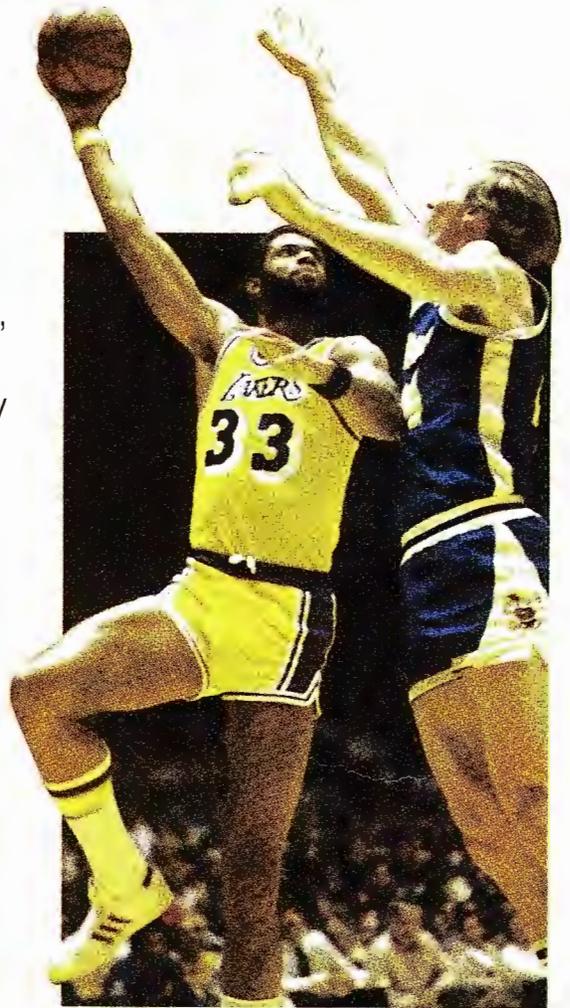
NCI President John Ball said NCI got word ahead of announcement and had no objections. For test, he pointed out, KNBC will continue to broadcast NCI captions in addition to captionless teletext service.

PROGRAMMING THAT'S GOOD FOR YOU.

MAJOR LEAGUE SPORTS

Nobody can match USA Network for live, prime-time professional sports action. We reach over 7 million homes across the country with the widest variety of live sports on any network anywhere.

That's because USA is the only official cable network for Major League Baseball, NBA Basketball, NHL Hockey, MISL and NASL Soccer and Madison Square Garden Sports. There's also SPORTS LOOK and SPORTS PROBE, two hard-hitting programs that never stop scoring with sports-minded subscribers. It's the kind of programming that makes USA unbeatable season after season.



TV'S BEST DOCUMENTARIES

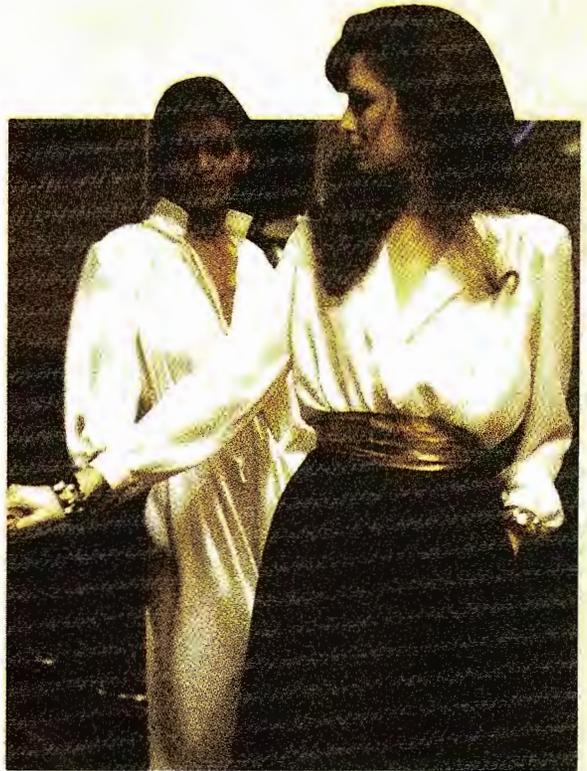
USA'S ENGLISH CHANNEL brings you the finest documentaries, drama, dance, arts programming, investigative reporting and in-depth interviews on TV. Each week, millions of cable subscribers watch four hours of the best new programming from England and Canada.

And that makes the ENGLISH CHANNEL the best thing to happen to TV since Masterpiece Theatre.

WOMEN'S PROGRAMMING

USA Network's YOU MAGAZINE gives today's woman an up-close look at what's happening in the worlds of fashion, careers and beauty care. It's a weekly half-hour on tips, news and information for women on the go.

And starting in October our new daily two-hour program ALIVE & WELL will offer women the most up-to-date, comprehensive health program ever produced.



CHILDREN'S PROGRAMMING

CALLIOPE is the award-winning kids show that's been acclaimed by everyone who watches it. It's a showcase for academy-award winning films that combine enjoyable entertainment with valuable learning experience. That's one reason it won the ACT award for excellence in children's programming.

And that makes it as big a hit with parents as it is with kids.

USA NETWORK IS GOOD FOR YOU

USA has it all. And we're growing bigger every day. With new programs (like NIGHT FLIGHT, our hot new weekend pop/rock film series), new subscribers and new excitement. Because popular programs and non-stop growth make USA Network good for your subscribers, good for your advertisers and, most of all, good for you.

See us at booth 453 at the NCTA Convention in Los Angeles. See for yourself what makes USA Network the cable subscribers choice.

USA
NETWORK

Business Briefly

TV ONLY

U.S. Army Recruitment. Begins June 29 for 13 weeks in over 200 markets. Fringe and sports programming. Agency: NW Ayer, New York. Target: men, 18-24; women, 18-24.

MJB Co. Various products. Begins June 29 for 13 weeks in 14 West Coast markets. All dayparts. Agency: Carlson, Liebowitz & Olshever, Los Angeles. Target: women, 25-54.

Jenn-aire — Grill range. Begins June 8 for 12 weeks in 73 markets. Early fringe times. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Dribeck Importers Beck's beer. Begins June 22 for nine weeks in at least nine West Coast markets. All dayparts, plus specials. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: men, 18-49.

Church's Fried Chicken Fast food restaurants. Begins June 8 for four weeks in 30 markets. Day, fringe, prime weekend

and sports programming. Agency: GSD&M, Austin, Tex. Target: adults, 18-49.

North American Watch Delirium Mariner watches. Begins in September for about 12 weeks in 25 markets. News,



North American's Mariner

sports and specials. Agency: Harry Viola Advertising, New York. Target: adults, 25-54.

Realex — Real Kill insecticide. Begins this week for four weeks in eight markets. Day, fringe and weekend programming.

Agency: Barrett Yehle Inc., Kansas City, Mo. Target: men, 25-54; women, 25-54.

Florida Energy Conservation Action □ Begins Aug. 13 for varying flights in Florida markets. Early fringe. Agency: Vitt Media International, New York. Target: total adults.

Delweb Hotels Begins June 15 for five weeks in various California markets. All dayparts. Agency: American Media Consultants, Los Angeles. Target: adults, 25-54.

Jean Pierre — Love Affair (feminine hygiene product). Begins June 22 for four weeks in five markets. Day, early fringe, news and late fringe times. Agency: Barritt, Larsen, Peck & Farnell, Encino, Calif. Target: women, 18-34; women, 18-49.

Academy of General Dentistry Begins this week for varying flights in Providence, R.I.; Salt Lake City; Green Bay, Wis., and Charlotte, N.C. Fringe, prime and news times. Agency: D'Arcy-MacManus & Masius, Minneapolis. Target: total adults.

Schefflin & Co. □ Blue Nun wine. Begins June 8 for four weeks in over 30 markets. Fringe, news, late fringe, prime and sports times. Agency: Cunningham & Walsh, New York. Target: adults, 25 and over.

United Artists □ *Clash of the Titans* movie promotion. Begins June 5 for four weeks in about 150 markets. All dayparts. Agency: Diener/Hauser/Bates Co., New York. Target: children, 6-11; teen-agers, 12-17; adults, 18-24.

Universal Health Spa □ Silhouette America promotion. Begins this week for four weeks in about 10 markets. Agency: Janik & Associates, Los Angeles. Target: adults, 18-49.

General Electric Spacemaker ranges. Begins this week for three weeks in over 10 markets. Agency: BBDO, New York. Target: women, 25-54.

Fieldcrest Mills □ Dream Spun sheets. Begins June-July for two weeks in 15 markets. News and late fringe times. Agency: Epstein, Raboy Advertising, New York. Target: women, 25-54.

Curtis Mathes □ Consumer electronics. Begins this week for two weeks in about 145 markets. Fringe and prime times. Agency: Young & Rubicam, New York. Target: adults, 18-49.

L.R. Nelson Lawn equipment. Begins July 7 for one week in Milwaukee, Minneapolis and Omaha. Day, early fringe,

WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs. Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

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TRAINING DOGS THE WOODHOUSE WAY
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WILDLIFE SAFARI
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6 ONE-HOURS



UP POMPEII!
3 HALF-HOURS



DOCTOR WHO
172 HALF-HOURS



NOT THE NINE O'CLOCK NEWS
10 HALF-HOURS



THE DICK EMERY SHOW
40 HALF-HOURS



ROCK GOES TO COLLEGE
STARS IN CONCERT



THE OLD GREY WHISTLE TEST
POP/ROCK SPECIALS



CASANOVA
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WE'VE GOT YOUR SPIRIT!
The complete advertising campaign
for your television station.

Your viewers will identify with the up-beat spirit that's sweeping the country. The "ALL AMERICAN" campaign is bright, bold and contemporary. It will give your station all the excitement that's red, white and blue.

Animated graphics, on-air promos, print applications and customized music so stirring, your audience will be humming your tune. The "ALL AMERICAN" campaign will position your station as the focal point of national and community pride. Something for you and your viewers to cheer about!

See and hear the complete presentation at the KING COMMUNICATIONS suite at the BPA Seminar June 10-13.
Or contact: Jack King, King Communications, Inc., (617) 237-3650

AdVantage

Stay tuned for spots. Showtime pay-TV service will offer special on June 22 entitled, *We'll Be Right Back*. 90-minute program is retrospective of "200 of world's most memorable commercials" and some of show's stars are Speedy Alka-Seltzer, Kool's Willie the Penguin and Marlboro Man. Hosted by comedian Avery Schreiber and model/actress Christina Ferrare, special also features news personality Pat Mitchell who allows consumers to "sound-off" about commercials via man-on-the-street interviews.

Watch those demographics. CBS-FM National Sales has completed presentation on importance to advertisers of reaching 25-34 age group, which it calls single largest demographic category and one that represents \$321 billion market. CBS-FM says this group is affluent and is heavy user of radio but warns care must be taken when media buy is planned across broad demographic. It recommends zero-base demography approach: estimate which portion of advertiser's broad demographic market is represented by under-35 portion and which by over-35 and use same proportions as product usage when radio stations are purchased. Presentation is being given by CBS-FM National Sales to advertisers and agencies.

TVB's potpourri. Television Bureau of Advertising has issued its annual report of facts and figures on television, titled *TvBasics*. Ten-page booklet contains such data as growth of commercial TV stations, TV set ownership, household TV viewing over past 30 years, leading advertising investments in major media and spending pattern of top 40 local television categories.

Bates is worldwide. To reflect more accurately its activities all over world, Ted Bates & Co. has changed its name to Ted Bates Worldwide Inc. Reporting to worldwide agency will be Ted Bates Advertising, New York; Ted Bates U.S. Affiliates Group, consisting of Campbell-Mithun, AC&R, Diener/Hausler/Bates, Stern Walters/Earle Ludgin, and Sawdon & Bess, and Ted Bates International Group, embracing 68 offices in 31 countries.

Merger in Tokyo. Young & Rubicam K.K., Tokyo, will merge with JIMA-Dentsu, wholly-owned subsidiary of Dentsu Inc., on Oct. 1 to create Dentsu/Young & Rubicam Tokyo with combined estimated billings of \$95 million. Young and Rubicam Inc. and Dentsu Inc., parent companies, will each have 50% interest in joint venture. Agencies also have formed committee to examine additional ventures in other world markets.

Information please. Radio Advertising Bureau has issued its annual *Radio Facts* booklet, which provides information on listening to medium by various dayparts, sets in use, cost-per-thousand media comparisons and other data. Forty-four-page compendium has been distributed to advertisers, agencies and radio stations. Bureau is located at 485 Lexington Avenue, New York, N.Y., 10017.

Learning the lingo. In keeping with changes in new technology, BBDO, New York, has compiled "BBDO Electronic Media Dictionary." Available at \$10 per copy, dictionary defines about 340 commonly used terms in cable and broadcast business, plus appendix of various systems, networks and associations. Copies may be obtained through media department, BBDO, 383 Madison Avenue, New York, N.Y. 10017.

Test campaigns wanted. ALK-Cable Ads, Milwaukee, which has interconnected 10 cable systems in Wisconsin and two in Minnesota, is seeking advertisers looking for new venue to test products. USA Network sports channel, common to all 12 systems, has spot time available for commercials to run during prime times and weekend programming in NBA basketball, major league baseball, NCAA football, NHL hockey and other sporting events. Infomercials, that is, program length messages, are also offered. Oster, division of Sunbeam Corp., has found success with latter type of ads. Prospective customers include Schlitz Brewing Co.

Learning experience. Retailers and agencies in Detroit area participated in television commercial production seminars held under auspices of Television Bureau of Advertising and Detroit Retail Force, consisting of TVB member stations there. Workshops were held at five of Detroit's major production houses, with company executives explaining various stages in making of commercials. More than 525 people attended five-day event.

Chosen one. Rainbow Programming Service's cultural channel, Bravo, has selected Massimo Agency, New York, as its ad agency. Some of agency's music-related clients are Aspen Music Festival, Columbia Artists and WGO(FM) Newark, N.J.

Dallas move. New Dallas office of Petry Television is at 1047 One Lincoln Center, 5400 LBJ Freeway, 75420, (214) 239-5310.

late fringe and weekend programming. Agency: Grant/Jacoby, Chicago. Target: adults, 25-49.

Venture stores Talking watches. Begins this week for one week in seven markets. Fringe times. Agency: Grey-North, Chicago. Target: adults, 18-34.

Creative Tools Easy Driver. Begins this week for one week in 25 markets. Daytimes. Agency: RDR Timebuying Services, New York. Target: men, 18-34.

RADIO ONLY

Delmonico Co. Spaghetti. Begins this week for eight weeks in three markets. All dayparts. Agency: Creamer, New York. Target: women, 25-54.

Pillsbury Heat & Eat (convenience store item). Begins June 29 for four weeks in Minneapolis, Dallas, Phoenix, Houston, Oklahoma City and Tulsa, Okla. Agency: Paragon Cos., Minneapolis. Target: men, 25 and over.

RADIO AND TV

Eastern Airlines Transcontinental expansion. Begins this week for several weeks in five markets. Agency: Young & Rubicam, New York. Target: adults, 25-49.

**"There's always
a good movie
on HTN"**

**The smart cable
operators are target
tlering with HTN — the
\$3.95 G/PG movie channel —
going after the
40% who don't take pay
TV because it's too
expensive or because
they object to R-rated
material in their homes.**

**HOME
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NETWORK**

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target tlering.**

Call HTN. 207/774-0300.



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.

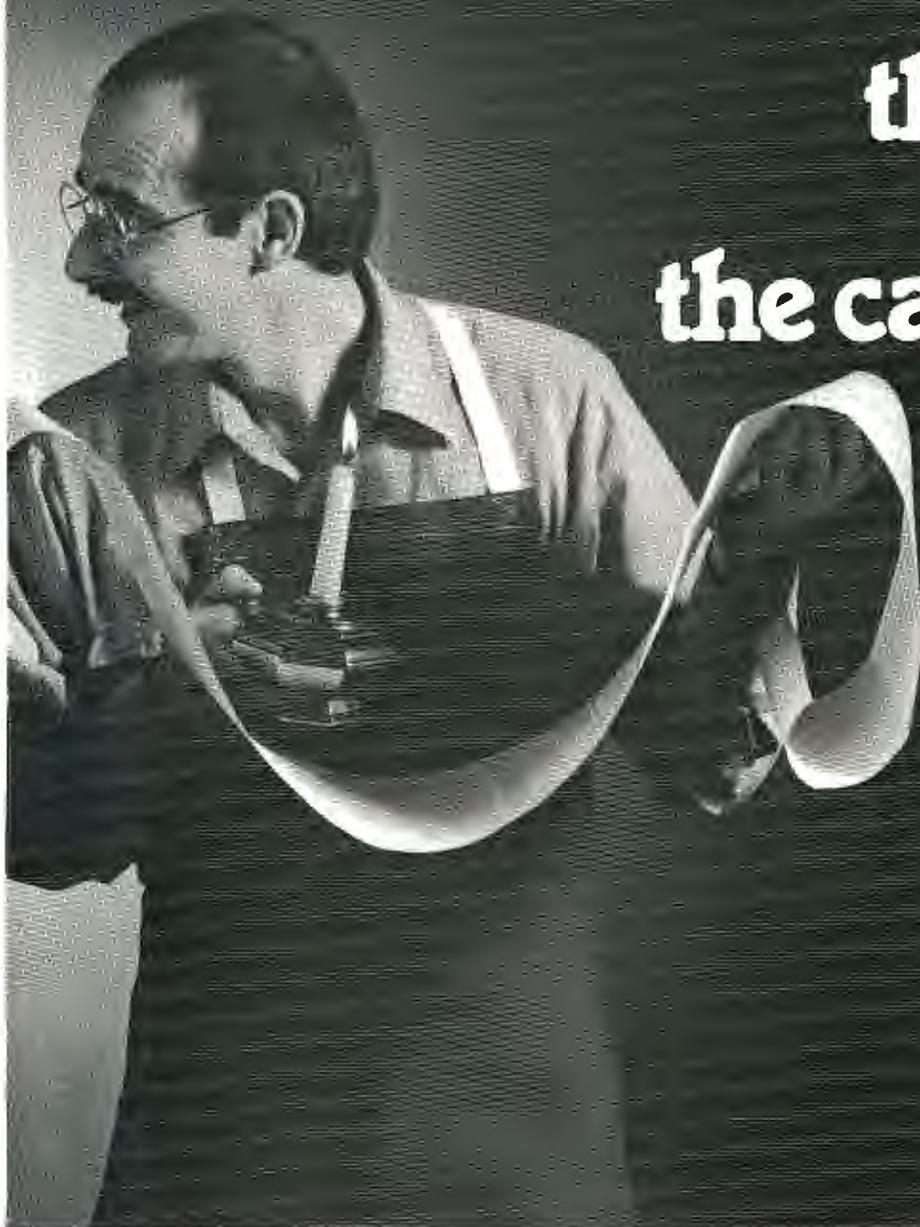
In fact, AP Radio Wire users get hundreds of fully scripted programs every week—programs in business, finance, sports, politics, entertainment, the outdoors, and much, much more. They're all produced and sent on a regular schedule so you can strip program. And they're highly saleable to participating 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 sponsorship 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 mem-

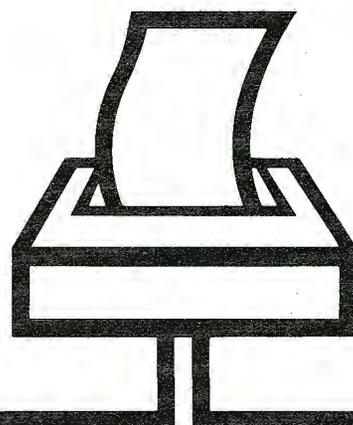


**How
the banker,
the baker,
the candlestick
maker
can pay
for your
AP Radio
Wire.**

bers come to think of the Radio Wire not as an expense, but as an almost unlimited source of profit potential.

Let us show you how the AP Radio Wire can make profit for you. We've got a short slide presentation that shows you how to do it; then we'll give you research materials and selling kits to help your staff 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 contact your nearest AP Broadcast Executive.



**Innovation for
better news
programming**

AP Broadcast Services

■ indicates new or revised listing

This week

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

May 31-June 3—International Summer Consumer Electronics Show sponsored by *Electronic Industries Association's Consumer Electronics Group*. McCormick Place, McCormick Inn and Pick Congress hotel, Chicago.

May 31-June 13—*National Association of Educational Broadcasters* executive management program, including lectures and working sessions on key management issues in noncommercial telecommunications. Parker house hotel, Boston.

June 1—Retail Co-op sales workshop seminar for broadcasters sponsored by *Broadcast Marketing Co.* Disneyland hotel, Anaheim, Calif.

June 1-5—*Community Antenna Television Association* technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

June 1-5—*National Religious Broadcasters* summer institute of communications for New York metropolitan area. Nyack College, Nyack, N.Y.

June 2—*Radio Advertising Bureau's* Idearama for radio salespeople. Galleria Plaza, Houston.

June 2—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Portland Center, Portland, Ore.

June 2—*Radio Advertising Bureau's* Idearama for radio salespeople. Hyatt Birmingham, Civic Center, Birmingham, Ala.

June 2—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

June 2-5—*National Association of Broadcasters* joint board meeting. NAB headquarters, Washington.

June 3-6—*Kansas Association of Broadcasters* convention. Red Coach Inn, Salina, Kan.

June 3-4—Third annual Business Advertising Research Conference and Research Fair of *Advertising Research Foundation*. Pittsburgh Hilton.

June 3-7—National Video Festival and Student Competition presented by American Film Institute and sponsored by *Sony Corp.* John F. Kennedy Center for the Performing Arts, Washington. Information: National Video Festival, AFI, John F. Kennedy Center, Washington, 20566, (202) 828-4013.

June 4—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton, Rneton Inn, Seattle.

June 4—*Radio Advertising Bureau's* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

June 4—*Radio Advertising Bureau's* Idearama for radio salespeople. Little Rock Hilton Inn, Little Rock, Ark.

June 4—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Orlando-International Airport, Orlando, Fla.

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton.

June 5-7—*Cable Television and the Performing Arts* conference. Sponsored by New York University school of arts. Washington Square College, New York.

Also in June

June 6-10—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

■ **June 9**—*Radio Advertising Bureau's* Idearama for radio salespeople. Cleveland Marriott Inn Airport, Cleveland.

■ **June 9**—*Radio Advertising Bureau's* Idearama for

radio salespeople. Netherland Hilton, Cincinnati.

■ **June 10**—*National Communications Club* reception for FCC Chairman Mark Fowler. Washington.

June 10—*Federal Communications Bar Association* annual meeting. Speaker: FCC Commissioner Robert E. Lee. Capital Hilton, Washington.

June 10-12—*National Religious Broadcasters*, Eastern regional convention. Philadelphia College of Bible, Langhorne, Pa.

June 10-12—*Oregon Association of Broadcasters* spring meeting. Agate Beach Hilton, Newport, Ore.

June 10-12—*Iowa Broadcasters Association* annual convention. Sioux City.

June 10-13—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York.

June 10-13—*Real to Reel* workshop for television directors, sponsored by *Dabar Productions and Unda/USA*. *Real to Reel* is syndicated Catholic magazine show. Sheraton Washington hotel, Washington.

■ **June 11**—*U.S. National Committee of International Institute of Communications* symposium on regional communications issues involving U.S., Canada and Mexico. Meridian House, Washington.

■ **June 11**—*Radio Advertising Bureau's* Idearama for radio salespeople. Pittsburgh Hilton, Pittsburgh.

■ **June 11**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Inn, Lansing, Mich.

■ **June 11**—*Radio Advertising Bureau's* Idearama for radio salespeople. Providence Marriott Inn, Providence, R.I.

June 11-12—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Riviera hotel, Las Vegas.

June 11-13—*South Dakota Broadcasters Association* annual convention. Howard Johnson motel, Rapid City, S.D.

June 11-13—*Wyoming Association of Broadcasters* annual convention. Ramada Inn, Casper, Wyo.

June 11-14—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

June 12-13—*Radio-Television News Directors Association* board meeting. Hyatt Orlando, Orlando, Fla.

June 12-14—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville, Biloxi, Miss.

June 12-14—*Vermont Association of Broadcasters* annual convention. Tyler Place Resort, Highgate Springs, Vermont.

■ **June 13**—*TM Productions* Midwest regional commercial library workshop. Radisson South (Airport), Minneapolis. Information: May Moseley or Betty Newman, TM Productions, (214) 634-8511.

June 14-18—International Conference on Communications, sponsored by *Denver section and Communications Society of Institute of Electrical and Electronic Engineers*. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, 80221.

■ **June 15**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Owen Butler, chairman of Procter & Gamble. Century Plaza hotel, Los Angeles.

June 15—FCC deadline for reply comments on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

June 15-16—Conference on "Cable Television and the Independent Producer." Supported through grants from *National Endowment for the Arts and Temple University*. Temple university, Philadelphia. Information: Alan Bloom, (215) 787-1837.

■ **June 16**—Radio workshop sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Keynote speaker: Burt Manning, chairman, J.

Walter Thompson USA. Luncheon speaker: Stan Freberg, broadcast advertising creator. Waldorf-Astoria hotel, New York.

■ **June 16**—*Radio Advertising Bureau's* Idearama for radio salespeople. Best Western Inn Towne, Albany, N.Y.

■ **June 16**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

June 16-17—Symposium on Sports Sponsorship and Sports Sponsorship Expo '81, sponsored by *International Society of Sports Sponsors*. New Sheraton Center, New York.

■ **June 17**—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Boise, Idaho.

June 18—*National Audio-Visual Association* International trade seminar. Theme: "How to Find, Select and Work with Distributors/Agents/Reps Overseas." International Club, Washington. Information: Nora McGillen, NAVA, 3150 Spring Street, Fairfax, Va., 22031, (703) 273-7200.

June 18-19—Telecommunications conference, sponsored by *Energy Bureau*. Speaker: Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee. Stouffer's National Center, Arlington, Va.

June 18-19—"Minorities and Cable Television" conference, sponsored by *MultiCultural Television Council*, Chicago. Hyde Park Hilton, Chicago.

June 18-20—*Radio-Television News Directors Association of Canada* national conference. Edmonton Plaza, Alberta.

June 19-20—*Texas UPI Broadcasters* convention. Marriott hotel, San Antonio.

June 19-20—*North Dakota Broadcasters Association* spring meeting. Badlands motel, Medora, N.D.

June 20-24—*Georgia Association of Broadcasters* 47th annual convention. Theme: "Creative Management ... the key to the 80's!" Among speakers: Gene Jankowski, president, CBS/Broadcast Group. Callaway Gardens, Pine Mountain, Ga.

June 21-24—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach, Va.

June 21-27—*Radio-Television News Directors Association* management training seminar co-sponsored by *National Association of Broadcasters*. Wharton School, University of Pennsylvania, Philadelphia.

June 22-26—*Nebraska ETV Network/University of Nebraska-Lincoln Videodisc Design/Production Group* workshop. Telecommunications Center, University of Nebraska, Lincoln. Information: Ron Nugent, (402) 472-3611.

June 22-26—*National Religious Broadcasters* summer institute of communications, for Atlanta vicinity. Toccoa Falls College, Toccoa, Ga.

June 23-26—*National Broadcast Editorial Association* annual convention. Sheraton-Plaza hotel, Chicago.

June 23-26—*Corporation for Public Broadcasting's* 1981 Radio Development Workshops. Hyatt Regency Chicago, Chicago.

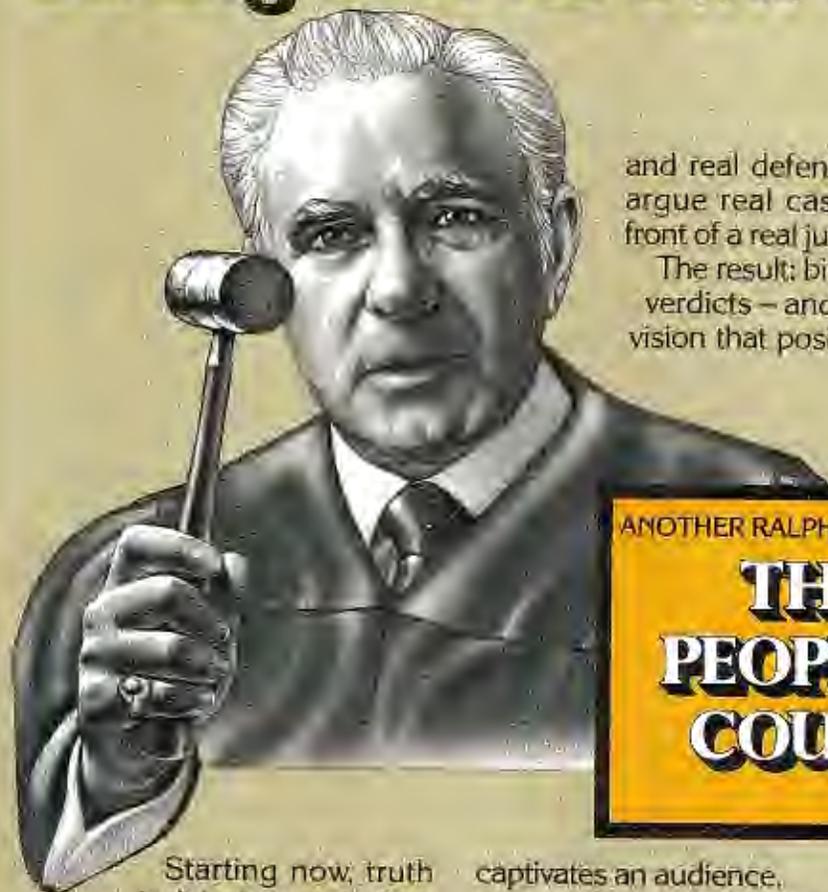
June 24-27—*Maryland-District of Columbia-Delaware Broadcasters Association* annual convention. Sheraton Fontainebleu Inn. Ocean City, Md.

June 24-27—*Florida Association of Broadcasters* annual convention. Amelia Island Plantation, north of Jacksonville, Fla.

June 25-26—*Northeast Cable Television* technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, New York State Commission on Cable Television, (518) 474-1324.

June 26-28—*Tennessee Associated Press Broadcasters Association* 10th annual convention. Sheraton-Gatlinburg hotel, Gatlinburg, Tenn.

Finally there's a television program with the strength of its own convictions.



and real defendants argue real cases in front of a real judge.

The result: binding verdicts – and television that positively

Crooked caterers. Careless movers. Destructive motorists. It's every "I'll sue you for that" you've ever imagined.

Only this is real. Two complete cases every day, already bought by the ABC O&Os for morning, afternoon and prime access.

ANOTHER RALPH EDWARDS' HIT

THE PEOPLE'S COURT



Starting now, truth isn't just stranger than fiction, it's stronger, too. Here is reality television in a whole new

kind of package. For the first time, daily installments will take you inside a courtroom where real plaintiffs

captivates an audience. Introducing "The People's Court," new from Ralph Edwards Productions. Mounted with the same kind of know-how that made long-running hits out of "This Is Your Life,"

"Truth or Consequences," and "Name That Tune," the series is produced in association with Stu Billett Productions and Golden West Television.

It's a show filled with unpredictable twists and turns. Counterfeit jewelry,

So if you're looking for something new and different, try this amazing "trial offer." Send for our giant killer, another bold, innovative, exciting program from Telepictures.

"The People's Court." If the competition's throwing dragons at you, this one's gonna slay 'em.



kind of package. For the first time, daily installments will take you inside a courtroom where real plaintiffs

The Giant Killers



Telepictures
CORPORATION

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton, Washington.

June 6-10—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

June 10-13—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 16-19—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleu hotel, Miami Beach, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept.

Major Meetings

23-26, 1984, Kansas City, Mo.

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Nov. 1-4—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

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. Fontainebleu Hilton, Miami.

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt Regency, Washington.

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

Feb. 7-10, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future conven-

tion: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington hotel, Washington.

March 12-17, 1982—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, 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.

April 17-22, 1982—*National Public Radio* annual conference, Marriott hotel, Washington.

April 23-29, 1982—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

■ **May 2-5, 1982**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

June 28-30—*Public Service Satellite Consortium* 2nd workshop on "How to Video-Teleconference Successfully." PSSC, 2480 West 26th Avenue, Denver. Information: PSSC Washington headquarters, (202) 331-1154.

■ **June 30**—*National Communications Club* reception for former FCC Chairman Robert E. Lee. Washington.

July

July 1-31—*Boston University's* seventh annual Public Communication Institute for students interested in careers in communication. Boston University, Boston. Information: Public Communication Institute, Boston University, 640 Commonwealth Avenue, Boston, Mass., 02215, (617) 353-3447.

July 8—*National Federation of Local Cable Programers* pre-convention seminar, sponsored by NFLCP and National Endowment for the Arts. Atlanta Biltmore, Atlanta.

July 9-12—*National Federation of Local Cable Programers* annual convention. Theme: "Access: Coming of Age." Atlanta Biltmore, Atlanta. Information: Cindy Kuper, coordinator, NFLCP 1981 Convention, P.O. Box 7013, Atlanta, Ga., 30357.

July 11-14—*Television Programming Conference* 25th convention. Holiday Inn North, Cincinnati.

July 12-14—*California Broadcasters Association* summer meeting. Del Monte Hyatt hotel, Monterey, Calif.

July 12-15—*New York State Broadcasters Association* 20th executive conference. Otesaga hotel, Cooperstown, N.Y.

■ **July 12-16**—*National Audio-Visual Association* institute for professional development. Indiana University, Bloomington, Ind.

July 12-15—*New England Cable Television Association* annual convention. Dunfee Hyannis hotel, Hyannis, Mass. Information: (603) 224-3373.

July 15-18—*Colorado Broadcasters Association* annual summer convention. Sheraton/Steamboat, Steamboat Springs.

July 15-18—*Florida Cable Television Association* annual convention. Lago Mar Resort, Fort Lauderdale, Fla.

July 15-18—*International Wildlife Foundation's* World Wildlife Conference and Film Festival. Sahara hotel, Las Vegas.

July 16-18—*Louisiana Association of Broadcasters* radio-television management session. Biloxi Hilton hotel, Biloxi, Miss.

July 17-19—*Society of Radio Personalities and Programers* convention. Cincinnati Plaza hotel. Information: (816) 444-3500.

July 18-22—*World Future Society's* Fourth General Assembly. Theme: "Communications and the Future." Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Washington, D.C., 20014.

July 20-21—*Practising Law Institute* seminar, "Anti-trust, the Media and the New Technology." Biltmore hotel, New York.

July 26-Aug. 1—*National Association of Broadcasters* ninth sales management seminar. Harvard Business School, Boston.

August

Aug. 2-4—*Michigan Cable Television Association* annual convention. Hyatt Regency, Dearborn, Mich. Information: Mike Welch, (312) 693-9800.

■ **Aug. 5-7**—*National Audio-Visual Association* microcomputer/software conference. Sheraton Inn, Memphis International Airport, Memphis.

Aug. 9-12—*New York State Cable Television Association* summer conference. Holiday Inn, Grand Island, N.Y.

Aug. 10-19—*International Union of Radio Science,*

20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

Aug. 16-19—*National Association of Broadcasters* radio programming conference. Hyatt Regency, Chicago.

Aug. 19—*Ohio Association of Broadcasters* legislative salute. Columbus Hyatt Regency, Columbus, Ohio.

Aug. 20-22—*Southern Cable Television Association* Eastern Show. Georgia World Congress Center, Atlanta. Future Eastern shows: July 22-24, 1982; Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985. All will be held at Georgia World Congress Center.

Aug. 21-24—*West Virginia Broadcasters Association* 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

September

Sept. 1—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

Sept. 4-13—*International Audio and Video Fair Berlin*. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

Sept. 11-13—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

Sept. 13-15—*Minnesota Broadcasters Association* fall meeting. Holiday Inn Downtown, Rochester, Minn.

Sept. 13-15—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

Sept. 13-15—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleu Hilton, Miami Beach, Fla.

Sept. 16-18—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20035, (202) 457-4996.

Sept. 17-18—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics*

Errata

Consideration for sale of WMTE(AM)-WRRK(FM) Manistee, Mich. is \$950,000, not \$850,000, as reported in "Changing Hands" in May 25 issue.

□

Corrections in May 11 table of **Nielsen TV markets**: Correct revised rank of Bangor, Me., is 153; Glendive, Mont., 203; Grand Junction-Montrose, Colo., 188; Great Falls, Mont., 175, and Zanesville, Ohio, 196. Original rank for Des Moines is 68; Eugene, Ore., 125; Fort Myers-Naples, Fla., 128; Jackson, Tenn., 192; Grand Junction, Colo., 189.

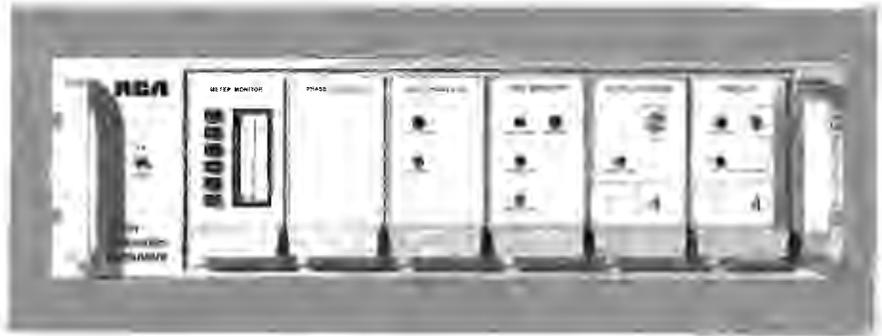


RCA Introducing New Modulator and Set-Top Converter at NCTA

New products for cable television and a full line of equipment and services will be featured at RCA Booth No. 151 during the National Cable Television Association convention in the Los Angeles Convention Center, May 29-31.

RCA Cablevision Systems will

maintain performance while retaining the excellent group delay characteristics of the CTM10. The new filter also aids in better performance when used in conjunction with pay TV scrambling systems. The SAW filter is a development which utilizes the technology that today



The RCA CTM11 Modulator

West: 15335 Morrison St., Suite 340, Sherman Oaks, CA 91403 (213) 894-8111 or (800) 423-5651

East: 777 Henderson Blvd., Folcroft, PA 19032, (215) 237-1100/01 or (800) 345-8104

East: 334 Ramapo Valley Road, Rt. 202, Oakland, NJ 07436, (800) 345-8104 or (201) 337-8158

Midwest: 815 Clairborne St., Suite 225, Olathe, KS 66062, (913) 782-4033

Midwest: 9369 Kungsholm Drive, Apt. F, Indianapolis, IN 46250, (317) 842-0250

Southwest: 643 Sky Harbour Drive, Granbury, TX 76048, (817) 573-2752

California License #176131C61

RCA Cablevision Systems

be introducing its newest generation of color television modulators, the CTM11. The CTM11 incorporates a surface acoustic wave (SAW) filter which provides superior adjacent channel perfor-

is employed in most modern television broadcast transmitters.

RCA will also be showing the latest addition to its line of subscriber devices, a new Set-Top Converter which features very attractive styling and a high degree of dependability. The new converters utilize a single control direct address switching technique which is simple to operate, economical and reliable.

RCA Cablevision Systems will exhibit a broad spectrum of products and services available to the cable operator, including head-end equipment, amplifiers, passives, subscriber devices and turnkey system capabilities. Demonstrations at the RCA booth will include a distribution line for 400 MHz operation, 54-channel headend equipment and premium television encoder/decoder systems.

In addition, RCA Broadcast Systems will exhibit television program production and origination equipment for the cable TV industry. RCA American Communications (Americom) will highlight its communications satellite system and services.

Win a SelectaVision VideoDisc Player at RCA Booth No. 151!

Three RCA SelectaVision VideoDisc Players will be given away in daily drawings at RCA's booth number 151 during the NCTA in Los Angeles this year.



The new RCA SelectaVision VideoDisc Player.

The player is an exciting new form of entertainment for the home which enables you to watch a wide variety of programs through your own TV with VideoDisc records. The ever expanding RCA catalog of VideoDiscs includes feature films, both current and classic, children's programs, opera and ballet, highlights of great sport events and many other programs.

The first drawing will be at 5:00 on Friday, May 29. Following will be a drawing at 4:00 on Saturday, May 30, and one on Sunday, May 31, at 4:00.

Convert.



RCA's new CATV 36-Channel Set Top Converter lets MSO's sit back and relax. Small, simple and elegant, our Set Top Converter is packed with the kind of features that make good reception great—dual IF conversions and a high level double-balanced diode mixer for exceptional dynamic range, and filtered freedom from spurious signals or cross modulation.

Built rugged inside and out, our second generation converters stand up to heavy handling, hostile temperatures and the kind of subscriber mishaps that can shatter profits. Even the channel switch

has a life expectancy greater than 100,000 turns. But it's the little things that make a big difference, like a touch of woodgrain on top, and a convenience plug in back. And the best little thing of all: the price.

Call your nearest RCA Cablevision Systems Representative and find out why so many MSO's are converting to us.

RCA Cablevision
Systems



West: 15335 Morrison St., Suite 340,
Sherman Oaks, CA 91403 (213) 894-8111 or
(800) 423-5651

East: 777 Henderson Blvd., Folcroft, PA
19032, (215) 237-1100/01 or (800) 345-8104

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Midwest: 815 Clairborne St., Suite 225,
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**RCA Cablevision
Systems**

No Two Headends are Alike

Over 30% of the RCA Cablevision Systems customers have saved valuable time and been assured the delivery of a totally pretested and interfaced custom-built headend. They have taken advantage of RCA's Engineering Custom Headend Group. No matter what size the system, there are distinct benefits in allowing RCA to design and preassemble the headend.

First, there's a time savings. While the equipment is in production, the RCA engineering team will be simultaneously designing, wiring and hooking up the racks. All parts, components and hardware will be gathered and assembled by RCA. For the system operator to acquire all of these parts on first-time, single-buy basis could be a monumental task. Additionally, limited in-house staff and the need for valuable technician time to be spent elsewhere often precludes a system operator from assembling their own headend.

Then there's system knowledge. Every system operator has specific goals. No one better than RCA has such a thorough knowledge of RCA equipment capabilities. RCA can normally execute what may appear to a customer to be a complicated and expensive job at a minimal cost.



Bob Hamell, Manager of Headend Products, RCA Cablevision Systems, (left), going over the advantages of RCA's headend rack.

Finally, there's peace of mind. RCA will provide preliminary recommended headend block diagrams, rack configuration drawings and a general system description. All assembly including wiring, line drawings and cable tagging will be established. Each component is individually tested prior to system assembly. The entire system is then checked out as a single operating unit. At the system operator's facility, reassembly is simply a matter of inserting the components and plugging them in. Complete instructions are supplied by RCA. If desired, this stage can even be executed by RCA.

The RCA custom, pre-packaged headend is cost and time efficient.

Going Turnkey . . . Is It Beneficial for You?

Going turnkey used to be for the large system operator only. Now, RCA Cablevision Systems has introduced SCAT for the limited size franchise or expansion.

The RCA Special Construction and Action Team (SCAT) has been formed to literally overpower a limited size job to completion in six weeks or less. By meeting this time frame and employing such innovations as mobile warehousing, RCA SCAT opens the world of RCA Turnkey Operations to the small system, to the operator expanding his system and to the operator facing franchise time limitations. SCAT has already been successfully implemented. In twelve working days, an RCA SCAT completed a 45 mile system, and customer connects

began the next day. This was an imperative economical factor in this dual-built franchise.

No matter what size system you plan to construct, RCA Cablevision Systems Turnkey Operations can support you. RCA will take over all the hardware purchasing, warehousing and installation burdens so you can concentrate on operation start-up. RCA will locate and hire all the construction managers and labor required for construction completion. This relieves you of national talent searches and possible repercussions from local workforce layoffs.

If you are planning a system that you believe will fit the limited mileage scope and intense construction schedule of RCA SCAT,

contact RCA Cablevision Systems, (800-423-5651). In California, (213) 894-8111). Act today . . . RCA will be implementing a limited number of these projects available for 1981.

RCA Adds New 800 Phone Line

RCA Cablevision Systems had initiated a new "800" telephone number. Serving the eastern half of the country, the new number is:

1-800-345-8104

This new RCA number joins the western service number:
1-800-423-5651.



West: 15335 Morrison St., Suite 340,
Sherman Oaks, CA 91403 (213) 894-8111 or
(800) 423-5651

East: 777 Henderson Blvd., Folcroft, PA
19032, (215) 237-1100/01 or (800) 345-8104

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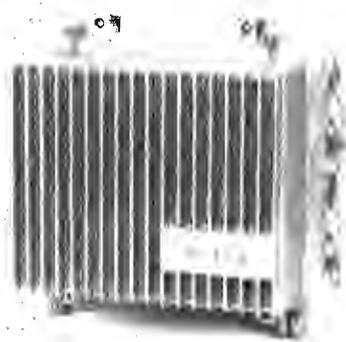
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Midwest: 9369 Kungsholm Drive, Apt. F,
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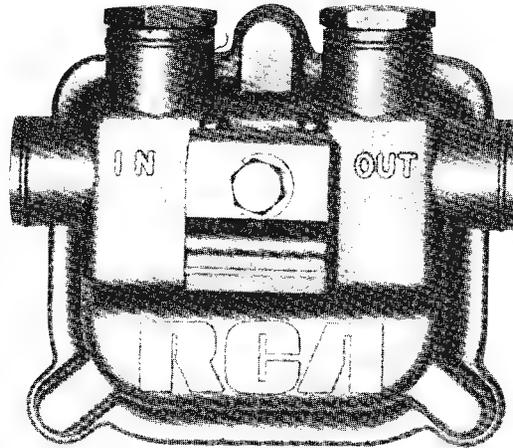
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RCA Cablevision
Systems



The RCA Model 452 Amplifier provides an increased channel capability of 54 channels with an expanded bandwidth from 50 MHz to 400 MHz. The Model 452 features a totally new housing that has an improved hinge configuration, expanded shrink boot collars for improved surface contact, and plug-in surge arrestors that are mounted directly to the housing connectors.

We Stock Passive Components,



So You Don't

Today's high cost of capital forbids most MSOs from maintaining large inventories of trunk passives and subscriber taps. Yet RCA is aware that when you need devices for system expansion, replacement, or new construction, you want immediate delivery.

RCA has a fully stocked warehouse to serve your needs. Available for off-the-shelf shipment are: directional couplers in 4, 8, 12 and 16 dB values, 2- and 3-way splitters, power inserters and 2-, 4-, and 8-way subscriber taps.

All RCA passive components are specially priced, including those for 400 MHz applications. Count on RCA passives for superior strength, ease of installation and reliability. Then count on RCA to deliver those passives at the right time and price.

To place an order, or for information, contact: RCA Cablevision Systems, 8500 Balboa Blvd., Van Nuys, CA 91409. Toll free number:

800-423-5651

Except California: (213) 894-8111

RCA

Engineers, Hotel Washington, Washington. Information: Drew Larson, (703) 841-0500.

Sept. 17-19—*American Women in Radio and Television* East central area conference. Cincinnati Plaza, Cincinnati.

Sept. 17-20—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

Sept. 18-20—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

Sept. 18-21—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington.

■ **Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

Sept. 23-25—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

Sept. 24-26—*American Women in Radio and Television* Western area conference. Marina City Club, Marina Del Rey, Calif.

Sept. 25—*Society of Broadcast Engineers* central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNY-FM-TV Liverpool, N.Y., (3 5) 457-0440.

Sept. 25-26—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

Sept. 28-30—*Nevada Broadcasters Association* annual convention. Elko, Nev.

Sept. 28-30—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 24th annual meeting and show. Hyatt Regency, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route , Lecompton, Kan., 66050, (913) 887-6119.

October

Oct. 2-3—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

Oct. 2-4—*American Women in Radio and Television* West central area conference. Omaha.

Oct. 5-7—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

Oct. 8-11—*National Black Media Coalition* annual conference. Mayflower hotel, Washington.

Oct. 9-11—*American Women in Radio and Television* Mideast area conference. New Marriott, Harrisburg, Pa.

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, 90032, (213) 224-3396.

Oct. 13-15—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

Oct. 15—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

Oct. 15-17—*American Women in Radio and Television*

Southwest area conference. Dallas. *AWRT* Southern area conference. Charleston, S.C.

Oct. 15-18—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

Oct. 16-17—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 19-20—*American Women in Radio and Television* Northeast area conference. Boston.

Oct. 21-22—*Ohio Association of Broadcasters* fall convention. Columbus Hyatt Regency, Columbus, Ohio.

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Oct. 27-29—*Society of Motion Picture and Television Engineers* annual conference. Century Plaza hotel, Los Angeles.

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

November

Nov. 1-4—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

Nov. 3-6—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

Nov. 4-6—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, 20036, (202) 457-4996.

Nov. 5-7—*National Translator Association* annual Low-Power Television and Translator Convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

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Don't kid yourself.

Your station — apart from its affiliation or even its programming — is constantly projecting a look, a sound, a "feeling" into your market; an "on-the-air corporate image," if you will.

After a dozen years of producing award-winning promos, news opens and music, Hayes introduces an important new service designed exclusively for television broadcasters. **Customized Broadcast Packages.** Unlike any syndicated service available anywhere, we are constantly conceiving, designing, and producing quality news, promotion, music and movie packages completely customized to your individual call letters, logo, or format.

You will be receiving our "Package of Packages" soon in the mail. Or write or call John Witherspoon.

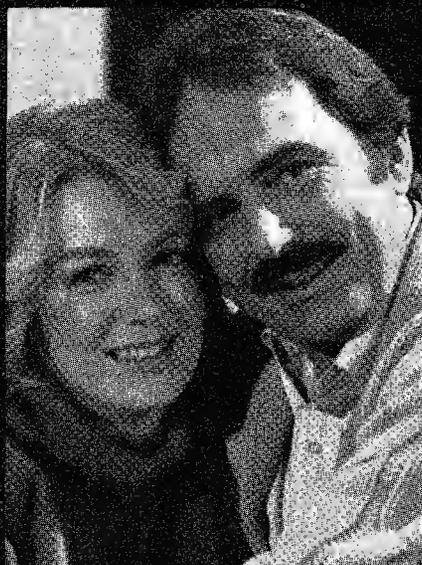
We'll be putting you on!



**BROADCAST
PROMOTION
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Today, a refreshing, new half-hour daily drama premieres in 62 markets (60% U.S. TVHH). And serial viewers may never be the same. Another Life will open eyes and raise eyebrows. It explores uncharted territory in continuing drama. So, if you've held off till the premiere, take a good, close look. Then, let's get down to business. CBN-Continental is a growing network, feeding programs via satellite. So just say the word, and you'll have Another Life, too. A new soap with the sweet smell of success.

Premiere Markets:

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St. Joseph, Alpena, Allentown, PA, New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Detroit, Washington, Cleveland, Dallas/Ft. Worth, Pittsburgh, St. Louis, Miami, Atlanta, Seattle/Tacoma, Baltimore, Indianapolis, Sacramento/Stockton, Kansas City, Milwaukee, Cincinnati, Buffalo, Phoenix, Charlotte, New Orleans, Greenville/Spartanburg, Columbus, Grand Rapids, Oklahoma City, Raleigh/Durham, Louisville, Harrisburg, Dayton, Norfolk, Greensboro/Winston-Salem.

TODAY, OVER 50 MILLION PEOPLE HAVE A NEW SOAP.



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MEDIA MONITOR

Network Presidents Duck Better Television Debate

By Reed Irvine
and
Cliff Kincaid

Rev. Donald Wildmon announced at a recent press conference in Washington that all three network presidents ducked a challenge for a nationally televised debate with three representatives of the Coalition for Better Television.

Wildmon, the president of the Coalition, said the network presidents made widely publicized criticisms of the Coalition, taking advantage of the forum offered by an American Association of Advertising Agencies meeting in Boca Raton, Florida. However, they would not practice what they preached concerning the free and full flow of information in declining the invitation to debate on Cable News Network.

The Coalition for Better Television is proposing a nationwide boycott of the products of companies sponsoring morally offensive programming. Wildmon said the proposed boycott would be scheduled for about July 1. He said the Coalition would run ads in major newspapers and magazines explaining why the companies are being boycotted by the five million households already committed to the boycott. Rev. Jerry Falwell, the head of the Moral Majority, said that in addition the 72,000 rabbis, priests and ministers of the Moral Majority, would promote wider compliance with the boycott.

Falwell said the television networks had blacked out news of the Coalition's boycott, then turned around and accused the Coalition of exercising censorship.

He said most newspapers and news magazines had carried news of the boycott proposal, and TV Guide ran it as a lead story. Yet, even though network news programs did not run it, all three network presidents felt this boycott newsworthy enough to condemn it before the advertising meeting in Boca Raton. Falwell said it appears the networks saw the newsworthiness of the boycott proposal, but consciously chose not to run it.

These charges were raised at the RCA annual shareholders meeting in New York City on May 5. Bill Small, president of NBC News, justified the failure of NBC News to tell its viewers anything about the proposed boycott on the grounds that it was simply not possible to report on every news conference that took place. Small said that an NBC camera crew had covered the news conference at which the networks had been denounced for failing to report on the boycott plans and refusing to debate. He said the producers had simply decided that the story was not sufficiently important to run on the network news program.

We pointed out to Mr. Small that this could be a matter of considerable importance to RCA shareholders, since an advertiser boycott, if effective, could seriously affect the earnings of NBC, which is owned by RCA. Mr. Small was not impressed. He said that NBC News would never make news judgments on the basis of what might be important to RCA.

Edgar Griffiths, the chairman of the board of RCA, apparently agreed with Mr. Small. Mr. Griffiths said he did not challenge the right of the Moral Majority to organize an advertiser boycott, but he said it would be far more desirable for them to meet with NBC and discuss programming. Griffiths said they had not sought such a meeting.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.

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This rock is really rolling.

100 Markets Already Cleared. At presstime, the marquee power of "The Roots of Rock 'n Roll" has cleared 100 markets, covering over 90% of U.S. TV homes. Every week for six weeks, your station can promote the magic names that have pulled the biggest audiences in entertainment history. This new network quality show is offered on a national advertiser supported basis.

The Family Entertainment Event of the Summer. From *Elvis* and *Hula Hoops* to *Billy Joel* and *Star Wars*. For six dynamic hours spanning 25 years, viewers of all ages will enjoy

an entertaining new concept: the influence of major news events on the music of rock's biggest stars.

The Superstars of Rock Perform Live. Over 150 major rock artists will appear live or in rare film footage. Each episode stars a top name host: *Frankie Avalon, Paul Anka, Neil Sedaka, Rod Stewart, Elton John* and the *Doobie Brothers*. Special new interviews bring your viewers the *Beatles, Mick Jagger* and many others. Get your piece of the Rock. Call Fox today.

*The Roots
of Rock
in Roll*



Six nights that will rock America.

A Jerry Harrison & Associates Production in association with International Television Productions.

Monday Memo®

A cable TV advertising commentary from Ira Tumpowsky, VP-group supervisor, communications services, Young & Rubicam, New York

The cable operator's role in advertising

Foreseeing the future is to understand the linkage of the past and the present. As cable television grows in numbers and stature, I see the formation of an eternal "love triangle"—a triangle comprising of cable operators, programmers and advertisers, where there are no jealousies because each party brings a unique dimension to the altar; where each participant enhances the other in developing their individual businesses, and where each recognizes a profitable relationship.

I see a future that gives greater credence to the video publishing philosophy in its truest sense where subscriber revenues meet advertiser revenues in bringing programming and information to a selected consumer.

I see a future where the cable operator builds a franchise revenue base and selects and *supports* particular programming fare for his franchise audience, where an advertiser pays for the privilege of reaching these selected subscribers and where the programmer has enough capital—from the operation and the advertiser—to insure the quality of his imagination and innovations.

Now that sounds like the utopian "love triangle," and we all know that striving for perfection doesn't necessarily make it happen. There are pressures, both financial and aesthetic on all of us. For me it will be learning to cope with the myriad of information being generated by the cable industry and the programmer to build a case for a recommendation; for the advertiser, the decision to act in a effective and cost efficient manner; for the producer, to shepherd his idea to fruition, and for the cable operator, the ability to strive for an ideal balance of programming and services dictated by each system's business plan and budget consideration. Indeed, I believe that in the future the cable operator will need to learn the techniques of marketing his product just as I have had to learn the nomenclature and techniques of his industry.

Specifically, let's talk about the cable operator's ability to increase his revenue base through a concentrated effort known as local cable spot sales. Each and every network and program vehicle sets aside one to two minutes per hour of programs for sale at a local level. How many of today's operators have investigated ways to sell that time and generate additional revenue for their systems? According to our sources very few. I know that it will take some capital investment for equipment on their part. However, this would,



Ira Tumpowsky, VP-group supervisor, communications services, Young & Rubicam, New York, began as media buyer in 1963 with Lennen & Newell and moved to Y&R in 1965. He was advanced to media supervisor in 1966 and was named media director of Y&R's Houston office in 1972. In 1979 he was appointed VP and director of media services for Y&R's direct marketing agency, Wunderman, Ricotta & Kline, New York, and last August he returned to Young & Rubicam, New York, in his present post.

in the long run, be more advantageous to all concerned than asking the programmer to give his editorial product free of charge; or, as I have heard from some quarters, to have the programmer pay the operator to run his program.

We should all remember the lessons of *Life*, *Look* and the *Saturday Evening Post*—those giant publications of yesteryear that tried to give their editorial product away for next to nothing and looked toward the advertiser to "foot the entire bill" in a static subscription atmosphere. It didn't work then and it won't work now in the cable arena.

If I were to give my best advice to cable TV operators today, I would offer them these 10 ways to build local advertising sales into their system's future:

1. *Develop a marketing business plan. Write objectives and strategies.*—What you want to do, in what time frame and how you will go about achieving your goals. How large a budget you have will help to determine what you can do.

2. *Describe your subscribers demographically and by their life styles.*—Learn to describe your subscriber audience by segments. Eventually, you will be able to utilize audience viewing mea-

surements (ratings) in conjunction with your individual local franchise studies.

3. *Describe your programming nationally and locally.*—Besides your franchise community, this is the most important asset you have. You can put together on tape a montage of programs you carry. Some local businesses may be interested in local origination, others in having their message appear in national programming. Market the ratio of homes passed to subscribers. This represents additional potential for the advertiser.

4. *Structure your pricing efficiency (and know competitive pricing).*—Prices must reflect your subscriber base and the prevailing rates of similar size systems with similar audience composition.

5. *Link advertising prospects with programming and subscribers.*—Look for compatible programs for your local prospects—department stores in a shopping-oriented program, insurance agents in financial programs, etc.

6. *Develop a list of potential advertisers within your sphere of influence.*—Local retail businesses, drug stores, department stores, shopping malls, banks, auto dealerships and fast food establishments to mention a few.

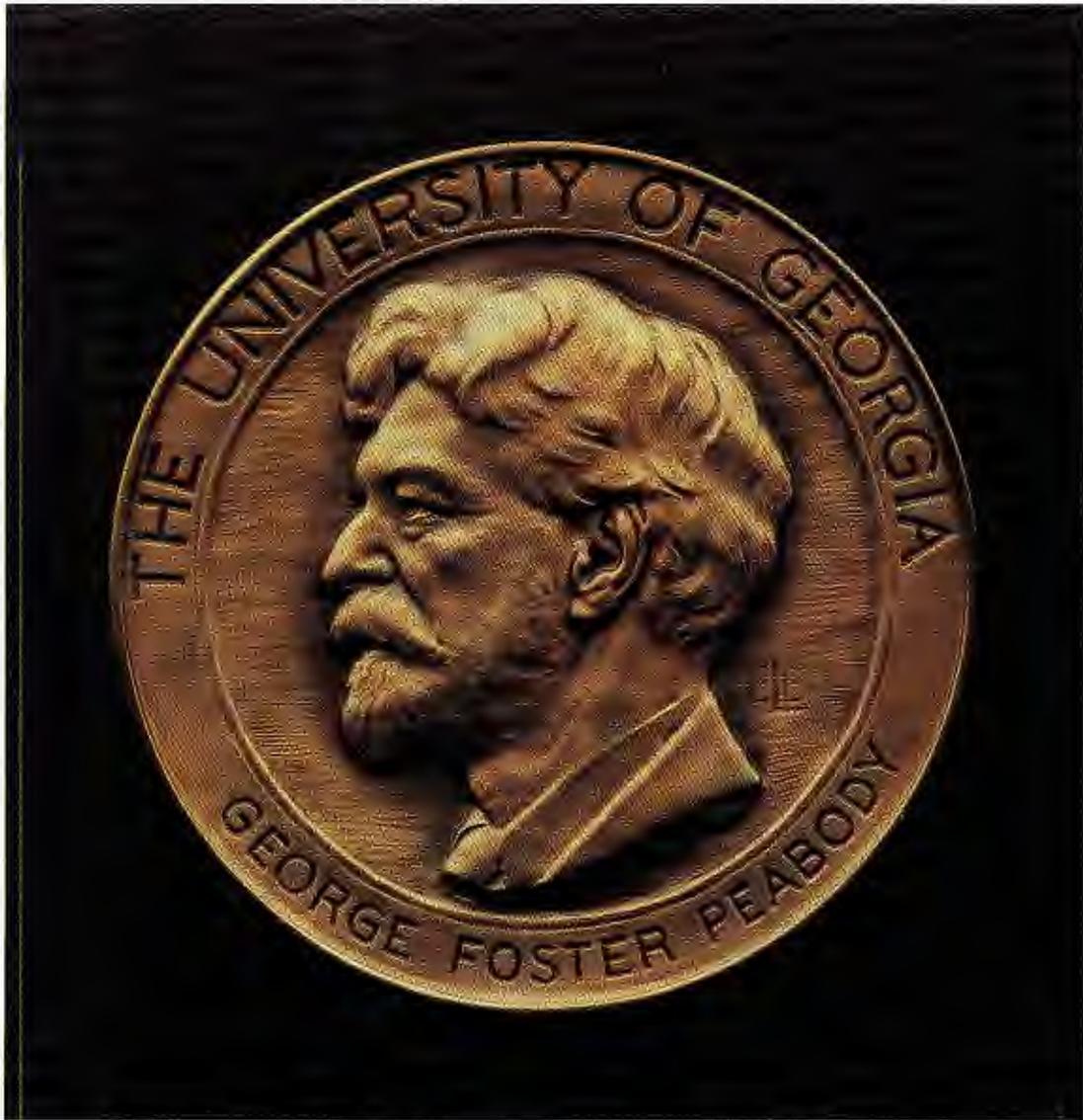
7. *Sell your additional services that would benefit the local advertiser.*—Home shopping, home banking, direct response ability.

8. *Develop direct response advertising programs for local clients.*—While local ratings may be some time off for your use, direct response campaigns for local businesses will allow you and your local advertiser to measure viewer awareness and receptivity by program.

9. *Provide merchandising benefits.*—Bring print advertising in local cable guides and mail stuffers together with flights of cable spot purchasing for synergism.

10. *Look at the long term profit picture.*—You will have to do some investment spending for equipment and personnel. Do it slowly, but with determination. Over the long haul (5-7 years), you will be the benefactor of the local advertiser and eventually the national ones too.

Harmony is defined as an agreement in producing a pleasing effect in opinions and interest. We in the advertising agency business responsible for the investment of advertising funds want to work with the cable industry in providing a mutually beneficial relationship. Each of us should be able to work in harmony in the buying and selling of our products and services in order to preserve and enhance the video publishing concept and the eternal love triangle in cable.



WHEN IT COMES TO TELEVISION RATINGS, QUALITY COUNTS AS MUCH AS QUANTITY.

Whoever said quality television is never reflected in ratings books, should take a page out of ours. The Donahue Show won a George Foster Peabody Award for distinguished broadcasting, while continuing to distinguish itself among the "numbers" people. Now that's what we call an outstanding television performance.

DONAHUE



multimedia

Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, OH 45202

There's no place like first place!



"Family Feud" is the highest rated first-run strip in syndication!

It tops such other popular shows as "PM Magazine," "The Muppet Show" and "Dance Fever." And beats the second and third ranked game strips, "Tic Tac Dough" and "Joker's Wild," by margins of 2.8 and 4.9 rating points.

"Family Feud" ranks first among Adults!

This means first among the biggest spenders! And "Feud's" advantage is .2 to 2.2 rating points over the second through fifth ranked first-run strips.

"Family Feud" ranks first in all demos among all game strips!

"Feud" is especially impressive in head-to-head game competition. Reaching an average 90% more Women 18-49 and 86% more Men 18-49 when pitted against "Tic Tac Dough." And 64% more Women 18-49 and 50% more Men 18-49 when pitted against "Joker's Wild."

"Family Feud" ranks first among Total Women!

Not only first among first-run strips but first among all 405 syndicated programs! Even the off-network "M.A.S.H." can't match "Feud's" rating with Total Women.

**"...especially when you've
been there before!"**



**"Family Feud" ranks first
among Women 18-49!**

Your target audience in access time!
"Feud" holds better than a one-point
edge over "PM Magazine" and
eclipses "Tic Tac Dough" and "Joker's
Wild" by more than 4 and 5 rating points.

Now, if you want to win first place
in a time period, you
know the best way to
start is with a first-place
show.

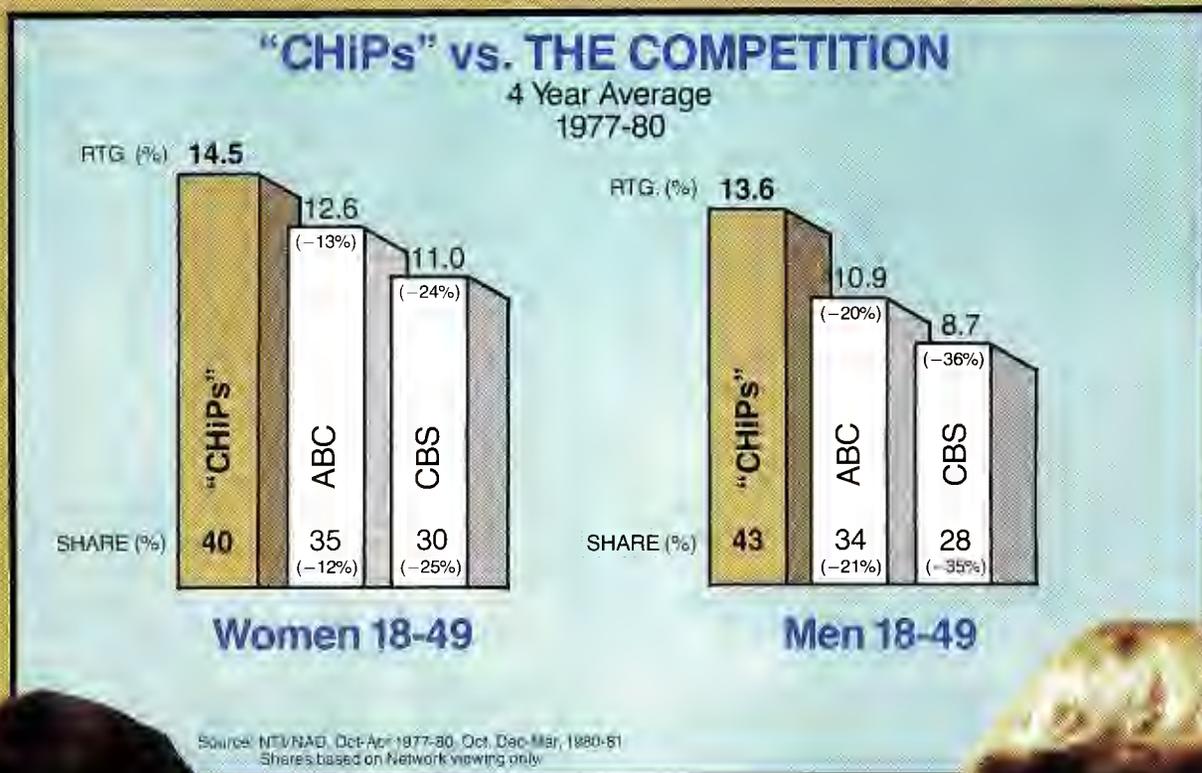


Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson

AN ARRESTING ANALYSIS



© 1981 Metro-Goldwyn-Mayer Film Co.

It's easy to see why "CHiPs" still maintains its place in the recently released Network line-up when so many of the top hours in the syndication marketplace just couldn't hold on. WOMEN AND MEN 18-49 say, "CHiPs" is #1!

A four year leader with adults, "CHiPs" averages a **15% higher** rating than its ABC competition and a **32% higher** rating than CBS among Women 18-49.

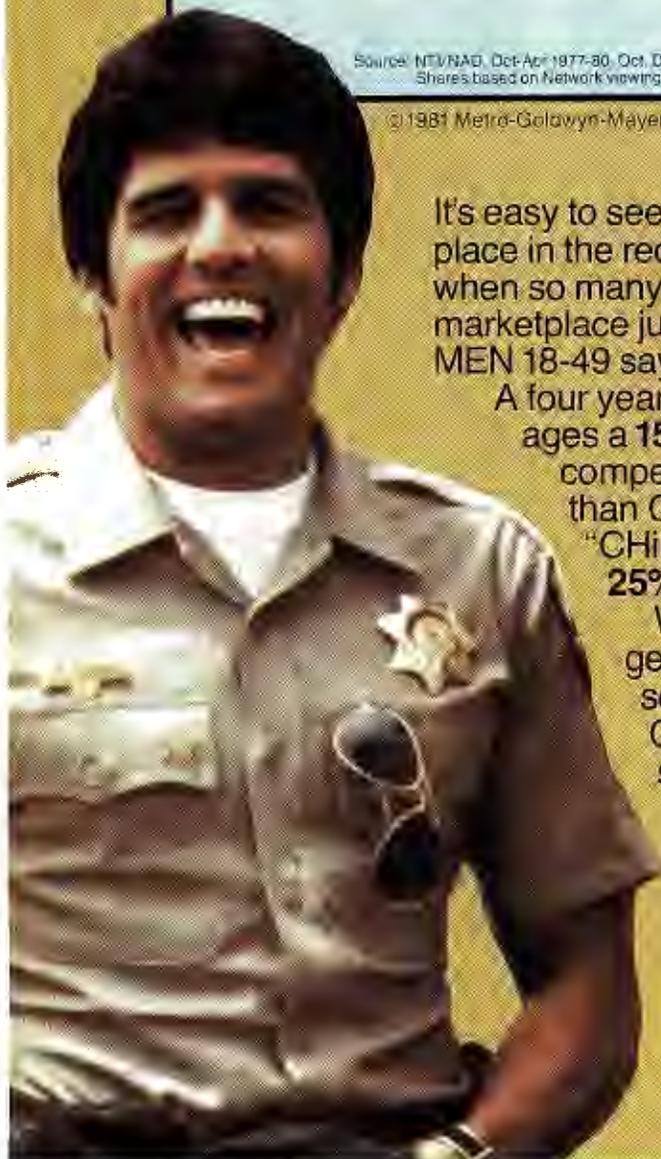
"CHiPs" 18-49 Men outscores ABC by **25%** and CBS by **56%**.

WOMEN AND MEN 18-49 can't get enough of our strong and handsome heroes of the highways! Contact your MGM Television sales representative today and give the young adults in your market what they want.

"CHiPs"



MGM TELEVISION



Broadcasting Jun 1

Vol. 100 No. 22



Photo by Shelley Gazin

NCTA and cable "in the fast lane" in Los Angeles

30th annual NCTA convention in Los Angeles hears speakers ranging from Jerry Brown to Charles Ferris predict skyrocketing importance for the medium; Hughes, UTV, Penthouse announce new services

The 30th annual convention of the National Cable Television Association got officially underway under cloudy skies in Los Angeles last Friday morning (May 29) as some 12,000 delegates and assorted media followers gathered to sort out that medium's future and its impact on the rest of the electronic communications universe.

They did not lack for inspiration.

"Cable will be riding point" for the future not only of media but of our national lifestyle, and California Governor Jerry Brown—who would later present the convention's keynote address (see page 37)—at an early Friday breakfast meeting of the convention's—and the industry's—VIP's.

"You are now in the fast lane of a \$300-billion telecommunications industry," said former FCC Chairman Charles Ferris at the same gathering.

"We are becoming the key to an emerging information and distribution service

whose ultimate dimensions can only be imagined," said NCTA President Tom Wheeler in his remarks to the members.

"We are here to address our future and lay claim to it," is how NCTA Chairman Doug Dittrick summed up the convention at the opening session.

The convention was only beginning to sort out its priorities on Friday; one development certain to be a star was Hughes Communications' plans for its Galaxy program service, which that company hopes to offer beginning in June 1983. Central to it will be a new satellite that could become the class act of cable's electronic heavens.

It was being likened to a "shopping center in the sky"; one Washington delegate said it would be the "space equivalent of Mazza Gallerie"—one of that city's more elegant and exclusive malls. Hughes is retaining the right to pick and choose among the transponder clients it will accept aboard Galaxy. One of the first to sign up for space was Home Box Office, the original and still preeminent pay cable service, which announced Thursday that it would take six channels.

One of Galaxy's features is an elaborate backup system that promises generous redundancy for Galaxy customers. Six transponders out of 24 will be reserved for that.

(Anticipation of the Hughes satellite was welcome news to NCTA delegates for an even more mundane reason: not only does it promise more transponders aloft to meet the increasing demands for more cable channels, but it could serve as a safety net under the present RCA and Western Union birds upon which the industry relies. All have some years on them and considering the lost-in-space failure of Satcom III in December 1979, the cable industry is generally worried that further system failure could prove disastrous.)

It appeared in Los Angeles that cable television is beginning to look more like broadcasting every day. UTV Cable Network, a new advertiser-supported programmer, announced that it would share its national advertising revenues with its cable affiliates based on the number of subscribers each affiliate delivers.

UTV's programming is being developed jointly by UTV and Charter Publishing (*Ladies Home Journal* and *Redbook*) and aimed at women—homemakers and working women. The programming will use the telephone to involve viewers directly. UTV has dubbed the concept "Involvision" and hopes to distribute a minimum of 12 hours of programming daily via satellite starting sometime in mid-1982.

Another adult-oriented programming net-

work made its debut at the convention: the Penthouse Entertainment Television Network. The PET Network is a co-venture of Telemine and Bob Guccione's Penthouse International Limited, publisher of *Penthouse*, *Forum* and *Omni*.

The PET Network will be delivered by satellite and start-up is scheduled for September.

Telemine will produce adult-oriented talk, variety and comedy shows to complement the independently produced R-rated movies that will make up the bulk of the programming. Telemine is also charged with the marketing and program scheduling chores.

Those were among the more near-term news developments in Los Angeles, but there was a longer range concern operating too.

"This industry is looking for a new pay," President Wheeler told BROADCASTING. By that he meant another enhanced service that might—as did the introduction of pay cable by satellite—provide a quantum jolt to the medium's economic fortunes. For although cable has never been more prosperous, nor more promising, there remain a number of financial facts of life with which to contend. Cable remains a capital intensive industry, and capital is increasingly dear in inflationary American economics. Whether that "new pay" would be advertising, or security services, or data transmission, or other of the exotic services of which the medium is capable, no one was sure last week. They hope to have a better idea by the time the convention came to a close yesterday. By then they hoped, the sun would be shining too.

The business is communications, not cable, Wheeler tells convention

NCTA president's remarks at opening luncheon exhort operators to look ahead to new services; pledges support in fighting their battles in Washington and state capitals

The cable industry is at the threshold of a new era in its evolution, National Cable Television Association President Tom Wheeler told the membership last Friday. "In addition to the community antenna services business and the premium entertainment services businesses," Wheeler said, "we are becoming the key to an emerging information and distribution service business whose ultimate dimensions can only be imagined."

The challenge for the industry, Wheeler said, is for its entrepreneurs to recognize that the industry has been dynamic and that entry into information services is a logical next step. "The businessman who



Futurist. California Governor Jerry Brown shared his vision of the telecommunication future—and the country's—at a breakfast meeting on Friday with cable leaders preceding his keynote address to the NCTA convention. The governor is gearing up to run for the Senate from California and is considered to be a future presidential candidate. The breakfast was sponsored by Cablepac, the industry's political action arm.



Washington veterans. NCTA President Tom Wheeler (at right) with Lionel Van Deerlin, the former congressman from California who was chairman of the House Communications Subcommittee, and (at left), former FCC Chairman Charles Ferris.



Passing the baton. Telepromper's William Bresnan, outgoing chairman of Cablepac as he addressed the breakfast session in the Bonaventure hotel.



And taking it. Dick Loftus, of Scripps-Howard Cable, will succeed Bresnan in leading cable's political action organization.



Prominent guests. Superstations and Cable News Network chief, Ted Turner (at right) at the Cablepac breakfast with William Strange and James Whitson both from Sammons Communications.

Photos by Shelley Gazin

fails ... to see how his business has changed," Wheeler warned, "fails to see how his business can grow."

Wheeler's remarks, which were accompanied by an elaborate audio-visual presentation, were made at the opening luncheon of the NCTA's annual convention in Los Angeles.

"In other words, our industry must be seen for what it is: not so much a business as a sequence of businesses which has evolved over the years into a complete communications continuum," Wheeler said.

According to Wheeler, to those in the audience who understand what is happening and understand that they are in the communications business, not only the cable business, will go the prize: the leadership in tomorrow's electronic age.

Cable is needed today, Wheeler said, to handle the "staggering" amount of information being generated by society. Computers interconnected by coaxial cable, Wheeler said, have a "remarkable ... capacity for storing and retrieving this information in ways that can be instantly adapted to the user's demand."

The evolutionary process has already begun, Wheeler said. Some cable systems are distributing computer data and consumer information sources are coming on stream. "Data of all kinds is becoming available literally at the subscriber's fingertips," Wheeler said.

Electronic information services are potential new markets for cable, Wheeler said, but they have accompanying risks. One of the risks is technology, which, because of its ever-changing nature, makes

straight-line projections into the future impossible.

Another risk is competition from such other distribution media as direct broadcast satellite, low-power television, STV, MDS, videodisks and videotape recorders, Wheeler said. "In the forefront of these, of course, loom the telephone companies with wiring already in place into 98% of the homes in the nation," he said.

As the industry moves into the new markets, where "the stakes and the rewards have never been higher," Wheeler promised that NCTA would continue to undertake the "essential" task of representing cable interests in Washington and in state capitals.

Wheeler said NCTA will be involved in the decisions there that will determine whether AT&T "devours an independent cable industry," whether cities can "extort ever increasing sums and dictate what you will carry," whether copyright fees "go through the ceiling" and whether cable becomes a common carrier.

"What's at stake in these efforts," Wheeler said, "is the very structure and nature of our industry, indeed, of this evolving communications continuum."

"Unless the Communications Act, the copyright law and the future role of AT&T are in proper balance, our industry's ability to fulfill our vision stands in jeopardy," he said.

Wheeler apologized if his speech had begun to sound like a "NCTA commercial." But, he said, it's an association's job to represent, advise and participate in its members' development. "That's what your association is doing."

Vigilance a key to cable in the 80's

Dittrick tells cablecasters they must be aggressive in offering services and keep watchful eye on government

"It's been said that unless you invent your future, your future will surely invent you," National Cable Television Association Chairman Doug Dittrick told the opening session of NCTA's annual convention last Friday. "That truth is the reason for this association ... for this convention ... for this agenda," he said. "We are here to address our future and lay claim to it."

After praising the cable operators for the skill, imagination and pride shown in their past endeavors, Dittrick said the 1980's are "providing you and me with an unprecedented opportunity for still greater growth and purpose."

As the industry "stands on the farthest edge of today's explosive communications frontier," Dittrick said, it has finally come into its own. Cable subscribers are counted in the millions, instead of thousands, and cable will "soon be affecting 50% of the nations households."

Although Dittrick was bullish on cable's future, he said the future is "never born without pain." Cable's ability to succeed in this decade, he said, will be determined by how the industry is able to meet the challenges of the marketplace, shape federal regulations and strengthen state and regional cable associations.

In the marketplace of the future, crowded with competition, everything from videodisks to direct broadcast satellite, cable will have to grow in terms of "depth, range and quality of services," Dittrick said.

A key to success in that marketplace is knowledge of the consumer, Dittrick said. "Consumers continually want more programming and services and either we give them what they really want or someone else will," he said.

Dittrick noted that cable has had some successes on the regulatory front, notably the repeal of the distant signal and syndicated exclusivity rules, but the war is far from over. "There are court challenges by broadcasters not to mention the imposing telco/cable crossownership issue."

Dittrick tried to reduce the crossownership issue to its simplest terms: "Either our industry demonstrates to the federal and state governments that the two-wire home represents the best safeguard against communication monopolies or our industry's recent advances are undermined at the very moment of our victory."

State and regional associations are the industry's best defense against the increased regulation from cities and states which "threatens to nullify federal deregulation," Dittrick said. The work of such associations is vital, he continued, and the "bottom line is that they don't work without you."

Brown sees cable at forefront of media

California governor tells NCTA that their business will be more important as technology, competition spur industry

Cable television operators who over the years have heard the rhetoric of industry leaders and then government officials proclaiming the virtues of competition in the telecommunications marketplace and the importance of cable television in the nation's future heard more of that on Friday from a master of the idiom, California Governor Edmund (Jerry) Brown.

Brown, who addressed the opening session of the NCTA convention in Los Angeles, spoke of telecommunications as holding the key to solving problems ranging from those of taxpayers at home to the hungry abroad.

For in telecommunications and in a fusion of the technologies of data, video and voice, he saw enormous increases in the efficiency of providing services. He cited teleconferencing, for instance, as a means of saving California hundreds of millions of dollars a year in moving its employees around the state for meetings, and of enabling college students to learn at home

rather than drive miles to classes each day.

And the changes are coming, he said. "Nothing can stand in front of the accelerating rate of change."

"I see a very different period ahead," he said, "There is the risk of chaotic change and upheaval as institutions give way in the face of aggressive competition. But a country of the future can tolerate the stress of change."

Brown stressed the importance of keeping the marketplace open to new entrants. He talked of encouraging new research and of affording tax breaks to the risk taker and the innovator.

"We shouldn't let one or two institutions smother a person with a better idea."

And he praised the cable television industry as being in the forefront of the technological revolution in telecommunications.

But he also indicated that cable is not alone in the march into the future. Where NCTA Chairman Douglas Dittrick in his opening remarks spoke of the need to keep "two wires" into the home—the telephone company's and cable television's, Brown spoke of a third, one for direct broadcast satellite service.

9 khz decision put on hold for the moment

Scheduled June 16 FCC meeting postponed as staff prepares for House hearings on merits of proposed switch from 10 khz; Findley urges daytimers to wholeheartedly support shift

The FCC has postponed its final decision on the 9 khz channel spacing issue, scheduled to take place June 16. Last Friday FCC Broadcast Bureau Chief Richard Shiben informed Chairman Mark S. Fowler he would be unable to prepare an agenda item on the issue in time for the June 16 meeting. Score one (maybe) for the National Association of Broadcasters, which had urged the commission to postpone the decision day until mid July (BROADCASTING, May 18). But some of the data the NAB said was essential to a decision was becoming available last week, and it tended to support the arguments of those favoring what is now the U.S. proposal to reduce channel spacing in the western hemisphere from 10 khz to 9.

The politics of the issue was also evident, whatever the technical considerations. Representative Paul Findley (R-Ill.) has written every daytime-only station in the country—some 2,300 stations—and urged them to bombard the FCC and their representatives in Congress with letters urging approval of the 9 khz scheme. The letter brought a sharp response from the NAB to the congressman.

But the main arena for discussion of the issue this week will be in a hearing to be held by Representative Dante Fascell (D-Fla.), chairman of the House Subcommittee on International Operations (BROADCASTING, May 25). Commissioners and representatives of the National Telecommunications and Information Administration and the State Department, among others, will testify during the two days. The hearing is to examine the state of U.S. preparations for the Region 2 (western hemisphere) conference on AM broadcasting, where the channel spacing issue will be decided.

Commission staffers cited the need to prepare for the hearing as one reason for their inability to prepare an agenda item on 9 khz in time for a meeting on June 16. They also cited the need to await comments on commission studies now being completed as an additional reason for possible delay.

However, the staff has been aware of those complications for weeks. As a result, it appeared that the staff was reading the new chairman as not being interested in a speedy resolution of this issue. Fowler has made it clear he has doubts about the proposal and that he is interested in the agency's views.

The chairman's office, which schedules items for meetings, is expected to decide early this week when the commission will consider the 9 khz matter. It is being prodded into making such a decision by Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, who wrote to Fowler last week, requesting a status report.

In requesting the postponement, NAB General Counsel Erwin Krasnow cited the importance of a number of studies not yet completed. Last week, one of them, on the adjacent-channel daytime and nighttime interference losses that would be experienced under the 9 khz plan, was filed by the commission's Broadcast Bureau. And it indicates the degree of interference would be less than the staff forecast when it originally discussed the 9 khz plan with the commission.

The tentative view then was that stations would suffer an average service area loss of 5% in the daytime. The study filed last week indicates that the loss would be 2.4%, and staffers who performed the work said they had tried to err, if at all, on the side of exaggerating the problem.

Findley's letter to the daytimers was in line with his record of supporting one of his constituents, Ray Livesay, president of the Daytime Broadcasters Association, in seeking full-time authorization for the daytimers. Last week, he was preparing to again offer a bill he introduced in the last Congress directing the FCC to do whatever it can to permit daytime-only stations to expand to full-time operation.

Findley told the daytimers that the 9 khz scheme is their last hope of expanding to full-time service. The 12 new channels the plan would make possible have been held out as a means of opening the door to several hundred new full-time stations. But he warned that "powerful forces are working against [their] interests"—namely, the National Association of Broadcasters, which he accused of using "scare tactics."

NAB responded to Findley with a letter from Edward O. Fritts, chairman of the Radio Board, and an engineering statement by Jules Cohen & Associates, engineering consultants to the NAB.

Fritts took particular exception to the "insinuation" that the NAB has taken a stand "contrary to the best interests of its membership." He noted that he is the licensee of three daytime stations whose "well being is of prime concern to me." He also noted that several other members of the board are day-time radio operators who are elected "to serve their peers and must answer to them."

Fritts said the attachments demonstrate that the board was "prudent" in its decision to oppose the 9 khz shift, and added: "Particular care was taken to study the ramifications that the proposed shift would have on the association's largest constituency—daytime radio stations—and 'this was accomplished to the board's complete satisfaction.'"

Ziff puts its 6 TV stations up for sale

Price hasn't been set, but estimates place group at over \$100 million; company wants to invest in software for the new technologies

Ziff Corp., which spent 21 months and \$89.4 million to acquire Rust Craft Greeting Cards Inc. and its six television stations three years ago, announced last week that the stations are for sale.

Ziff put no price tags on the stations, but observers estimated that at current market prices the group, four VHF and two UHF in markets ranging from 52 to 117, would probably be valued at more than \$100 million.

The announcement, by Ziff President I. Martin Pompadur, gave no reason for the move, except that the company has "decided to redeploy its assets into other ventures including expansion of its publishing related businesses."

There was speculation that with the explosive growth of cable and the emergence of other new technologies, Ziff had concluded that broadcast television was not the best of all businesses to be in for the long haul. Others, including some closer to the Ziff operations, saw it more as a strategic move to take advantage of the stores of information available through Ziff publishing and other properties to develop database and other services for buyers in many fields—including cable and disks.

Pompadur, in a telephone interview, said the outlook for broadcast TV "had nothing to do" with the decision. He said Ziff had concluded that it would be "more comfortable" as "a database/information/entertainment company" and to that end has spent a considerable amount of money and plans to spend more.

"It's simple," he said. "We needed money, and being a privately held company and wanting to stay privately held, we didn't want to go public to get it." As for choosing to sell the stations, he said "they're less synergistic" with the publishing and other information fields that Ziff is deeply involved in.

Pompadur also said that Ziff had decided, as Metromedia did, against going into cable ownership (on grounds that it is too capital-intensive) but rather to "play a role in software for the new technologies" in terms of information as well as entertainment.

Ziff officials in fact saw this as a virtual certainty in interviews with BROADCASTING almost two years ago. Their enthusiasm for broadcast TV was high then—they said they were looking for a seventh station—but, even so, they were talking enthusiastically about transforming information from the magazine pro-

erties into new uses for cassettes and disks, short features for news inserts, longer segments for magazine format series, 30-minute syndicated access programs and one-hour consumer products (BROADCASTING, Aug. 13, 1979).

The six stations make up Ziff-Davis Broadcasting Co., which is what is being offered for sale. Goldman, Sachs & Co. has been retained to handle the transaction. The preference is for a single buyer but, if one is not found at the right price, presumably the stations will be offered individually.

They are WRDW-TV Augusta, Ga. (ch. 12, CBS affiliate); WRCB-TV Chattanooga (ch. 3, NBC); WEYI-TV Saginaw-Flint, Mich. (ch. 25, CBS); WJKS-TV Jacksonville, Fla. (ch. 17, NBC); WROC-TV Rochester, N.Y. (ch. 8, NBC), and WTOV-TV Steubenville, Ohio (ch. 9, NBC).

Ziff publishes some 45 special-interest magazines, such as *Boating*, *Flying*, *Car &*

Driver, *Yachting*, *Popular Photography*, *Popular Electronics* and *Modern Bride*. It also is deeply involved in publication of travel directories and the like. And in the past year, Pompadur's announcement noted, the company has acquired three consumer magazines, started two new business directories, bought three database companies, started a new consumer magazine, acquired Wharton Econometric Forecasting Associates and set up its Strategic Information subsidiary.

The company has also done some selling since acquiring Rust Craft Greeting Cards Inc. for \$89.4 million. The radio stations that Rust Craft owned were spun off for about \$5.4 million. In addition, Ziff has sold the greeting cards operations here, in the United Kingdom and in Canada and other nonbroadcast operations for a total estimated at more than \$20 million.

It has also done some spending on the TV stations, including a \$9-million com-

mitment for capital expenditures, plus stepped-up outlays for salary and wage improvements, better fringe benefits, more aggressive programming and increased advertising and promotion. These outlays have lowered the profit margins, but officials say all six stations are profitable.

Ralph E. Becker, who headed the stations under Rust Craft ownership, is president of Ziff-Davis Broadcasting. He said last week he would like to remain with the group, assuming it is sold intact.

Ziff did not actually take over operation of the stations until March 1979. But the FCC approved the transfer of control on May 10, 1978, which presumably exempts the proposed sale from the FCC's three-year rule. The delay in getting control was caused by two minority stockholders who resisted the deal on grounds that the price was too low—a tactic that in the end raised the price from its original \$25 per share to the final \$33.75 per share.

Elections, DBS, AM stereo on tap for NAB joint board

Fritts, Smith and Tarleton expected to be chosen; AT&T's role as supplier of video services also on agenda

It's at the bottom of the agenda, but election of new officers is perhaps the most important objective of this week's meeting of the National Association of Broadcasters Joint Board of Directors. Meeting in Washington June 2-5, the board also anticipates passing new resolutions on direct broadcast satellites and AM stereo.

On the election front, candidates for all three chairmanships are running unopposed while five candidates for the two vice-chairmanships are said to be running a close race.

Edward O. Fritts, Fritts Broadcasting and present chairman of the NAB radio board, is expected to replace Thomas Bolger, WMTV(TV) Madison, Wis., as joint board chairman. Fritts was the subject of a controversy late last year (BROADCASTING, Dec. 22, 1980), which ended in the board's approving an honorarium of up to \$50,000 annually for future joint board chairmen. It was a move to insure Fritts's candidacy and the future candidacies of small market radio broadcasters for the joint board chairmanship.

Mark Smith, vice president, general manager, KLAS-TV Las Vegas and present vice-chairman of NAB's television board, is expected to replace Robert King, senior vice president, Capital Cities Communications, as TV board chairman. Replacing Fritts as radio board chairman will be Cullie Tarleton, general manager, WBT(AM)-WBCY(FM) Charlotte, N.C., and presently vice-chairman of the radio board.

Candidates for the TV board vice-chairmanship are Gert Schmidt, vice president, Harte-Hanks Communications, and Kathryn Broman, president, Springfield Television Corp. Vote counters on the board say Schmidt has secured a few more votes than Broman has, but that the out-

come will be close.

Candidates for vice chairman of the radio board are Roy Mapel, general manager, KIML(AM) Gillette, Wyo.; William Stakelin, executive vice president, Bluegrass Broadcasting, Orlando, Fla., and J.T. Whitlock, president, WLBN(AM)-WLSK(FM) Lebanon, Ky. Observers on the radio board were unwilling to predict who will win this race.

Prior to electing its officers, the television board is expected to adopt a much stiffer stance opposing the FCC's authorization of DBS service (BROADCASTING, May 25). NAB's position on DBS has been to urge congressional intervention in the FCC's decision on how to utilize spectrum the U.S. may reserve for DBS.

As have affiliates of the three major networks, NAB is expected to urge Congress to reserve DBS for high-technology uses, rather than for entertainment programming.

After resolving DBS, the board expects to hear reports from its staff, among them, an update on common carrier issues, which will be the subject of hearings before the Senate Communications Subcommittee next week.

The American Newspaper Publishers Association has sought NAB's support in opposing congressional action that would allow AT&T to offer video services (BROADCASTING, Feb. 2). The NAB ex-

ecutive committee has met with representatives of AT&T to hear its side of the issue and NAB staff have maintained liaison with ANPA to continue studying the issue.

Kenneth Schanzer, senior vice president, government relations, will brief the joint board this week on S. 898, a bill that would allow AT&T to offer unregulated video services through separate subsidiaries and on prospects for legislation from the House. "It will be up to the board to decide whether to take a stand on common carrier at this point," said Schanzer, who said he does not plan to recommend a course of action to the board.

The television board will also hear reports on low-power TV and progress toward the adoption of a worldwide digital standard.

For the radio board, a report on frequency allocation leads the agenda. Mike Lareau, executive vice president, general manager, WOOD-AM-FM Grand Rapids, Mich., will report on recent actions by the FCC and NAB staff will report on the Panel of Experts meeting in progress in Geneva, Switzerland. Lareau heads NAB's task force on radio allocations.

NAB staff will also report on studies being launched by NAB and the Canadian Association of Broadcasters to consider post-sunset operations by U.S. daytime stations near the Canadian border. Lewis Wetzel, NAB senior vice president for engineering, said the two associations have agreed on a series of studies to conduct, but that it will be "five years" before broadcasters can expect to see action, if at all, from the Canadian government.

The radio board is likely to ratify and perhaps strengthen a resolution passed by NAB's executive committee in May to urge the FCC to complete its AM stereo proceeding as quickly as possible. "There's a great deal of frustration over the delay in implementing AM stereo," said Fritts.



Fritts



Bolger

Ma Bell takes some lumps in House hearings

Testimony before Wirth's subcommittee is mostly in favor of increasing competition in communications by keeping tight rein on new services AT&T can offer; phone company says it has competitors and that more are on the way

Competition exists in varying degrees within the telecommunications industry, but if Congress wants that competition to continue growing, it must revise its regulations and restructure AT&T. That was the message from most who testified last Wednesday and Thursday, May 27 and 28, when the House Telecommunications Subcommittee completed its hearings on the status of competition and deregulation in the communications industry.

William Lilley, CBS vice president, Washington, demonstrated that video outlets including VHF, UHF, cable and MDS channels and videocassette players exceed radio outlets in at least 14 cities, most of them in the top 10 markets. "Radio has gotten to the point at which the government feels deregulation is appropriate," said Lilley, "and video has surpassed radio."

Decreasing costs of production and the proliferation of channels have eliminated barriers to entering the video programming market, according to Lilley, who said growth in video software is paralleling the record industry's growth in response to the increase of radio stations.

Regulation of video is uneven, however. "UHF and VHF are regulated in ownership and content," said Lilley, "leaving the government in a position of patching the rest of the market around a regulatory scheme based on scarcity."

An efficient marketplace already regulates the video industry, according to Lilley, so imposing regulation would only waste money and may interfere with the public's ability to receive the programming it wants.

Spokesmen for the information industry, which encompasses data processing and certain consulting firms, urged the subcommittee to avoid regulating the content of information being transmitted in growing amounts among businesses and consumers. "No single company can anticipate the kinds of information users will need," said Thomas O'Rourke, president of the Information Industry Association, "so there will always be a number of companies competing."

On the other hand, the information industry depends heavily on telecommunications services, and it fears the prospect of competing with the primary provider of those services, AT&T. "Their pricing policies must be watched," said O'Rourke, who also said AT&T should not be permitted to compete in the com-



Lilley



Sullivan



McGuire



Pearce

puter industry, through the FCC's contested Computer II decision.

As with the information industry, newspapers and cable TV don't want to compete with AT&T. "We started from an anti-regulatory position," said Terry McGuire, vice president, legal and government affairs, American Newspaper Publishers Association, "but the more we learned about AT&T's economic and technological dominance, we decided it should be a conduit and not control the content of what it transmits."

Dennis Sullivan, assistant vice president, resident marketing management, planning and product management for AT&T, said his company's dominance is only in the telephone industry, and is not present in a "larger context. There are demands for information, security and management in the home," he said. "We see a system that can serve all three."

For the videotext industry to grow, there must be enough users, said Sullivan and the only way to attract them is with a diversity of data bases. "We think we should have one of those data bases, the Yellow Pages."

Robert Ross, vice president, government relations, National Cable Television Association, said cable TV is ready to compete with AT&T in anything but television programming. "Other big companies don't even come close to AT&T," said Ross, "because all of its integration has been in telecommunications while other companies are diversified in other areas."

"We don't oppose AT&T's offering the Yellow Pages," said Ross, "We oppose where they'll expand in the future."

Subcommittee Chairman Timothy Wirth (D-Colo.) asked Ross how soon cable will achieve a dominance similar to that AT&T has now.

"Many years," said Ross. "The industry is in gestation. Cable may some day have the market power of AT&T, but there's no need to address a problem now that doesn't and may never exist."

Alan Pearce, a Washington-based telecommunications policy consultant who was special assistant to former FCC Chairman Dean Burch and Richard Wiley, urged the subcommittee to be aware of the motives of large telecommunications companies. "Broadcasters have traditionally opposed new competition while ignoring audiences that don't have buying power," he said. There is "a little more competi-

tion" in the cable industry, but it too is dominated by many large firms with anti-competitive motives. "Dominant firms could keep others out of teletext and viewdata industries if policy is not set to prevent it," he said. Pearce did not recommend regulating crossownership, but said the courts and FCC should watch for anti-trust activities.

In local telephone service, U.S. policy has until recently assumed a natural monopoly is desirable. Although policy makers now want to promote diversity in local telephone service, it is unlikely that alternatives to AT&T will develop if the marketplace is left alone, according to Dale Hatfield, acting director of the National Telecommunications and Information Administration. Barriers such as jurisdictional problems between state regulatory commissions and the FCC, problems in securing right of way to lay cables and spectrum allocation problems in cellular radio prevent entry by new companies in local phone service. Hatfield said NTIA would release a study in about three weeks detailing barriers to local competition.

William Betteridge, assistant vice president, rate and tariff planning for AT&T, said competition for local phone service exists with the potential for more. "Two-way cable is just a matter of time," he said and called cellular radio, short haul microwave and satellite services active competitors of AT&T.

In telephone equipment, where recent FCC decisions have been aimed at promoting competition, witnesses testified that regulation remains necessary to prevent AT&T from using its dominance to compete unfairly. "At issue is not whether some competition exists, but whether it exists to the point where the market can be relied upon to control prices," said Lee Selwyn, Economics and Technology Inc., a Boston-based consulting firm.

Representative Ronald Mottl (D-Ohio) questioned witnesses about AT&T's "base migration strategy," in which it has allegedly been coercing consumers and businesses to replace equipment prematurely with equipment that is not significantly superior (but less expensive) in an effort to foreclose competition from other companies.

To attract customers, AT&T has significantly raised its price for maintaining older equipment, a move William Stritzler, AT&T assistant vice president, business

market management, said was necessitated by increasing costs, not anticompetitive behavior.

John Wilson, J.W. Wilson Associates, Inc., a Washington-based economic consulting firm, said AT&T should be forced to divest itself of its equipment manufacturing subsidiary, Western Electric, because policing of anticompetitive practices by regulatory agencies is simply impossible.

"If Bell permits a normal replacement rate for its phone equipment, competing firms could capture up to 50% of the marketplace," said Selwyn. "Bell's migration strategy will allow it to capture up to 90% of the future market."

Regulation must also continue for some time in long-distance telephone and record carrier services, according to most who testified on that subject. International record carriers consistently exceed rates the FCC sets for their service, said Ken Stanley, acting chief of the FCC Common Carrier Bureau's Cost Analysis Branch.

To allow more competition in long-distance telephone service, regulations must allow easier access for new firms to the overall Bell system, according to Bernard Strassburg, a Washington-based consultant.

NAPTS gathers its flock for annual meeting

Public TV association uses Washington gathering to give its members analysis and exchange of views on pending legislation

The National Association of Public Television Stations wrapped up its annual meeting in Washington last week, having provided its members with in-depth analyses of pending public broadcasting legislation and regulations.

Among the speakers helping public station representatives wade through the legislation and regulations were House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.); FCC

Commissioners Anne Jones, James Quello and Abbott Washburn; Corporation for Public Broadcasting President Robben Fleming, and NAPTS President David Carley.

Carley and Fleming, at odds over public broadcasting legislation pending before the House and Senate, provided one of the highlights of the conference. During a panel, they sparred over the "allocation formula" presented in H.R. 3238, a bill introduced by Wirth (see page 42). Carley supports the formula and Fleming opposes it.

Carley said although he didn't think the allocation formula was the best of all possible devices for distributing funds to public broadcasters, he thought CPB had demonstrated it couldn't be trusted to allocate funds "equitably," thereby making the formula necessary.

Buttressing his argument, Carley said on one occasion, CPB had broken a partnership agreement it had made with public television in 1973, and had attempted to break it on other occasions. That agreement basically said CPB would pass 50% of its appropriation along to television stations and pick up the costs of satellite interconnection on its own. But last year CPB passed half of the interconnection costs on to stations—about \$5.5 million. And last January, he said, CPB attempted to design a budget that would deduct funds to pay for music copyright fees—about \$3 million—off the top of the appropriation before it passed along the 50% to the stations.

Carley also said the Senate's public broadcasting bill, S. 720, which was introduced by Senate Communications Chairman Barry Goldwater (R-Ariz.), appeared as though it had been "drafted by CPB" and was "so bad for public television stations that it unquestionably united stations in opposition."

(The Senate bill would not require CPB to pay copyright fees. Although neither the House nor the Senate bill would require CPB to pay for interconnection, the Senate bill passes less money through to the stations and passes through more fixed costs.)

Disavowing a personal interest in the matter, Fleming, who is slated to retire in September, said the allocation formula should be disposed of for two basic

reasons. First, he said, CPB had been established to "insulate" public broadcasters from the government. If the government were allowed to dictate how funds were allocated to the stations, it would rob the system of insulation. And, Fleming warned, if the allocation formula were left intact, "you'll regret it in the future . . . because allocations beget allocations."

Fleming also said the formula wouldn't allow CPB discretion to administer the budget in response to changing needs.

He also said Wirth's rationale for including the allocation formula in his bill—ending public broadcasters' bickering among themselves—was based on unsound assumptions. The true causes of "warfare" among public broadcasters are that public broadcasters have different interests and that public broadcasting is underfunded, "which causes all of you to try desperately to keep your enterprises going" by battling each other over shares of the CPB pie. But even with the allocations formula, "those underlying causes of frictions will still be there."

In an after-dinner speech, Wirth said despite what Fleming had been saying, the allocation formula would ease tensions within the public broadcasting community. He said he thought most people at CPB understood it was important for public broadcasters to get away from their "internecine" battling and on to more productive things.

Although Wirth predicted the rescissions would be defeated when the House and Senate confer on the differences between their bills, he made no rosy predictions for the outcome of CPB's authorizing legislation. One challenge, Wirth said, would be to defeat a floor amendment Representative James Collins (R-Tex.) plans to introduce when the House bill reaches the floor. That amendment would reduce CPB authorization levels to the levels recommended by the Reagan administration.

Although Wirth said public broadcasters had to accept budget cuts along with everyone else, he didn't think the Senate bill's authorizations for CPB of \$110 million for 1984 and \$100 million for 1985 and 1986—the same levels recommended by the Reagan administration—were fair in that they represented proportionally larger cutbacks than the administration



Public broadcasting. Panelists discuss legislation at NAPTS meeting (l-r): David Carley, NAPTS president; Frederick Breitenfeld Jr., Maryland Public Broadcasting, and Robben Fleming, CPB president.



FCC views. FCC commissioners (l-r): Anne Jones, James Quello and Abbott Washburn tell public broadcasters what they may be able to expect on the regulatory front in the future.

had recommended for other federal programs.

Wirth said he didn't think the Reagan administration was requesting the larger cuts from CPB to put public broadcasting out of business. But one public broadcaster in the audience said Reagan, while governor of California, had vetoed every public broadcasting bill that had reached his desk—on grounds that the government shouldn't be involved in broadcasting—and asked Wirth if he thought Reagan might veto CPB's bill.

"I haven't the faintest idea," Wirth said. "All I know is everybody grows up and learns."

In a panel discussion, FCC Commissioners Jones, Washburn and Quello shared their thoughts on public broadcasting.

Jones said federal funding for public broadcasting was "clearly declining," and urged public broadcasters to more "clearly define" their mission by communicating to the public what makes public broadcasting "different and worthy of support."

She also urged public broadcasters to

educate the FCC on their needs, but warned that common carrier issues are foremost on the FCC's mind.

"It's time you got your act together," she said, noting that public broadcasters' disagreements over their wants had not helped their cause.

Although Jones said the FCC "clearly shouldn't have rules" that unnecessarily prevent public broadcasters from seeking out new sources of revenue, it is "not the FCC's job to come up with alternatives."

Washburn said the FCC ruling allowing public broadcasters to air underwriters' logos (BROADCASTING, April 27) was intended to help public broadcasters make up for the cuts they face in federal funding, and he said he thought it would help.

Although the FCC hasn't addressed the issue of whether public broadcasters should be allowed to air editorials (that decision is up to Congress), Washburn said he didn't see why it shouldn't be allowed: Public broadcasters would be subject to the same fairness doctrine commercial broadcasters are, he said.

Washburn also said he thought public

broadcasters should be allowed to run "institutional" ads. Nonetheless, he warned that public broadcasters would have to be careful not to push their alternative revenue-producing strategies too far for fear of jeopardizing their noncommercial status with the Internal Revenue Service and their special spectrum status.

Quello said the FCC's omnibus notice of inquiry on public broadcasting—which should be issued in the fall—might result in providing public broadcasters with more tools for raising funds. He said one possibility being investigated—allowing public broadcasters to provide STV services—"would be logical—a great way to raise funds."

Although one member of the audience suggested commercial broadcasters should be charged a spectrum fee to support public broadcasting, the commissioners didn't seem to think that was a possibility.

Quello said charging commercial broadcasters a spectrum fee would be a "tough putt politically, socially," and didn't see how they could get commercial broadcasters to support that.

Stations differ with CPB over funding bill

Letter, signed by Mankiewicz, Carley and Grossman, to members of House gives strong support to Wirth's H.R. 3238; Fleming is totally against measure because of CPB budget cuts

Public broadcasting station representatives, at odds with the Corporation for Public Broadcasting over public broadcasting legislation pending in Congress, made their preferences known last week in a letter sent to every member of the House of Representatives.

The May 27 letter, signed by Frank Mankiewicz, president of National Public Radio, David Carley, president of the National Association of Public Television Stations, and Larry Grossman, president of the Public Broadcasting Service, leaves little room for doubt: Public broadcasting representatives are unified in their support of H.R. 3238, a bill CPB has strongly opposed.

In their letter, the station representatives expressed their "strong support" for H.R. 3238, which was introduced by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.).

Although the station representatives noted that the House bill would "substantially" reduce federal support for public broadcasting, "it does so gradually by carefully allocating available funds where they are most needed—to the survival of the local stations and their ability to provide audiences with a strong mix of local and nationally produced and distributed programs," the letter said.

The representatives emphasized their support of the authorization levels set for

CPB in the House bill (\$160 million for 1984, \$145 million in 1985 and \$130 million in 1986), the bill's authorization of the National Telecommunications and Information Administration's facilities program, and its setting of an "allocation formula" for distributing CPB funds.

Under provisions of the House bill, CPB would retain only 10% of its annual appropriation, using half of that 10% to meet its own administrative costs and the other half to fund research, training programs and to pay off the system's satellite debt. Of the 90% left, 75% would go to TV stations and 25% to radio, and CPB would have little discretion in allocating those funds.

In their letter, the station representatives said the House bill's authorization levels and the allocation formula would "insure that the key elements of public broadcasting will receive at least the minimal amount of funds needed to help their future survival."

In a May 8 letter to Wirth, CPB President Robben Fleming blasted the House bill as rendering CPB "totally impotent" by "allocating every segment of the budget" and "leaving little money" in the CPB-administered program fund.

"It is a charade to pretend that 10% of any probable federal appropriation will support the CPB functions the bill assigns it," he said. "It would be far better to forthrightly face up to the question of whether there ought to be a CPB at all," he said.

In a milder, May 14 letter to Senator Harrison Schmitt (R-N.M.), Fleming, noting that the Senate would be "meeting shortly with the House to reconcile

differences between" the House bill and the Senate's own, S.720, provided "amplification" of his views on the allocation formula.

In that letter, Fleming said that although the allocation schedule was "well-intentioned," it would introduce the government into "operational aspects of public broadcasting" and would deny CPB "discretion and flexibility needed to assure the most efficient use of taxpayer dollars."

"The unprecedented Congressional presence in public broadcasting presumed in the House bill raises serious questions," he said.

The Schmitt letter, which CPB distributed widely throughout Congress, elicited at least one written response. In a May 18 reply to Fleming, Representative Richard Gebhardt (D-Mo.) wrote that he found Fleming's intent in distributing the letter "a bit obscure."

Gebhardt noted that he was "especially intrigued" by Fleming's argument that it is not proper for Congress to decide what areas of public broadcasting should be allocated specific funding. "Why not?" he asked. "We do this regularly for other spending programs," Gebhardt said. "there is a widespread public perception that the money provided for public broadcasting, particularly public television, has not been spent wisely or well. This partly explains why the amount spent has been limited. No organization ever feels that it is getting enough money. But the way the money is spent, not the size of the allocation, is the real problem. It is naive to even imply that the problems of public broadcasting would be solved by larger government donations," he said.



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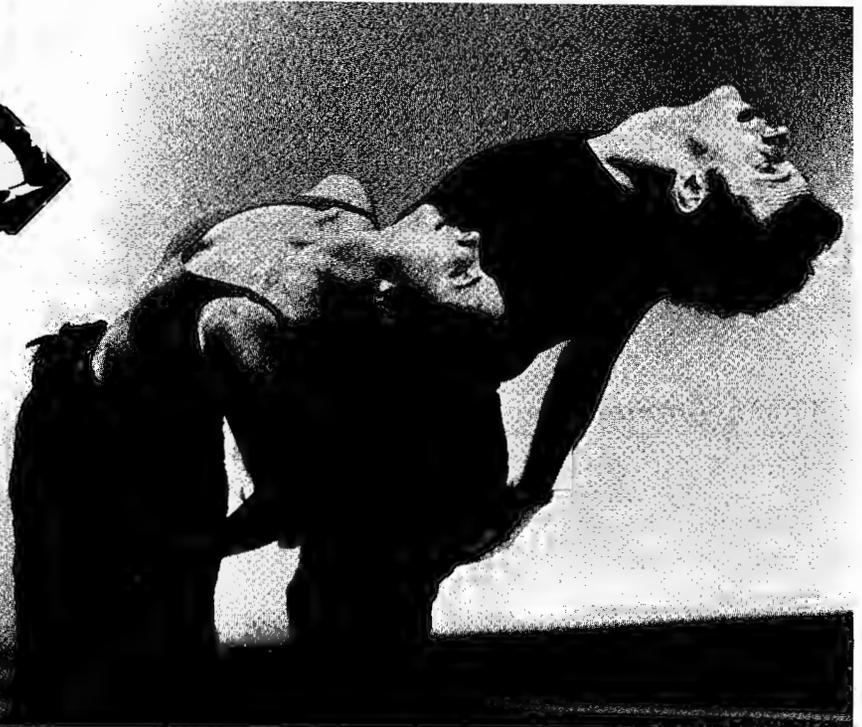
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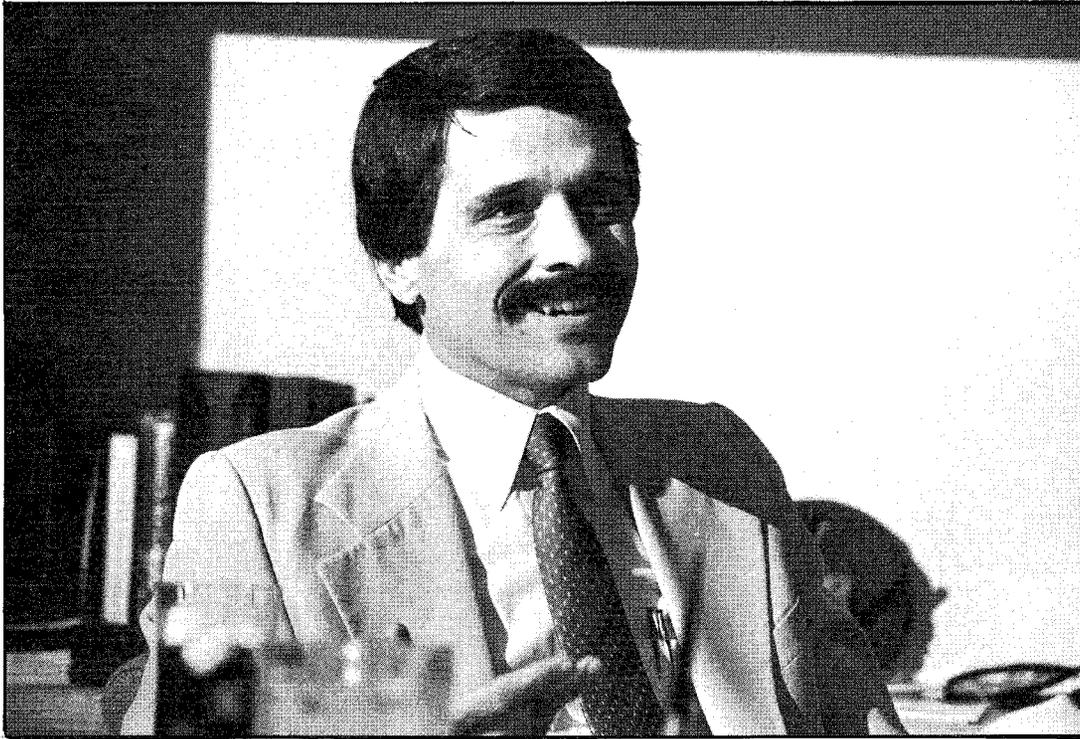
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NCTA President Thomas E. Wheeler

It's been less than two years since Tom Wheeler took over as president of the National Cable Television Association. Somehow it seems longer—a perception that says a great deal about the mark he's made in that short time, as well as about the growth cable has experienced in that turn-of-the-decade time frame. But it isn't all cakes and ale on the road to a wired nation. In this pre-convention interview with BROADCASTING editors Wheeler addresses the problems still facing cable—particularly those associated with copyright and the challenge from AT&T—as well as his competitive credo for the medium whose rocket he's so comfortable riding.

I wonder if you could set the stage for us in terms of the state of the industry as we go into the 1981 convention: how many subscribers do you estimate the cable industry has, how much revenue is it producing and how many homes is it passing, what's your penetration at the moment? And after that, what are your projections for five years and 10 years out, so that the rest of the competing electronic communications media will know what they're up against.

The problem is that once you get beyond the here and now you get pretty foggy. We're in roughly 19 million homes right now, which is about 25% of the TV homes in America. Everybody always asks, when are you going to hit 50% of the TV homes? And you really don't

know, because we're at 72 million TV homes in America right now, and by the end of the decade, there will be 90 million TV homes. The TV homes curve continues to climb, and we have to play catch up ball. And so we don't know when we're going to get 50%. But I would suspect that by the middle of this decade, we'll be looking at 35-40 million cable subscribers.

That's double what you have now.

That's right.

We did a similar interview with Vincent Wasilewski, president of the National Association of Broadcasters, before their 1981 convention [BROADCASTING, April 13], and we asked him what would happen when cable reached 50% penetration. And his feeling was that 50% wouldn't happen

at all—we were talking about 1990. But you think 1985.

No, I say we're going to double the present base, but that doesn't mean we'll be at 50% because we've got to play this catch up ball. I think we'll be at 50% before the end of the decade, but I don't know whether it will be '88 or '89 or whenever.

But you have no doubt that it will happen?

No.

How far beyond 50% do you think the industry can expect to go on a wired-home basis?

I don't know the answer to that. Intuition would say that there's nothing sacred about 50%, but I don't know what the absolute number is going

to be. One of the things I haven't yet hung in my new office is a quotation from Shakespeare that says, "We know what we are but not what we may become."

We [in cable] don't know who we are yet. We don't know what we're going to be offering consumers in 1990. So we don't know whether we'll have the product to stimulate the demand to take us beyond that number and where it will go.

Do you have any vision of the broadcasting industry, for example, and how that universe will change, when the numbers change to that degree? We're assuming that the 50% is going to be in the marketing heartland of America, where everybody wants to be.

That's where the growth is taking place now. You know, I have always given the broadcasters credit for being smarter than they think they are. You listen to broadcasters talk about cable competition, and it seems to be one of horror. I think that the broadcasters will respond like any prudent business person will to competitive realities. I made a speech to the Colorado Broadcasters Association in which I said, "Hey, why do you fellows have to limit your view of yourself to that one channel you were allocated by the FCC? You're in the programing business. You've got a lot of excess capacity that you use for a limited amount of local programing. Why don't you work with your cable operator? He's got capacity and he needs programs. You've got programing and you need capacity. It seems that there ought to be some kind of a marriage there."

Broadcasting is going to change, but I'm not sure it's going to change for the worse.

Do you think you could make a case that you're going to drive broadcasters kicking and screaming into higher revenues and profits than they've ever known?

I'd like to. I think it is arguable; I think it's there if they want to chase it. But I haven't attempted to make that case in the past. Take the realities of from whence broadcasting has come in this relationship with cable, and you find cable constantly growing and you find broadcasting profits constantly growing, and you can only draw one assumption, and that is that there is no interrelationship between those two factors. They can both grow together.

The principal issue between broadcasters and cable, as the broadcasting community sees it at the moment, is copyright. That is an issue that a lot of observers thought had been put away by the Copyright Act of 1976. Suddenly there's a great question about that. What's your analysis of the situation and how do you think that's going to come out?

Copyright is yesterday's issue. It is very real to both parties, both broadcasters, program producers and cable operators. But it is the last gasp of the old arguments about the need to restrict cable because it's going to have some impact on either broadcasters or program suppliers.

The market for copyrighted program is evolving. Stations like ch. 17 in Atlanta are paying significantly more for their programs

than they did a few years ago, because the people that are selling the programs know that they have an expanded region—they make them pay for it. So, the program producers are being made whole by the new technology.

Likewise, broadcasters are not being hurt. You look at broadcast services in the various markets where there is substantial cable, and then you look at those markets where there is very little cable, and there is very little difference between the two in terms of the value of programs and of advertising.

Look at what happened at the NAB convention, at the panel on copyright, when Congressman [M. Caldwell] Butler [(R-Va.)] asked several members of the audience to quantify how they were being negatively impacted by cable, and they couldn't do it.

Now, we went through an entire economic inquiry at the FCC where neither the broadcasters nor the program producers could come in and quantify that there was a significant impact of cable on their businesses. Now they're taking the rhetoric that the FCC rejected because they couldn't quantify it, and they're marching that rhetoric up to Capitol Hill as the court of last resort on the theory that if you say something loud enough and long enough, with enough of a sexy rhetorical tone, that people will begin to pass laws based upon it.

I don't think that the facts are there to justify changing the Copyright Act, and I think that when the smoke of the rhetoric is cleared away, Congress is still going to have to make decisions based on hard economic facts, and I don't foresee any of the hearings changing anything which has happened in the last several years.

Is that how you're going to make your case? That the broadcaster has to demonstrate damage before they change the law?

No. We are going to make our case by going in and saying: "Here is the way the marketplace is working. We believe this is a successful functioning of the marketplace. Now the burden is on the other side, to prove why the marketplace isn't working, and to prove it with facts, not with air; to come in with some numbers."

But programers want a marketplace value attached to their programing. You don't address that argument. You just say that there may be no impact on their profits.

No impact on the price of their programs, either. You see, there's the point. On one occasion I took a half dozen markets around the country with different degrees of cable penetration, and compared the prices that the same programs were bringing in those markets, and there was no relationship between cable penetration and the value of that product to the broadcaster. And therefore, the value of that product to the program producer. None.

It's hypothetical. It can't be quantified.

Why do you need to hide behind a compulsory license? Why can't you just leave it to the marketplace?

If we're going to have a marketplace, then there has to be a real marketplace. And that means that the benefits which the government has given to the broadcasters—i.e., free, mandatory

carriage of their signals—also have to be lifted.

I mean, there is a mythology that's grown up around this topic that somehow the cable operators are being given something by the government in terms of a compulsory license. My goodness—you compare that to what the broadcasters have been given in terms of the right to use the public's airwaves at zero cost. We have to build the path to each consumer's door. They get it for free, O.K.? And then the government turns around and gives them mandatory carriage on the local cable system.

If there's going to be a marketplace, then let's have a marketplace across the board; let's have a real marketplace. Let's don't have a marketplace that's designed to get one party in the name of seeking out a pure marketplace while the other party says, "Now, wait a minute—we still deserve these little goodies. Don't make us go out and compete in that cold, cruel world. Only those other guys should go out and compete in that world."

You know, the government has traditionally been in the role of making allocations of various rights. And the rights of the broadcasters are to use a free road into the consumer's home and to have to be carried. An equivalent right for cable operators is a compulsory license. The exercise of that right then means you have to pay copyright.

Would you go to the FCC voluntarily on your own now and say, "We want to get rid of must carry?" That's what Ted Turner did.

We did not support that because we believe that the copyright and carriage marketplace is an evolving marketplace. You see, we're not the ones going in asking for a radical resolution of the issue. If there's going to be a radical resolution, then it ought to be radical the full way. But we think that this whole thing is evolving.

Would you trade must carry for compulsory license? I know you're threatening one against the other, but would you like it, would be better off?

That call has to be made at the appropriate moment, and I don't think it's the smart thing for me to do right now to show you what the cards are. The time to address that question will come. But I am not the one with the foot on the accelerator to address that question.

Who is?

The broadcasters. The people who are pushing for the radical change in the copyright law.

Well, they're going to force this issue, there's no doubt. I just can't imagine their backing off, because they've got the momentum going for them. Even you have granted that. I think your term was that they've gotten the steam up.

That's right.

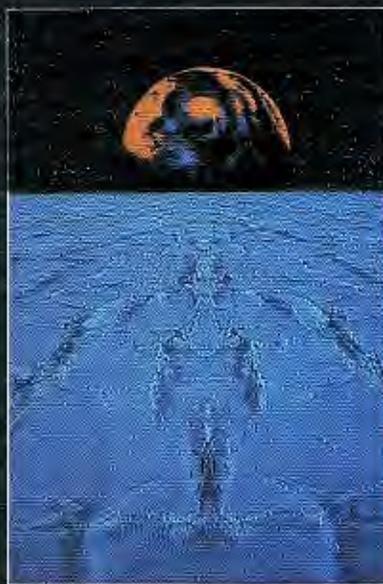
Let me throw this one at you: Could you foresee the time when broadcasters would pay cable operators to carry their signals?

Yes.

When do you think that might be?

It depends upon whether the marketplace is

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going to be allowed to evolve, or whether it's going to be radically changed by some act of government.

In other words, you're content with the way things are, and you don't want any radical changes.

I think the system is working yes. As I said, this is yesterday's issue. The relationship between cable and broadcasting and program suppliers is an issue that was resolved by the Congress in '76 when it created a mechanism that allowed flexibility. It was resolved by the FCC last June when it made the decision on the signal carriage and exclusivity rules.

We have found that throughout our recent history, we've been growing and their profits have been growing. Let's quit this hypothetical nonsense about the terrible fears that broadcasters have and let's both march on and

figure out how we're going to do things together in tomorrow's video environment, because we're really trying to hang on to yesterday's video environment, and hanging around concepts such as copyright.

Let's go on. Let's look at the real issue. Today's issue is the relationship between cable companies and telephone companies, which will determine whether or not we get to tomorrow's issue, which is our relationship with the multitudinous nonfederal governments, and what their role is going to be. Those are the issues that really demand that both industries, cable and broadcast, stretch their horizons and stretch their sights.

Let me read the formal statement by Mickey McGuire of AT&T to Chairman [Barry] Goldwater [R-Ariz.] of the Senate Communications Subcommittee: "The Bell system does not seek to be in the

business of creating or controlling radio or television programming or engaging in the traditional CATV business—the one-way transmission of broadcast or cablecast programs simultaneously to multiple subscribers." Do you take any consolation from this?

It's clearly a step in the right direction. The thing that bothers me is that Chairman [Charles] Brown of AT&T has said that at hearings before, and somehow, however, the struggle continues. They don't seem to pack up their tent and go away.

Secondly, we have to be careful that we don't focus just on AT&T. Any telephone monopolies in their service area providing traditional cable service can be and have been as abusive as AT&T. Some of them even more so. And that issue obviously is not addressed by the AT&T statement.

Is abuse of their monopoly privileges your main objection?

I think the main concern about telephone companies is that they have demonstrated by their actions in the past they would just as soon not have a second wire into the home or business. When a broadcaster is up against cable competition of another signal or a group of signals he still has a competitive environment which was existent before the signals came in. The introduction of cable means the abolition of a monopoly that telephone companies enjoy—being the only supplier of wire communication services.

Some of the documents that have come up in the recent Aberdeen case against AT&T, as well as the actions of some of the independent telephone companies, have made it very clear that the telephone companies feel it is to their benefit if that second wire can be precluded. How do you preclude the construction of that wire? By striking at the economic root that allows that wire to be built, and that's traditional CATV service.

As we look down the road to the new enhanced services that both telephone companies and cable companies will be providing, and will be competing for—and we have not advocated keeping the telephone companies out of those kinds of services—but if they want to eliminate our competition, the easiest method for them to do it is to get into the CATV business and deny us the economic root out of which to build the plant to compete with them.

So that's why we say the telephone companies shouldn't be providing CATV service in their own service area. They can provide it outside of their service area—Central Telephone is pushing 100,000 subscribers now. You know, it's not something that we throw our arms up about with glee, but it's something we accept, because they're coming in as, quote, "independent" cable companies; they're not coming in as the local monopoly. And that's something that we haven't asked the Congress or the FCC to preclude.

Do you see the American Newspaper Publishers Association as an ally in this?

Anybody who seeks to shed light on the past abuses of the telephone company and the impact of the telephone company and the development of communications has to be

A short course in cable □ 1981

There are 4,400 operating cable systems in the U.S., serving some 10,400 communities. Pennsylvania has the most systems (342) and California the most subscribers (2.1 million). Operating systems currently reach about 18.6 million subscribers, perhaps over 48 million people—24% of the nation's TV households. The largest (Cox Cable, San Diego) has about 209,000 subscribers. Some have fewer than 100. American Television & Communications is the largest multiple system operator (MSO), with more than 1,424,000 subscribers. Industry revenues last year totaled approximately \$2.3 billion. Systems now being built generally offer more than 30 channels (more than 300 such systems are now on line), and some operators have plans to build systems with over 100 channels. Still, over one-third of the nation's systems have only six to 12 channels. The average monthly fee is \$8.50, and the average pay subscriber fee is \$10 per month. Costs of laying cable range from \$8,000 per mile in rural areas to \$12,000 in urban areas and up to \$80,000 where underground cable is required. A 1980 survey of the National Cable Television Association found that 819 (69%) of the 1,167 responding systems originated programming, ranging from static displays of time and weather information to full-fledged news and public affairs productions. Equipment costs are as low as \$30,000 for a small black and white operation and range up to \$200,000 for a color studio. Over 609 systems (14% of all systems) accept advertising on their local origination channels, with rates from \$1 to \$200 per 30-second spot. Most cable systems derive less than 5% of their gross revenues from advertising. Pay cable is on approximately 2,500 systems in 50 states. Operators report over 9 million pay subscriptions, but actual pay penetration is lower than that since some households subscribe to two or more pay services. Home Box Office Inc. initiated the first national satellite interconnected pay network on Sept. 30, 1975, using transponder time leased on the RCA Satcom satellite. Aside from contracting for packaged pay programs, cable operators can lease a channel to a pay program operator or secure their own programming directly from a supplier. Over 33% of all cable systems have ties with broadcast interests, almost 18% with program producers and approximately 13% with newspapers.

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Are you discouraged by the direction of the direct broadcast satellite situation?

We are not going to oppose DBS.

Do you think you can count on conventional broadcasters to oppose it for you?

I'm tempted to make a flip response on that point, but I'll just say: That is not the strategy.

Do you think DBS is going to fly?

No pun intended. It appears that way. It appears that this is another thing that has a full head of steam.

Do you think that DBS may have a severe impact on your getting from 20 million subscribers to 40 million?

I'm sure it is going to have an impact. How to measure that impact I don't know. We continue to believe that just as we preached that there is room for broadcasters and cable to work together in some kind of synergism down the road, there also is room for us and DBS providers to work together. The name of the game is not to thwart the development of a new technology, but to figure out how working together you both can get another slice of the pie. Because the pie is there to be gotten, and it's far better to say that I'm going to share my piece, rather than to say it's all mine and don't anybody else come near. I don't think that kind of strategy works any more.

The future business opportunities in telecommunications are limited only by a man's imagination. And the trick is, can that imagination be entrepreneurial—entrepreneurial in the sense of risk taking—or are we going to have the kind of theory that says, well, we've never done it this way before, so we ought not to do it now. You know, we have a rule of thumb around this shop where we say that doing things the way we did them last year is just an excuse for not thinking. And I think that that kind of attitude is the attitude that is going to make or break people in communications. The future belongs to the risk takers.

What about NCTA, however? You've been on the cutting edge, so you can talk like this. But doesn't there come a point where you're going to have to hold the line somewhere?

Well, judge us by our actions. We haven't opposed DBS. We haven't opposed STV. We haven't opposed low power. We haven't opposed the MDS channel expansion. We haven't opposed drop-ins.

Nobody likes to have to work for their share of the marketplace, O.K.? Everybody would love to have it given to them on a silver platter, and if you can get government to come in and give you that silver platter, that's the best of all possible worlds. But the fact is that while we don't jump up and down and say, "Whoopie, there's competition here!" neither are we trying to thwart it.

Do you think that technology is on your side? An unsophisticated view might hold that cable is the most antique technology. You have to have a connection for every home, and some person has to do that. In an electronic age, isn't it strange to visualize all that coaxial cable strung over this country?

Well, the quick answer to that is there still is a finite spectrum, and you've got to get around that, and coax provides a way of doing that. But I think the answer is much broader than that, really.

And that is, I don't believe the leaders in the cable industry are technology bound. I think they are looking at providing services with an entrepreneurial bent, and if there are other services, other ways of doing it that come along—I think these people are going to be involved in it. They're not going to say, "Oh, it's not wire, so it's not mine."

Look at cable's involvement in STV. Look at Ted Turner's involvement in low power. I think that the secret to the industry is not the hardware; it's the attitudes, the entrepreneurial attitude, and I think that entrepreneurial attitude will be attracted to whatever the best technology is.

Can the entrepreneurs that you represent exist without the signals that emanate from broadcasting stations or networks?

That's a good question. I think the better question, however, is should there be continued government restrictions that force people to be second class television citizens because of the area in which they live, when there is a technology that would allow a person in Roanoke, Va., to see just as many television stations as the person in New York City or Chicago or Los Angeles? I think that's the broader public policy question.

I don't think there's any reason that there should be a denial of somebody's right to see as many television signals in Roswell, N.M., as somebody has in New York, just so we can protect the local oligopoly of a broadcaster in Roswell.

But can your business exist without those distant signals?

That's a question that has not been resolved, or addressed. Clearly, we're expanding satellite services—made for cable services. But still, the engine that drives the classic system is retransmitting broadcast signals. I'm talking about an evolving marketplace. We can't forget that 75% of the cable systems in the U.S. are 12 channels or fewer. There are a lot of headlines about 50-channel and 100-channel systems, but that's not where the people are. And the economic underpinnings of those 75% of the systems are in retransmitting broadcast programs. And those people will be the ones that will be affected by copyright.

Do you think that NCTA made a mistake by agreeing to the copyright legislation of 1976?

You know, there were folks who believed—as many of us did—that copyright was the price you paid to have the copyright surrogates lifted at the FCC. It's fascinating to see the position



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that we now find ourselves in. The copyright surrogates have been lifted by the FCC, but that lifting has been stayed by the courts, so the copyright surrogates are still law. At the same time, copyright rates are going up.

Probably the wisest person of all was the person who, five years ago, came to us and said, "Do you know how to boil a frog?" And I said, "No, how do you boil a frog?" And he said, "You don't take the frog and pop him in a pan of boiling water because he's smart enough that when he hits that water, boom, he's out. What you do is you put him in a nice warm pot of water, and he swims around all happily, and then you slowly turn up the heat, and by the time he realizes that he's getting boiled—it's

too late."

I think there may be some analogies there.

That's a good story, but what's the answer? Did you make a mistake?

We will live with the consequences of our judgment and move ahead. Clearly, you sit here and you say, "I thought this thing was put to bed." Apparently it wasn't. It's conceivable that we could end up with the worst of both worlds. If we have the worst of both worlds, then that wasn't a very good deal we struck, was it? But I don't think we will have the worst of both worlds, getting back to that.

Do you mean no compulsory license and

must carriage? Would that be the worst of both worlds?

And increased fees. And the inability to block out AT&T.

In the application of the First Amendment to television, do you think a distinction should be made between broadcasting and cable?

Yes. The government's ability to intrude into programming in television has been based on two things: one, the scarcity of outlets, and second, the fact that it's using the public's airwaves. Neither of those triggers exists with cable.

There is no scarcity of cable channels in a 12-channel cable town? And the right of way, so to speak, from a government hand-out or grant?

Not when you're paying some of the ridiculous pole attachment fees that we're paying. No, the government does not grant you free use of the city streets. They just say you can string your wires. O.K.?

And nobody else can string their wires.

No. The majority of the franchises are not exclusive franchises. As a matter of fact, one of the hottest issues that's coming up down the road is over building. I mean, you look at what's going on. There is over building going on in several cities right now, ranging from small towns in New Hampshire to Phoenix.

Yes, but generally the case is that non-exclusive franchises are exclusive. Warner Amex doesn't expect anybody to come and build against them.

The nonexclusive franchises are today de facto exclusive. How long that's going to last, I don't know. Let's look at it this way. After the franchising boom is over, which is another couple of years, and all of America is franchised, if not wired, where are you going to go for growth? I think it's coming. Look at what Governor Carey is trying to do in New York right now, where he is making a condition precedent to a lot of different deregulatory activities that you have to have nonexclusive franchises.

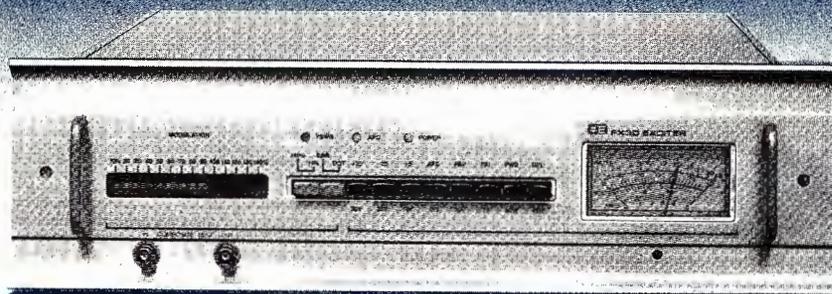
There is a very real tradeoff—to go specifically to your question—there is a tradeoff between government control and the amount of competition, access to the people, whatever you want to call it, and the courts have continually found that the lesser the competition, the lesser the degree of access to the people, the more of the control over that medium is justified. I believe that we are a medium that does not warrant that control because we still have access, we're still growing, and we're not that kind of a bottleneck.

Do you care about broadcasters' rights at all?

Yes. First of all, I'm a citizen. I mean, first off, broadcasting is pretty special stuff. I think the First Amendment is a very sacred kind of concept, and I think the broadcasters have many legitimate points.

What about negative regulation? Should governments be allowed to rule against obscenities or cablecasting of lotteries or

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whatever? How do you feel about that?

Let's address the issue of adult programing, for want of a better term, as exemplary of that.

It seems to me that I, as a citizen, have the right to read or see whatever I want to read or see. Likewise, purveyors of information, whether they be print media, cable or whatever, have the right to purvey what they want to.

But it seems to me that both those parties must exercise that right in a responsible manner, and that the degree to which those inalienable rights are exercised responsibly will determine the legitimacy of government's involvement.

In other words, on many of those issues, I think that the determination is in the hands of the person who provides the service and the

person who receives the service.

I'll give you a specific example. If—and I emphasize if—I read *Hustler* magazine, and I choose to take it home, I wouldn't leave it on the dining room table where my three-year-old daughter could pick it up. I'd put it on an upper shelf out of her reach. If I choose to subscribe to a video service that I don't want her to see, either, I also have a responsibility to do the



Standing: Beales, Burakowski, Breece, Dooley, Bailey
Seated: Mooney, Creech, Wheeler, Ross, Fox

The Wheeler team. In less than two years, the top level of management at the National Cable Television Association has undergone an almost complete metamorphosis; only three of the managers on staff at convention time in 1979 are still around—Tom Wheeler, Kathy Creech and Jadz Janucik (director of operator services). Since much of the change has occurred since Wheeler became president in August 1979, it is not surprising that Wheeler is "extremely proud" of the staff. "They are individuals, all of whom have great skills and abilities and, frankly, I don't think that we have ever had a staff this strong." Despite Wheeler's contentment, he doesn't expect his people to stick around long. "Our attitude here is that you come here, work your butt off, get exposure, get experience, and make some kind of a name for yourself, and then move on and trade on that experience," Wheeler says. "We're not full-time career trade association people."

Here, capsulized, are the backgrounds on NCTA's present first string:

■ **Thomas Wheeler, president.** The NCTA board named Wheeler president in 1979; he has one-and-a-half years left on his current contract, which he now intends to fulfill. Wheeler joined NCTA in 1976 as executive vice president after seven years with the Grocery Manufacturers Association as vice president, public affairs.

■ **Kathryn Creech, senior vice president, industry affairs.** Creech joined NCTA in 1972 as a research assistant/secretary, took over the research department two years later and was named vice president, research and planning, in 1976. When Wheeler assumed the presidency in August 1979, he appointed Creech one of two senior vice presidents.

■ **Robert Ross, senior vice president, law and government affairs.** Ross joined NCTA in August 1979 from the counsel's office of Southern Pacific Communications. Prior to that, he was general counsel of the Office of

Telecommunications Policy, the predecessor of the National Telecommunications and Information Administration, and worked in the Broadcast Bureau and General Counsel's Office of the FCC.

■ **Brenda Fox, general counsel.** Fox made the leap from the National Association of Broadcasters, where she was assistant general counsel, to her current job in March 1980. She has served on the staffs of Representatives George Brown Jr. (D-Calif.) and Frank Evans (D-Colo.) and Senator Alan Cranston (D-Calif.). After receiving her law degree in 1971, she worked as a trial attorney for the Federal Trade Commission for two years before joining NAB.

■ **Jim Mooney, vice president, government relations.** Prior to joining NCTA last December, Mooney spent nine years on the staff of former House Majority Whip John Brademas (D-Ind.), first as an administrative assistant and later as chief of staff.

■ **Wendell H. Bailey Jr., vice president, science and technology.** Bailey spent almost eight years with MCI Telecommunications Corp., a Washington long-distance common carrier, before joining NCTA just two months ago. He served MCI as a circuit engineer, senior engineer, operations manager and manager of engineering, planning and coordination.

■ **Char Beales, vice president, media services and research.** Beales, NCTA's director of research, was named to her present post in October 1980. Prior to joining NCTA in 1979, she worked in the research departments of WRC-TV Washington and WBBM-TV Chicago.

■ **Edward Burakowski, vice president, operator services.** Burakowski left the post of executive vice president, Future Business Leaders of America, to join NCTA in October 1980.

■ **George Breece, vice president, special projects.** Breece joined the NCTA government relations staff in August 1980 and was named vice president six months later. Breece is active in North Carolina state politics. He served for two sessions in the State House of Representatives and he plans to return to his native state within the next year-and-a-half to run for political office.

■ **Ed Dooley, vice president, public affairs.** Dooley was chief of the press and news media division of the FCC's Office of Public Affairs before joining NCTA last February. Prior to joining the FCC in 1979, Dooley was chief spokesman for the President's Council on Wage and Price Control and press aide to former Senator Thomas McIntyre (D-N.H.) and former Representative Marvin Esch (D-Mich.)

equivalent of putting that on the upper shelf. And cable operators are helping consumers do that technology through the use of a lock box or some kind of a scrambling device.

Let me just give one very specific example of which I am quite proud, because it involves the man who is going to be the new chairman of NCTA, Al Gilliland, who has a channel in the Bay Area which is called Rendezvous. And Rendezvous shows some adult programming, and it is the policy of Gill Cable to go to every person who subscribes to this, and formally ask them, do you want a lock box? And if they want a lock box, to provide that lock box free. I think that's terribly responsible.

That's why I think that the issue will be defined by the actions individuals take. Clearly, we're not in a position to mandate that something be done—we've learned that watching the Justice Department come in and sue the NAB for trying to do something worthwhile with their code.

Would you accept as a government mandate that lock boxes be put on?

No, no.

You would fight that?

Yes. I think there is a responsibility in the cable industry to provide security devices of one type or another. As a matter of fact, I've got a stack of letters in response to a question I addressed to the major companies. I can't think of a letter that came in otherwise—they all say they make lock boxes available. Now they do it under different terms and conditions, but that's a management decision, and I think that will evolve also.

Why is the First Amendment suddenly looming large on your horizon?

Because suddenly we are in to businesses where the First Amendment is applicable. We haven't been in the past. It's applicable in the program origination business. It's applicable to some extent in broadcast retransmission. It is clearly applicable to the kinds of future services that we're providing, including information services.

Is this one of the bases for your argument against local and state regulation?

It's one very key underpinning. We don't think any level of government ought to have the right to dictate what will be seen on the channels, period. And that's one of the issues about which we're in conflict with the National League of Cities. They apparently want to have the unilateral right to come back in after a franchise is granted, and say, "You will show city council meetings or a high school basketball game," or whatever. As good and helpful as those things may be to the community, government shouldn't be mandating them any more than they should be saying you should be showing the dog pound.

Do you feel there is a conflict between you and the conventional broadcasting industry on the question of the First Amendment?

No.

What's going to happen next? What about the NCTA convention itself? What

perspective will we take away from Los Angeles?

I think we're an industry on the cusp, to take a term that the astrologers use. We are right between major watersheds. What you saw in previous conventions was the dramatic revolution from a hardware orientation to a programming orientation. What we're seeing now is two outgrowths of that that are a little less dramatic; they are more evolutionary and less revolutionary, but I don't think it makes them any less significant.

The first is that we are learning more about what it means to be programmers. How you do it, down to the basic questions of addressability, and really being able to do programming, to deliver programming. We're doing programming, but the delivery is falling short still in many areas.

The second evolution is into nonentertainment activities. I would predict that down the road, there will be another revolution—one or two conventions down the road—where we will discover a third business, just as we discovered the programming business, and that is the alternative local distribution loop of business. The data business.

Right now we're edging in that direction, so you're going to see a lot of developments in that area at this convention.

The media universe we've been discussing seems to be a three-legged stool—broadcasting, cable and common carrier. Will it become a four-legged stool? Broadcasting, cable, common carrier and the newspaper business? You talk about data transmission. Are you talking about the newspaper business?

I'm trying to remember whether it was Jung or Freud who said that everything came in three's and the other one disagreed. I think it was Freud who talked about three, and Jung said, no, the complete wholeness is four's.

On this point, I'm Freudian, because I think it's three—and I think you're misdefining the third leg. The third leg is not common carriers; the third leg is not newspapers; the third leg is information. Whether it is disseminated by black ink on white paper or by lines on TV sets, and whether it gets to that black ink on white paper via having passed through a cathode ray tube in the process of composing, or whether it gets on a cathode ray tube in the consumer's home, having gone through the air or over the wire. I think it's the product that is the third leg, not the manner in which the product gets to the consumer.

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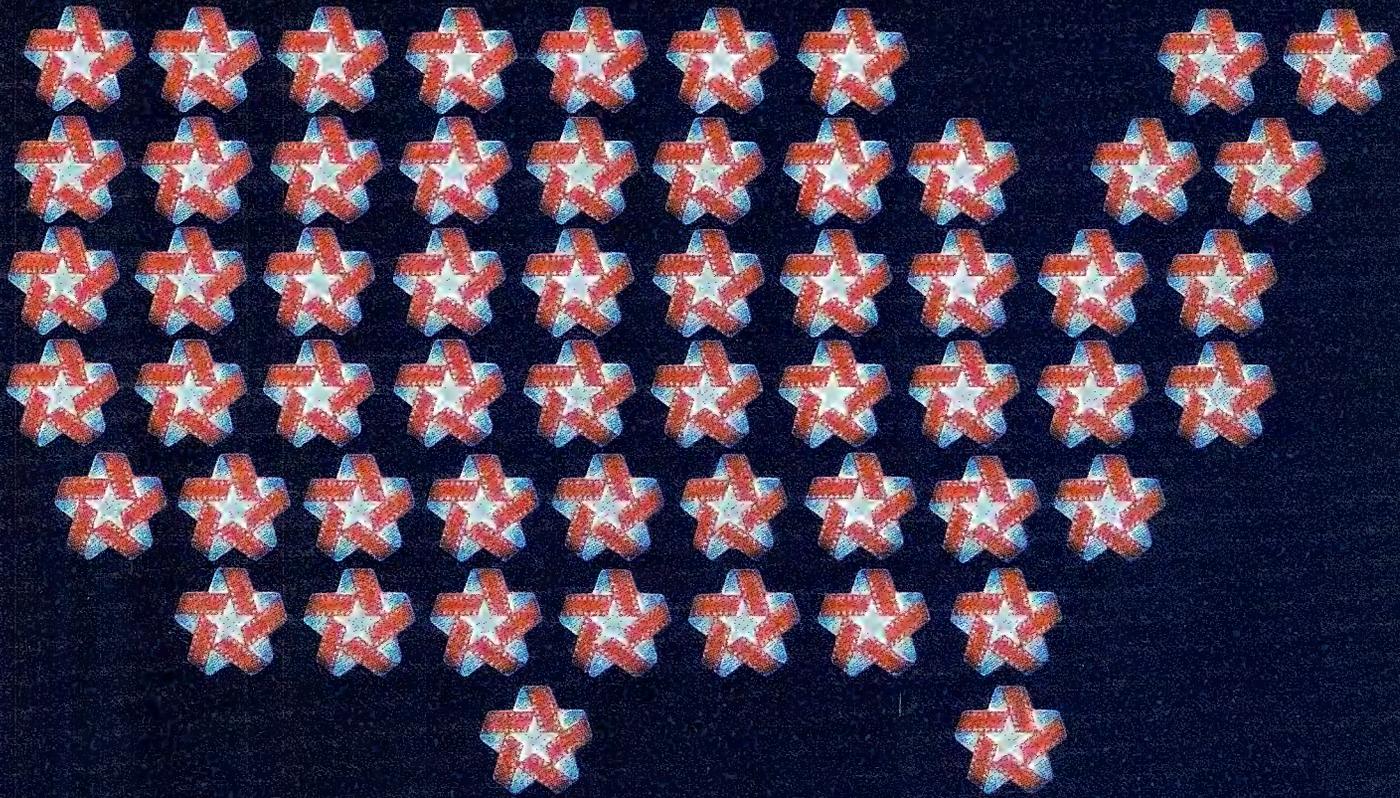
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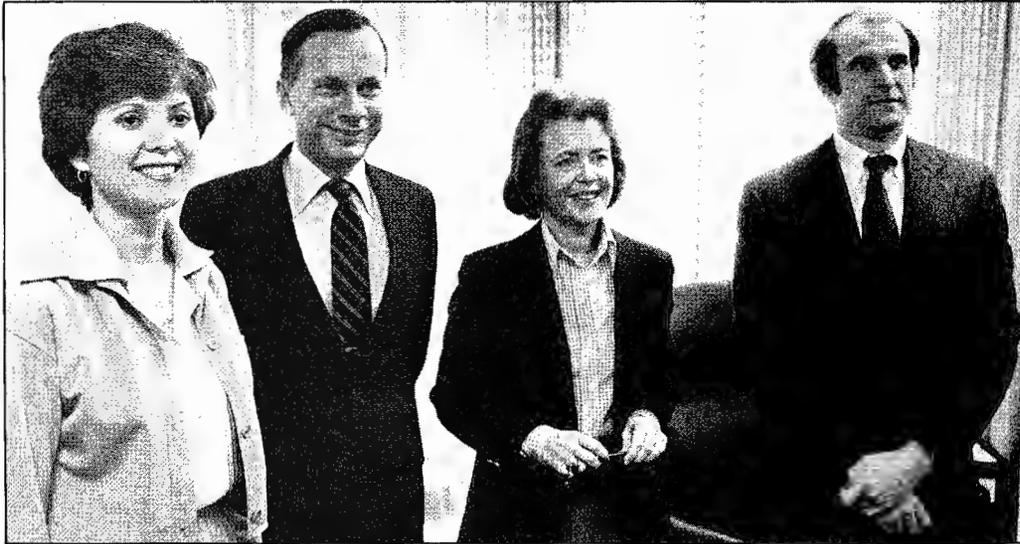
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The CRT: Garcia, Brennan, Burg and Coulter

Defying bureaucratic gravity at the Copyright Royalty Tribunal

One of Washington's smallest agencies has a record of doing its job under budget; CRT has been subject of dispute over whether it is really needed; Kastenmeier legislation may bring increase in duties

When Representative Robert W. Kastenmeier (D-Wis.) last month introduced his bill to amend the Copyright Act of 1976 that bears his name, he didn't greatly please very many people in Washington. Representatives of copyright owners and broadcasters would have preferred that the bill (H.R. 3560) go farther and wipe out the hated (by them) compulsory license given cable television systems. Cable television spokesmen, on the other hand, complained that the proposed changes would result in cable systems paying stiffer fees. Only among members of one of Washington's tiniest bureaucracies did the Kastenmeier bill generate smiles.

The happy bureaucrats were the four (remaining) members of the Copyright Royalty Tribunal, that product of the 1976 act whose shape and functions fit no mold and whose ability to perform, let alone survive, seem to defy the natural law of bureaucracy. To them, the Kastenmeier bill, which not only contemplates the CRT's continuance but in a strengthened form suggested by the CRT, was, as Acting Chairman Thomas Brennan put it, "gratifying."

But the CRT is an odd one. Imagine, if

you can, a federal agency with no professional staff. The members are expected to perform all professional duties themselves—except where the CRT needs the expert help of outside consultants. (But forget about that exception; Congress has yet to provide the necessary funds. Moreover, that is in large part the CRT's own fault. More on that later.) The only staff that members can claim are their individual secretaries. Things like payroll and processing royalty payment checks are handled under a \$5,000 contract with the Library of Congress. As a result, the tribunal, which, along with other small government agencies, is housed in a building beyond Washington's high-rent district (one of those with a news stand in a lobby that needs painting), gets along on less than \$500,000 a year.

But the members, who are paid \$50,113 a year, do not claim to be overburdened with work. In response to a question from General Accounting Office investigators preparing a report on the CRT, they said that on average the job takes about 60% of their working days and hours.

That probably explains in part at least the statement of former Chairman Clarence James, who quit the commission abruptly on May 3 after becoming its sharpest critic. "I don't see how I could continue to take the salary," he told BROADCASTING.

Not surprisingly, the other commissioners have a different view. "We have carried out in an efficient and economic

fashion the duties assigned to us by Congress," Brennan said the other day, as fellow Commissioners Douglas E. Coulter, Frances Garcia and Mary Lou Burg nodded in agreement. (The CRT is *truly* collegial; ask for an interview with the chairman, and you find yourself meeting with his colleagues, as well. One reason may be that the chairmanship carries no special aura; it rotates among the members on an annual basis.)

Brennan can make a case for that statement. The CRT, which was established in November 1977, has responsibilities in four major areas, and it has resolved major issues in each of them, and within the one-year deadline prescribed by law. Last year, it determined the distribution to copyright owners of \$14 million in 1978 cable royalty payments and interest. It also adjusted royalty rates originally set by Congress for cable systems, for juke box operators and for manufacturers and distributors of records. In all, it was a time of heavy breathing for an "overextended" CRT. And in 1978, it set the original rates public broadcasting was to pay to the performing rights societies for the music it uses. CRT's word on most of these matters is not yet final; all decisions except that including public broadcasting have been challenged in court. And the law requires the CRT to review the public broadcasting rates next year. □

It is no coincidence that the CRT is both underworked—at least intermittently—

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**CRT members speak
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and understaffed. That is in part a result of the compromise with which Congress resolved the dilemma it created by writing compulsory license provisions into the first major revision of the copyright law since 1909. Kastenmeier, who as chairman of the House subcommittee on copyright matters had the largest influence on the bill that finally emerged from Congress after 10 years of work, believed it important that the administration of those provisions be handled by a continuing agency, rather than on an ad hoc basis, as proposed in the Senate version of the legislation. But he and others were aware of the difficulty of determining in advance the number and length of hearings the tribunal would hold. So the decision was made simply to create the tribunal ("commission," in Kastenmeier's original version of the bill), and, as indicated in the House Judiciary Committee report accompanying the measure, require it to function without a professional staff.

The commissioners do not quarrel with that concept. But "where it's fallen down," Brennan says, is in Congress's failure to provide for the occasional consulting help the act contemplated CRT would be given. In 1980, for instance, CRT's request for \$100,000 for assistance with the heavy load of hearings it knew lay ahead, was denied. The agency sought \$20,000 for outside experts in fiscal year 1981, but the Senate has yet to act on the request because of a squabble over a congressional pay-increase bill. The tribunal is being funded meanwhile by a continuing resolution.

Congress has been as stingy as it has been because the agency in its first years of operation failed to act in the classic manner of bureaucracies and spend every penny appropriated for it. In fiscal 1978, for instance, during which the CRT was in operation for 10 months beginning in November 1977, Congress appropriated \$726,000 for the infant agency. It acted on a budget drafted by the Library of Congress. The CRT spent \$469,775, and returned the difference to the Treasury. The next year, with CRT having taken over the budget-preparation work, Congress appropriated \$805,000; the CRT spent \$484,979.

The reason for that odd state of affairs was that Congress was providing funds for 18 full-time employees, including economists and accountants, while the CRT members were attempting to determine what their needs really were. And in 1978, the CRT concluded work on the only project before it that year—setting rates for public broadcasting—without staff or even consultants. "We felt we were being responsible," recalls Garcia. In time, a majority of the CRT decided that, in view of the ebb and flow of the workload—and the language of the House report—the CRT should do without a professional staff, other than an assistant (or secretary) for each member.

Such behavior may be "responsible." But to Congress, apparently, it was a signal that the CRT was a resourceful agency that did not need even outside help occasionally. Thus, the rejection of the request for \$100,000 for the help of consultants last year. (CRT still hasn't caught on, apparently. In 1980, it spent \$461,196 of a total appropriation of \$471,000. However, with expenses for calendar 1980 falling due in fiscal 1981, which began on Oct. 1, 1980, the CRT is having trouble making ends meet on an appropriation totalling \$461,000.)

To the CRT, Congress's tight-fistedness is unfair to those who appear before it. "They spend money on presentations, and we don't have the resources," Brennan says. No accounting has been made of the costs of litigation before the CRT, but National Association of Broadcasters President Vincent Wasilewski was probably not far off in estimating that, in the fight over the distribution of cable royalty payments, the private parties spent "several million dollars." (Whatever the broadcasters spent was not cost effective; the CRT allocated 3.75% of the \$14 million available to U.S. and Canadian broadcasters. The lion's share—75%—went to program syndicators. However, the NAB, National Public Radio, sports interests and the American Society of Composers, Authors and Publishers have appealed the distribution.)

The CRT, which is seeking a total of \$500,000 for fiscal 1982, has earmarked \$20,000 of that for the help of consultants in reviewing cable television royalty rates. The CRT adjusts those rates only under two conditions—in response to changes in the cost of living, and then only once every five years, and in the event the FCC changes its rules to permit cable television systems to carry signals in addition to those carried in 1976. And the CRT is assuming the FCC decision last year to repeal the distant-signal and syndicated exclusivity rules will withstand the court challenge filed by broadcasters.

Considering the work the CRT is required to do without a professional staff, one would expect an agency of specialists in the arcane arts of economics or statistics. Indeed, the House Judiciary Committee report accompanying the 1976 copyright bill says the committee expects the President, who appoints the members

to seven-year terms, to make his selections from "among persons who have demonstrated professional competence in the field of copyright policy." The fact is, the present CRT, all of whose members were appointed in 1977 by President Carter, is more populist than elitist, with politics apparently as important a background as copyright policy.

The one member who seems appropriate to the task is Brennan, whom Carter nominated as the senior commissioner and who was elected its first chairman. He had served for 17 years on the staff of the Senate Judiciary Committee's subcommittee on copyright and was chief counsel



Thomas C. Brennan, senior member of the Copyright Royalty Tribunal and its acting chairman since the resignation last month of Clarence James, was well versed in the copyright law creating the CRT when he was nominated by President Carter in 1977. He had been chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights throughout the 10 years Congress worked on copyright law revision.

Brennan, a native of New Jersey, graduated magna cum laude from Seton Hall University and received his JD and LL.M. degrees from Georgetown University. He joined the staff of the Subcommittee on Copyright in 1960 and was named chief counsel of that subcommittee in 1965. After joining the CRT, his colleagues elected him its first chairman.

Brennan is a member of the board of trustees of the Copyright Society of the U.S.A., and has lectured and written on intellectual property matters. During his first two years on the tribunal, he served as chairman of the Committee on Patents of the American Bar Association's Administrative Law Section.

Mary Lou Burg brings a background in politics and broadcasting to her role as a Copyright Royalty Tribunal member. For the seven years before being named to the CRT, in 1977, Burg was vice chairman and then deputy chairman of the Democratic National Committee. And for 17 years before joining the DNC, she was a commercial writer, producer, sales person and general manager in broadcasting, most of the time in radio.

Burg, who received a BS degree in journalism at the University of Wisconsin, in

during the years it worked on legislation to revise the copyright law. The only other lawyer chosen by Carter was James, a Cleveland attorney. The other members include a former broadcaster who was also vice and then deputy chairman of the Democratic National Committee from 1970 to 1977 (Burg), an aspiring writer with a Harvard MBA who worked in Carter's campaign in 1976 (Coulter), and a certified public accountant (Garcia).

None of this is intended to suggest the quality of the CRT's work. Thus far, with the Justice Department providing the legal defense, the CRT has won every legal skirmish that has been decided in the courts. Among those bested has been the Na-

tional Association of Broadcasters, on a couple of occasions—most recently when it sought to block the partial distribution of cable royalty fees until the appeal of the CRT's decision in that matter has been resolved (BROADCASTING, May 11).

But anyone looking for certitude in the CRT decisions will frequently be disappointed. How does one arrive at, say, a division of the copyright royalty payment pie among competing claimants? Coulter talks of the tribunal's ability to make "common sense judgments." Brennan, the lawyer, makes it sound a bit more complicated. "We read the briefs and apply the criteria [spelled out by Congress]." But then he concedes, "There is still a mea-

sure of subjective judgment."

For instance, in the order apportioning cable royalty fees, the CRT based its decision principally on what is described as "marketplace value." But since the compulsory license pre-empts the working of the marketplace, the CRT sought to approximate that working in theory. It cited three factors it considered—the FCC's composite week as a basis for estimating the relative amount of particular kinds of nonnetwork programing on broadcast stations carried on a distant signal basis, the A.C. Nielsen Company report, and a comparison of the amounts that stations paid for the various copyrighted works involved in the retransmissions. The CRT



Burg

1952, began her career as a commercial writer for Erwin-Wasey Advertising Agency in Los Angeles. In 1955, she was writing sales and promotion material, for air and print, for wxix-TV Milwaukee. And by 1958, she had moved to WEMP(AM) Milwaukee, where for the next six years she served as director of continuity and public service.

Burg switched to sales in 1967, when she became sales representative for WYLO(AM) Milwaukee. Three years later, she was named general manager and general sales manager of the station.

Burg became active in Democratic politics in Wisconsin, where she was named Democratic National Committeewoman in 1968. She held that post for eight years, but in 1970, when she was named "Wisconsin Woman of the Year," Burg moved into full-time, national politics as vice chairman of the DNC under then-Chairman Lawrence F. O'Brien, serving as liaison to state and regional party organizations and national constituent groups. And when Robert S. Strauss became chairman, in 1972, he named Burg deputy chairman, with responsibilities for the DNC's day-to-day operations.

Douglas E. Coulter, a native of Chocorua, N.H., is what he would describe as the "generalist" on the Copyright Royalty Tribunal. He has no speciality but an ambition to be a writer and a background that includes first-class work at Harvard and two masters degrees in business administration, one from the European Institute of Business Administration, in Fontainebleau, France,



Coulter

where classes were conducted in French, German and English, and the other from Harvard.

There is another element of Coulter's background that is worth noting—presidential politics. He worked in Senator George McGovern's presidential campaign in 1971 and 1972 as an advanceman and political organizer, and in Jimmy Carter's successful campaign in 1976, when he was state coordinator for Indiana.

Coulter is also a world traveler—he worked his way around the world in 1963—and a veteran of the Vietnam war, in which he served as a first lieutenant in the Special Forces, commanding long-range reconnaissance patrols.

Coulter's record also shows high academic achievement. He was elected to Phi Beta Kappa at Harvard, where he was graduated in 1963, after majoring in history, and where he was a Wendell Scholar (the recipient of an academic scholarship for merit). He had been valedictorian at St. Albans School, in Washington, before entering Harvard.

But thus far he has not achieved his "serious ambition"—to establish himself as a writer. He spent four years before his appointment to the CRT in 1977 writing fiction—short stories and novels—with what he calls "limited success."

Frances Garcia, one of the first five persons named to serve on the Copyright Royalty Tribunal, comes out of a career in accounting, as well as service in a number of professional and civic organizations.

Garcia, who grew up in Wichita Falls, Tex., spent the nine years between her graduation



Garcia

with a BBA from Midwestern University, in Wichita Falls, in 1968, and her appointment to the CRT, with Arthur Anderson & Co., one of the largest international accounting firms in the world.

She joined the firm in Dallas as an audit staff person, and in 1974, two years after becoming a certified public accountant, she was promoted to audit manager. By the time she left the firm to join the CRT, Garcia had been office manager for the firm's staff location in Fort Worth and they had opened and managed its office in Austin.

The professional organizations to which she has belonged include the American Institute of Certified Public Accountants, American Women's Society of Public Accountants, the District of Columbia Institute for Certified Public Accountants, the Texas Society for Certified Public Accountants, the American Society of Women Accountants (president of the Dallas chapter in 1975), and the American Association of Spanish-speaking Certified Public Accountants.

She has also served the United Way of Austin, as a member of the board of trustees in 1976-77, the Dallas Mexican Chamber of Commerce, and member of the board of Southwest Texas Public Broadcasting Council, licensee of KLRN-TV San Antonio, 1976-77.

As a result of those and other activities, Garcia has been listed in five books of distinguished persons—"Who's Who in American Colleges" (1968), "Who's Who in Texas" (1974 and 1975), "Outstanding Americans in the South" (1975), "Personalities of the South" (1978), and "Hispanic Who's Who in America" (1979).

said it found fault with each of those standards individually but felt that they were "all of sufficient probative value."

A section of the same order dealing with the "harm" done to copyright owners would probably cause some to question the "common sense" approach. For in it, the CRT concludes that copyright owners are harmed by the cable retransmission of their works beyond the area for which they are licensed. On the face of it, at least, a "common sense" judgment. But CRT concedes that claimants "offered no specific evidence but only generalized statements in support of their claim of harm." And it might be noted that the FCC reached a contrary conclusion in the studies that formed part of the basis of its decision to repeal the distant-signal and syndicated exclusivity rules (BROADCASTING, April 30, 1979).

But aren't there mathematical or statistical formulas that might make the work of the CRT more scientific? Yes, many. But they are the products of the claimants. And the CRT dismisses them, in Brennan's word, as "self-serving."

How sound the CRT's positions in the various orders it has issued will be determined by the courts. But at CRT, there is no uneasiness—not that the commissioners are confident of victory. Rather, they say the court decision—whichever way they go—will offer guidance for the future. Indeed, they feel that those decisions may provide reasons and grounds for contending parties to agree on matters

rather than force the CRT to decide them. "There is," said Brennan, using a term that could prove a jinx, "light at the end of the tunnel."

□

Of course, one critical question last week was whether the CRT has a future. That question, in turn, hinges to a great extent on whether the compulsory license for cable television systems is retained, and broadcasters and copyright owners are making a massive effort to see that it is not—that cable television's copyright liability is determined in the marketplace—an effort that seemed to be making headway with members of Kastenmeier's subcommittee, if not Kastenmeier himself, two weeks ago (BROADCASTING, May 25).

A principal advocate for elimination of both the compulsory license and the CRT is the tribunal's former chairman, James. "Copyright owners will be more confidently assured," of compensation if it is determined in the marketplace, James wrote in his letter of resignation to President Reagan (BROADCASTING, May 11). And his testimony has served to whet the money-saving appetite of Senator Mack Mattingly (R-Ga.), chairman of the subcommittee with jurisdiction over CRT.

He has notified Senator Strom Thurmond (R-S.C.), chairman of the Senate Judiciary Committee, that in view of James's testimony, he intends to recommend "substantial reductions" in CRT's 1982 fiscal year budget and to include

language in the Senate report urging the Judiciary Committee to review the CRT's functions "in the hope there will be no further need to fund" the agency after 1982. At a minimum, Mattingly said the number of commissioners could be reduced to three, "along with a corresponding reduction in staff." (The CRT itself has made that recommendation.)

But it is the House—and particularly Kastenmeier's subcommittee—that is providing leadership on the issue. And Kastenmeier, at least, seems determined to retain the compulsory license and the CRT, both of which are the subcommittee's creations.

His bill, moreover, would increase the scope of the CRT's duties. It would, for instance, require the agency to establish "just and reasonable" royalty rates for the use of the compulsory license. Congress had withheld that authority from the CRT originally because Jack Valenti, speaking for the Motion Picture Association of America, and Robert Schmidt, then president of the National Cable Television Association, had reached a compromise on rates that was not to be disturbed. But the lack of authority is now seen by Kastenmeier, as well as by the CRT, as a serious weakness in the agency. What's more, the CRT would be authorized to establish syndicated exclusivity rules—rules that would replace those the FCC has voted to repeal. And the tribunal would be given subpoena power, which it says it needs to obtain the evidence in hearings that parties choose not to present.

Whether the new duties would require an increase in the CRT's size is doubtful. Bruce Lehman, chief counsel for the Kastenmeier subcommittee, noted that the CRT's "workload is uneven." As a result, he said, "I'm not sure it would be more difficult to change the rates for cable than for sound recordings, or than setting a compulsory license from scratch, as it did for public broadcasting."

In any case, the GAO study of the CRT is to be concluded in time for presentation of the findings in testimony before the Kastenmeier subcommittee on June 11. The GAO is expected to recommend changes in structure, although not drastic.

□

Meanwhile, the CRT members themselves speak confidently of the future. "We believe Congress will retain the compulsory license" (and, by implication, the CRT), said Brennan. Burg, who learned her politics as a top official of the DNC, was less polite: She called the compulsory license issue "a political hot potato" Congress would rather not handle. "We don't have any expectation Congress will eliminate the compulsory license."

Retaining the compulsory license, though wouldn't necessarily mean retaining the CRT. There are some, including James, who believe other existing agencies could handle the work. But perhaps, in its way, the CRT is learning survival techniques, for an agency whose members do most if not all of their own staff work might seem a bargain, even in today's Washington.

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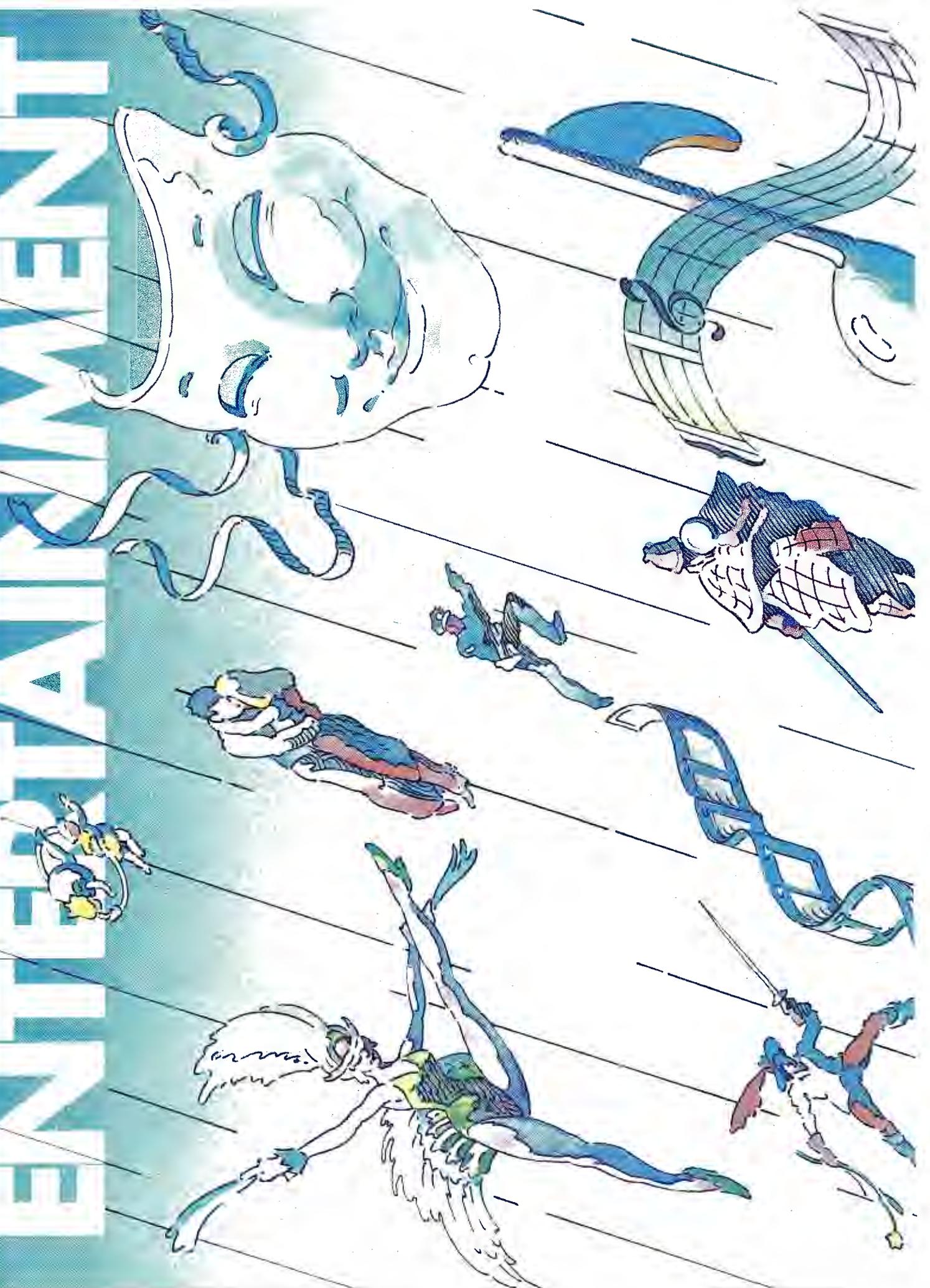
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Washington Watch

Common carrier concern. National Telecommunications and Information Administration is shifting focus of its Minority Telecommunications Development Program from broadcasting to common carrier field and developing technologies. Darlene Tolbert Palmer, program manager, said efforts to promote minority ownership and employment in broadcasting will continue, although efforts begun three years ago under then-President Carter have "opened doors and created an awareness in this area." With new year and changing trends in telecommunications industry toward developing technologies, she said, "NTIA plans to expand the goals of promoting minority ownership and participation in these new areas." She said NTIA last August began to investigate employment and ownership possibilities in common carrier industry. And, she said, they "appear to be quite promising."

Remote control. Canadian Radio-Television and Telecommunications Commission has granted temporary network license to CTV Television Network to distribute special package of CTV programming via Anik A3 satellite to "remote and underserved communities where there are now no licensed broadcasting undertakings." Grant is pursuant to CRTC's October announcement regarding extension of service. Cable systems not now carrying CTV may apply for permission to carry new service.

Women in broadcasting. National Commission on Working Women, nongovernmental organization formed in support of "80% of women in the workforce" said to be in "lower-paying, dead-end" jobs, has sent letters to top executives of commercial networks and PBS urging "training and employment opportunities for minority women in all job categories" and encouraging programming that realistically portrays minority women. NCWW asked for response from broadcast executives and said it is "deeply concerned about the lack of progress regarding minority women on television."

Denial. Due to recent criticism involving possible conflict of interest, John Anderson, former 1980 presidential candidate, and now commentator on WLS-TV in Chicago announced, "So long as I am employed by WLS-TV, I will refrain from active participation in politics." Questions arose when Anderson's National Unity Committee sent fundraising letter to Federal Election Commission (BROADCASTING, May 18). Anderson's statement made in commentary on that station was attempt to clarify position that he is, "not now nor considering becoming a candidate for public office."

New Jersey note. In comments filed on FCC proposal to reallocate New York's channel 9 (RKO General's WOR-TV), to city in northern New Jersey, proponents of plan, including various New Jersey-based businesses, Rutgers University and New Jersey congressional delegation, said proposal was best opportunity to deal satisfactorily with issue of inadequate television service to New Jersey. Opponents of plan, including RKO, CBS and Metromedia, noted that commission has considered and rejected similar solutions for New Jersey problem in past and that nothing has changed to merit reconsideration. In any event, RKO said, it is inappropriate to consider proposal while FCC's decision to strip that broadcaster of its licenses for WOR-TV and VHF outlets in Boston and Los Angeles is still being appealed. Multistate Communications, longstanding applicant seeking to replace RKO as licensee of ch. 9, said reallocation of that channel wouldn't constitute adequate solution to New Jersey problem, but that if commission decided to do it, Multistate's application should be afforded protected status, precluding others from applying. Crossroads Communications, group of New Jersey residents, headed by Gus Heninburg, which intends to apply for station if reallocated, disagreed with Multistate, contending that commission's general practice has been to invite new applications when channels are reassigned to new cities. NBC urged commission to re-evaluate need for special service obligations on New York and Philadelphia stations to cover New Jersey activities if it decides to reassign ch. 9 to New Jersey and, independent of that decision, said increased UHF services in New Jersey warranted re-evaluation of those obligations.

UCC joins cable consultant field. United Church of Christ's Office of Communication has announced formation of nonprofit cable TV consulting service called Community Telecommunications Services. It will provide lawyers, economists, engineers and program specialists to help communities prepare cable franchises and operate public access channels. It will also conduct workshops about cable. For more information, call (212) 683-5656.

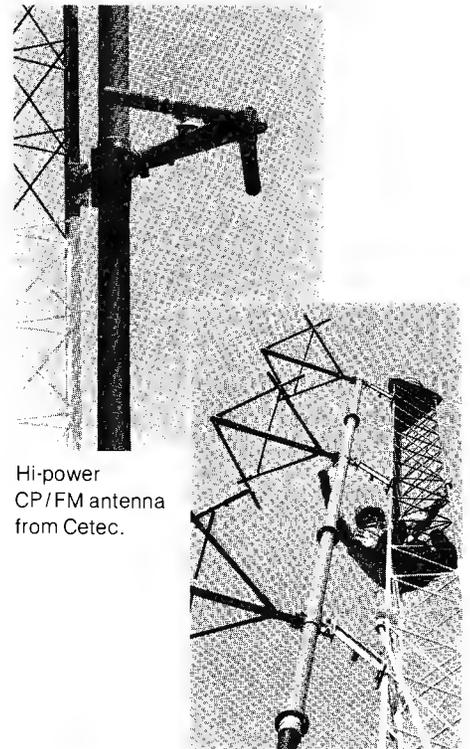
CATA move. Community Antenna Television Association has moved from Washington to Virginia suburbs. New address: 3977 Chain Bridge Road, Fairfax, Va. 22030; phone: (703) 691-8875.

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CPB position on public broadcasting bills stirs up station opposition

After spending much of its meeting last week behind closed doors, the board of the Corporation for Public Broadcasting finally unveiled its official legislative wish list—in the process giving the public broadcasting community something more to squabble about.

Although it's not unusual for public broadcasters to be at odds with one another, the reaction to CPB's legislative position is noteworthy for placing CPB in direct opposition to public television and radio stations, its primary constituency.

Most of CPB's planks caused little controversy. It opposed federal budget rescissions for 1982 and 1983, which creates no problems for public broadcasters or conflicts with either the pending Senate public broadcasting bill—S. 720, introduced by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.)—or the House bill—H.R. 3238, introduced by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.). Also noncontroversial were CPB's endorsement of five-year funding authorizations, two-year advanced appropriations, or its preference for the higher level of

CPB and National Telecommunications and Information Administration authorizations in the House bill.

But public broadcasters were displeased with CPB's favoring a 15-member board, "all of whom represent the public, with a chairman chosen by the board," and its opposition to "allocations of the CPB budget by legislation," both planks that run contrary to the House bill.

David Carley, president of the National Association of Public Television Stations, said public television stations were opposed to both planks. Although he said his organization was in favor of retaining a 15-member board, it definitely supported the House-bill provision that would provide that four of those members—two from television, two from radio—be drawn from the stations, and he vowed to "work very hard" to keep that provision in the bill.

Carley also voiced strong support for the retention of the House bill's "allocation schedule," a device that would sap CPB of much of its discretion in dishing out its appropriations.

Under provisions of the House bill, CPB would retain 5% of its annual appropriation for its own administrative costs and would keep another 5% for research, training and payment of the system's satellite debt and copyright fees. But of the 90% left, 75% would go to TV and 25% to radio, and CPB would have little say in how to distribute those funds.

But Carley said the allocation schedule was necessary because "CPB can no longer be trusted" to divvy up the funds on its own in an "equitable" manner. "We can no longer trust CPB to allocate the funds according to the historic partnership agreement [that is, by consulting with public broadcasters], so now we must turn to the Congress to allocate with greater equity," he said.

Frank Mankiewicz, president of National Public Radio, said that radio stations were "united in their support" of the allocation schedule, because it would let "everybody know what to expect," providing "certainty and security in a time of declining authorizations."

Commerce committee wants say in amendment of Copyright Act

Bill is now under consideration by Judiciary subcom; Dingell tells House speaker his committee should have jurisdiction over parts of bill affecting interstate commerce

The House Energy and Commerce Committee has indicated it would like to be involved in efforts to amend the 1976 Copyright Act as it pertains to compulsory licensing for broadcast signals retransmitted by cable systems. The committee failed to establish initial jurisdiction over two bills now being considered by the Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, but it can be expected to ask for a review of those bills once Judiciary has finished with them.

In a letter to House Speaker Thomas P. O'Neill Jr. (D-Mass.), Energy and Commerce Committee Chairman John Dingell (D-Mich.) noted that bills being contemplated would affect interstate communications and FCC rules, and would therefore fall under his committee's jurisdiction. He sent his letter on May 12, hoping the House would refer any cable copyright bills subsequently introduced to the commerce committee. On May 11 and May 12, respectively, Representatives Robert W. Kastenmeier (D-Wis.) and Barney Frank (D-Mass.) introduced the bills that are now the subject of hearings before the Judiciary subcommittee (BROADCASTING, May 18 and 25).

Kastenmeier's bill (H.R. 3560) would "enact by reference the rules on cable carriage of broadcast signals," said Dingell, referring to rules the FCC attempted to eliminate in July, 1980, but which have

been the subject of court review ever since.

Kastenmeier's bill would also permit the Copyright Royalty Tribunal to establish its own syndicated exclusivity rules. The FCC presently regulates syndicated exclusivity, although it tried to eliminate that rule also in July, 1980.

As introduced, Frank's bill would tie compulsory licensing statutorily to the FCC's signal carriage rules for a one-year transition period, after which all compulsory licensing would be eliminated. Frank is said to be considering adding a provision to his bill that would prohibit must-carry rules once compulsory licensing is eliminated. Because must-carry is regulated by the FCC, the Commerce Committee would have jurisdiction over a change in those rules.

The Commerce Committee's desire to get involved is likely to extend a legislative process that is already expected to be long and drawn out. The House Judiciary Subcommittee plans at least three more hearings on cable copyright. On June 11, it will hear testimony from the General Accounting Office on the operations of the Copyright Royalty Tribunal. It may also hear from the tribunal's commissioners that day. On June 17, it will hear from more industry representatives including Herman Land, president, Association of Independent Television Stations and representatives of the satellite resale carrier industry and college sports. On June 25, it will hear from other government witnesses including David Ladd, Register of Copyrights, a representative of the National Telecommunications and Information Administration, and Barbara Ringer, former Register of Copyrights.

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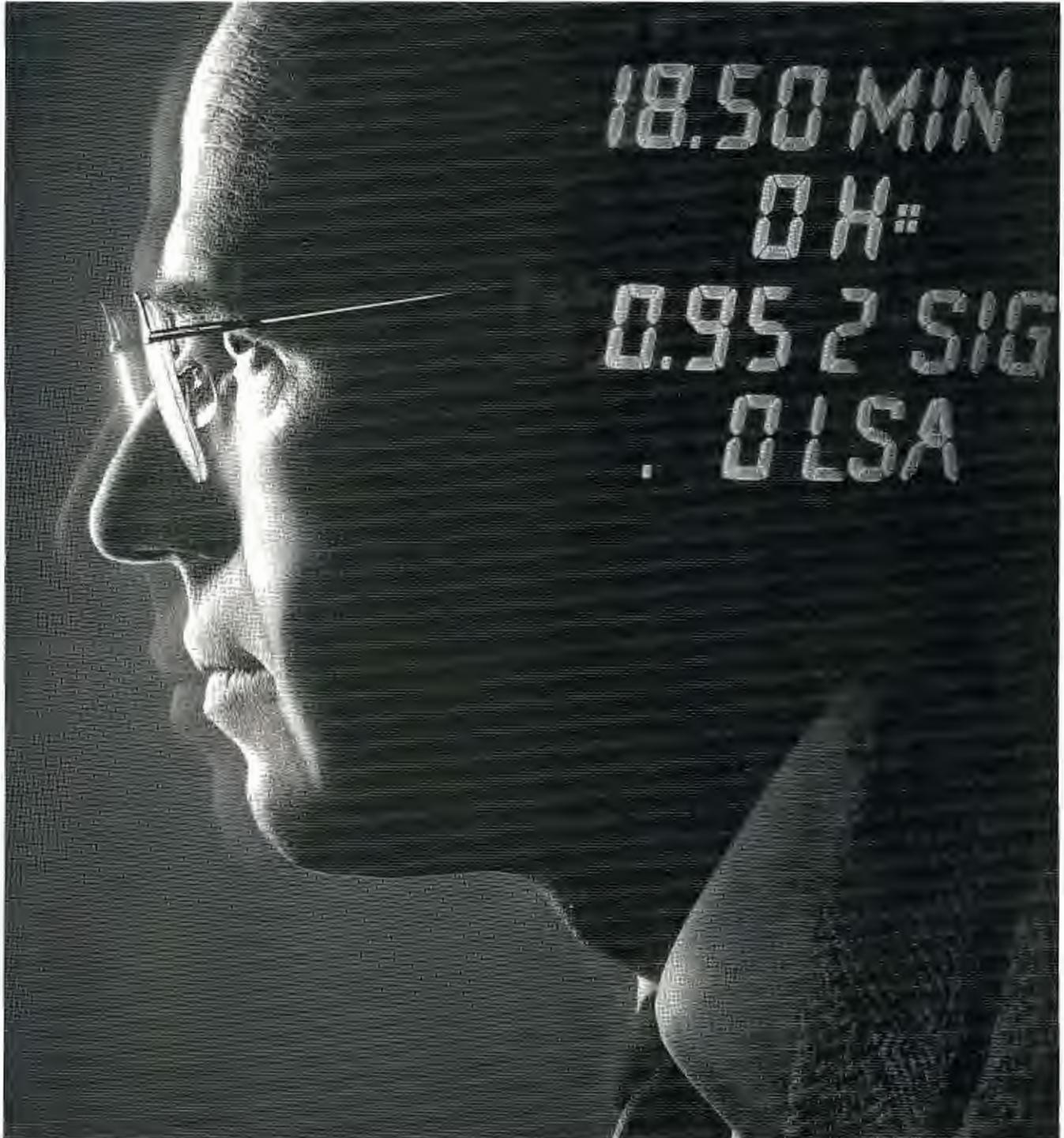
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CAB set to show its stuff at NCTA

New organization is going to its first cable convention ready to offer assistance in garnering cable advertising

Gearing up to join the rest of the cable industry in the migration to Los Angeles for the NCTA convention last weekend, the Cabletelevision Advertising Bureau's Bob Alter took a break from his busy schedule to review the status of his 11-week-old organization.

Until now, a good chunk of the CAB president's time has been consumed by the hunt for a permanent home for the trade organization, something Alter hopes to resolve in a month or so. Meanwhile, CAB has launched a major membership drive. (In fact, the group's first membership meeting has been scheduled to coincide with the NCTA convention.)

"Interest is higher than we anticipated," Alter says, describing the response CAB has gotten from cable operators. "For years the argument was that cable operators were not interested in advertising, that they make their money from other services." What's happened, Alter asserts, is that as costs have risen, and operators seek additional revenue sources to cover them, "they bump up against the discretionary buying power of the consumer—and advertising is the only [revenue source] that's away from the consumer area," that doesn't compete directly for the consumer's dollar.

Alter says his conversations with MSO chief executives and marketing personnel show that the industry "is staffing up for it" and he predicts a rapid growth next year in the number (600 according to the NCTA) of systems that carry some form of advertising.

And behind it all, Alter sees CAB acting as a "catalyst" to spur that industry growth.

CAB is looking to build itself says Alter, into something "beyond the Radio Advertising Bureau, the Television Bureau of Advertising or the Newspaper Advertising Bureau." Alter, who left his post as RAB's executive vice president to move into his current position, wants to make CAB "a management consulting company." At the moment, the CAB's chief gives the group a 2 on a 1 to 10 scale of organizational readiness, although adding with regard to his staff, that "in knowledge, we're a 10."

A top priority project is the development of formulas for projecting the costs of initiating advertising on a given system



CAB President Robert Alter

and for assessing the dollar potential of advertising on the system's services. That's a response, Alter says, to "the first questions we get from operators"—"How do I know my system is right for advertising?" and "How do I go about doing it? How do I build a rate card, project sales and profits?"

Also in the works are a management newsletter, which he sees as a vehicle for "idea exchange"—a place to let system managers share successful approaches to cable advertising, and a "cable answer book"—a pocketpiece that can be used by sales forces as a sales tool. Alter hopes to bring both those projects in by July.

Early winter is the target for another project—a set of management meetings, to be held at six regional locations. And on Alter's drawing board for late winter or spring is a two-to-three-day "in-depth seminar" on cable advertising.

For all his optimism about the future of cable advertising, Alter does have some cautionary words for cable operators. "There are a lot of entrepreneurial people from other media coming at cable with advertising deals," says Alter, citing newspapers looking to run their classified listings on cable as one example. "The operator has channels that can generate a lot of money," says Alter, adding that "what is the cable system's fair share" of such revenues is yet to be determined. "Our advice is 'Look before you leap'—don't lock yourself up in long-term deals—analyze the situation first."

"We're not suggesting that systems hold back," Alter insists, but rather that they "go slow" and proceed "with care"

thinking of the long term. And drawing from his past experience, he warns, "It's difficult for an advertiser to overcome a bad experience."

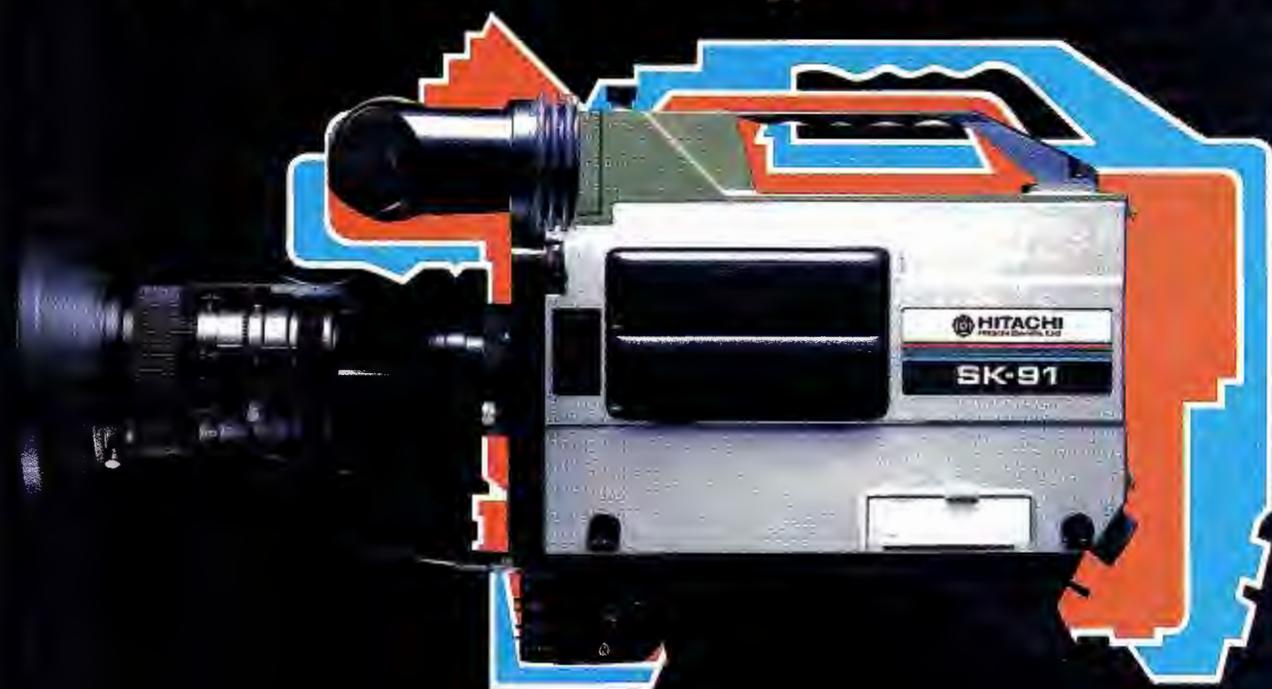
Looking at another aspect of his field, Alter's view of the future of cable advertising sees it interacting with the cable programming mix. "When cable operators realize they can increase their revenues with their audience, it will encourage their marketing of advertiser-supported channels," as opposed to pay channels, he believes. Similar logic, he admits, influences the support CAB has found among the advertiser-supported cable networks—"if systems are more aware of advertising's potential, it will boost their awareness of the value of the networks."

Already, Alter maintains, there is developing an "interlock among cable advertising, programming and marketing," which he thinks will be even more manifest down the line.

Among tasks Alter sees for the future are the development of measurement techniques in four different areas. CAB is already active in one sphere, working with the Ad Hoc Committee on Measurement toward developing a methodology study for cable measurement. The outlook now is to begin field testing the committee's diary recommendations in November.

Two other areas are "qualitative research" for the advertising supported cable networks, similar to syndicated magazine research and locally originated research. The first Alter hopes to get moving on by yearend, and toward that goal plans to "bring together the top research people in the cable field." The second

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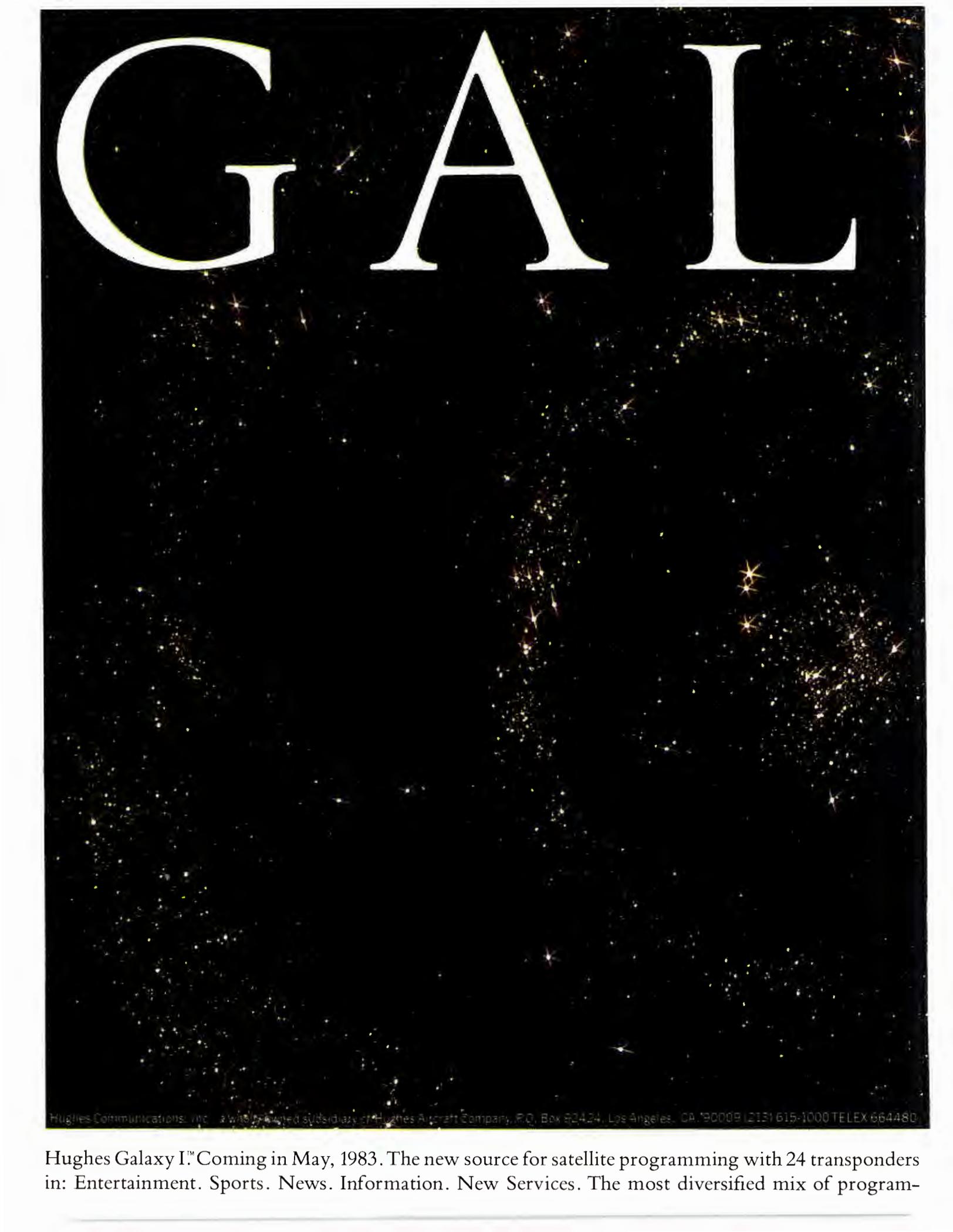


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area, he suggests, is something that cable operators could develop with local universities or research companies, and CAB wants to come up with some industry guidelines for generating such data.

Another research area Alter would like to see developed is research focusing on "what happens when a home gets cable" how viewing patterns might be altered, etc.

Responding to the opportunities of advertising, cable systems are "finding they have to bring in a new layer of management that understands advertising—new marketing people with an advertising background," according to Alter. And his CAB intends to be there ready to help them.

AAF goes to Washington

Annual convention begins in capital on June 6; Clanton, Kilpatrick, pollster Wirthlin, OMB's Miller headline show; new Washington climate will be focus of convention attention

The American Advertising Federation national convention, to be held at the Hyatt Regency in Washington June 6-10, will present participants with a broad range of speakers addressing the changes, challenges and choices facing advertisers

and marketing executives in the 1980's.

"We are all aware that the nation is entering a period of new directions and shifts in regulatory policies that will have tremendous impact on business and consumers," said the AAF convention committee co-chairmen, Jacqueline DaCosta, senior vice president, Ted Bates & Co., and Glen Fortinberry, president, Ross Roy Inc. "The AAF 1981 convention will examine the fallout of these policy changes as they affect advertising and marketing."

Heading the list of speakers scheduled to give conventioners an inside view of the impact regulatory reform will have on advertising will be James C. Miller, administrator for information and regulatory affairs at the Office of Management and Budget and executive director of the Vice President's Regulatory Reform Task Force. Other key speakers will include David Clanton, acting chairman of the Federal Trade Commission; Elizabeth Dole, White House assistant to the President for public liaison and former FTC commissioner; and Richard Wirthlin, pollster for the Reagan campaign.

At the Saturday luncheon, Dole will present an inside look at the Reagan White House at 2 p.m., Jerry Van Dyke, senior vice president, Sam Lusky Associates, and James Fish, president, Ad-Ventures, will reveal details of a new plan for local advertising self-regulation that AAF has developed in conjunction with the Council of Better Business Bureaus.

The plan calls for setting up "advertis-

ing review committees," with members drawn from local advertisers, advertising agencies and the general public. The committees would advise local Better Business Bureaus on matters before them.

Addy awards will be presented by Duane Hill, national sales director, KSL-TV Salt Lake City, at the evening dinner.

On Monday morning, June 8, conventioners will hear several speeches addressing "The Challenge Ahead: The New Washington."

Wirthlin, president of Decision Making Information, will discuss the strategies the Reagan campaign used to win the election, and will comment on what those strategies portend for the "new Washington."

In other presentations, Dr. Norman Ture, under secretary of the treasury for economic affairs and tax policy, will discuss the President's plan for economic recovery; OMB's Miller will speak on "Regulatory Relief: What's Ahead for Business" and Clanton will introduce an FTC presentation on how the FTC discovers and pursues advertising cases.

Tuesday morning will feature a session on "The Challenge Ahead in Advertising and Marketing."

James J. Kilpatrick, nationally syndicated columnist and TV commentator, will deliver the Tuesday luncheon speech, focusing on the current political scene.

Merger produces new TV research organization

Audience Research & Development emerges from ERA and Media Associates; Duff, Stone, Crane, Bewley, Taylor are principals

A major entity in the field of research and consultancy for TV stations has emerged with the union of ERA Research of San Francisco and The Media Associates Inc. of Dallas.

Under the banner of Audience Research & Development, the merged firm is headed by five principals, all sharing the title of senior partner. From the three-year-old ERA Research are Willis Duff, Sebastian Stone and David Crane. From the Media Associates, which has been in operation since 1973, are Ed Bewley and Bill Taylor.

The merged companies in AR&D have been similar in that each conducts projects for TV clients and subsequently consults on local news, programing and promotion. However, there has been a different emphasis by each of them. ERA Research commenced purely as a research organization and has kept its focus there—now marketing research for local news, talent auditions, early, late fringe and access programing, and programing development with a stress on magazine formats. The Media Associates' main consulting emphasis has been in providing in-house specialists for talent coaching, advertising and promotion, newsroom systems and

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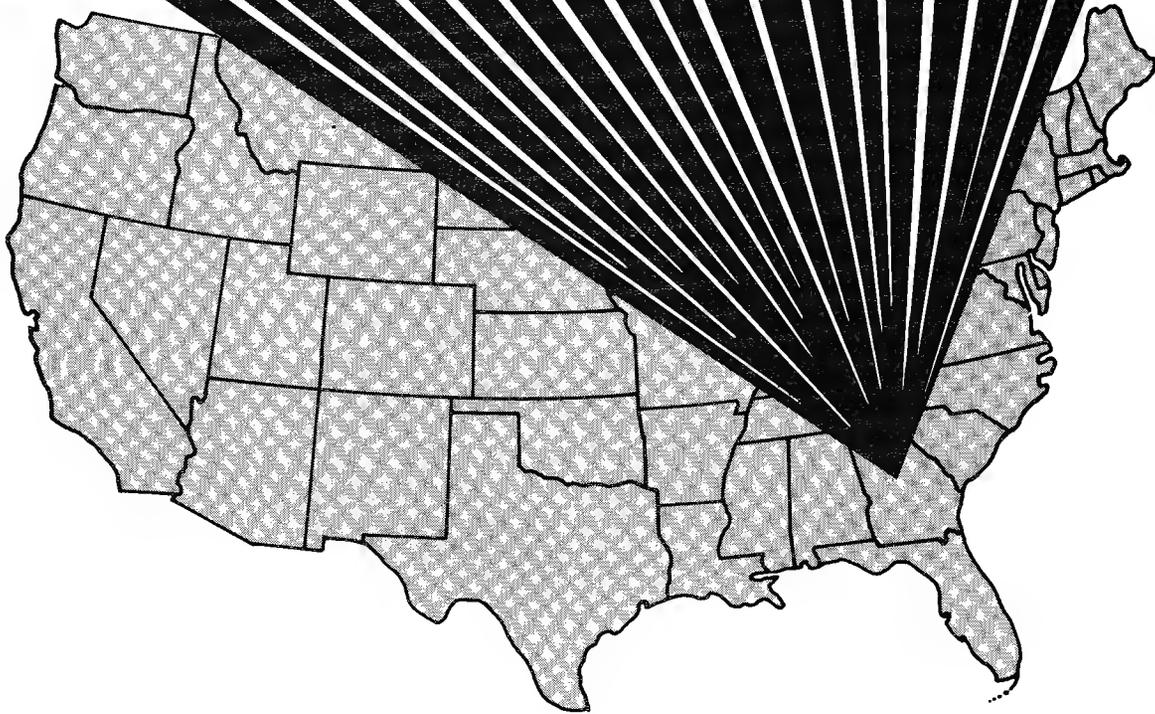
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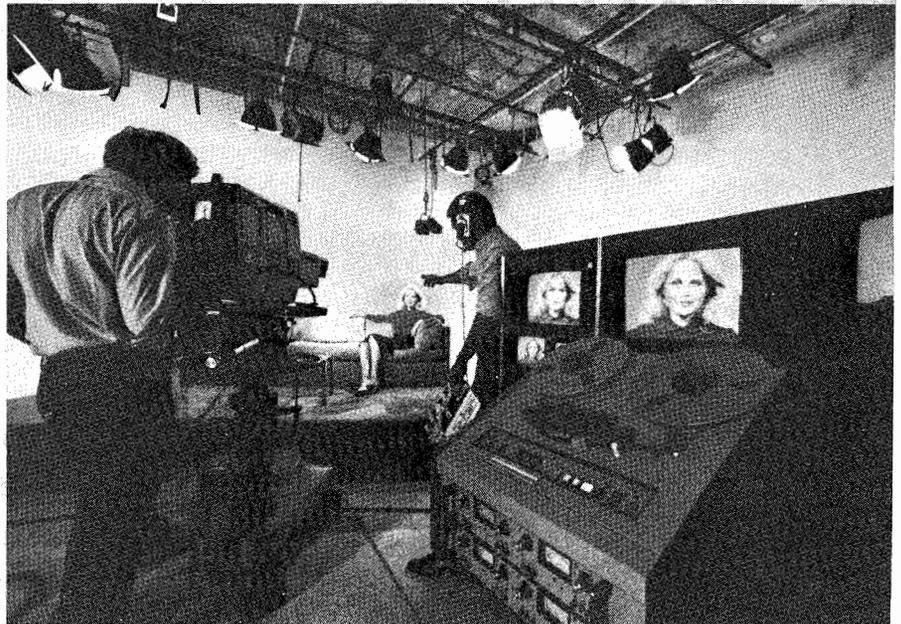
Then when cable television came along, we responded immediately to that new idea, too.

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strategic planning. The extensive talent search and recruitment operations of both companies have been fed into AR&D. The executive in charge of that function is Don Fitzpatrick.

Duff and Taylor said AR&D's objective is to be a multi-service organization offering perspectives to TV station operators

whose perception may be limited or too parochial. That input, they added, is constantly updated by frequent trips and surveys at their clients' bases of operations.

As for talent training, Taylor pointed out that station personnel, "like every doctor or other professional," should go back to school to upgrade abilities. As for

personnel recruitment, he cited the thousands of tapes the company maintains, from which AR&D can punch up data to locate any type of personnel desired.

Willis said that the bottom line in meeting the competition is constant improvement of the on-air product and that research plays a paramount role in attaining that end.

The AR&D client list includes, among others, some stations of the CBS Broadcast Group, Taft, Storer, Evening News Association and Baltimore Sunpapers as well as all Pulitzer outlets.

AR&D's bases of operation: 680 Beach Street, San Francisco 94109 (telephone, 415-441-0550) and 8220 Elmbrook Drive, Dallas 75247 (214-630-9057).

Quarterly report. The television networks ended the first quarter of 1981 with a 2.2% gain in revenues over the first quarter a year ago, despite a rare month-to-month decline in February, according to figures compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

The February decline was 3.8% (BROADCASTING, May 18) but was offset by gains of 7% in January and 3.4% in March. March billings were \$449,962,700, pushing the first-quarter total to \$1,259,445,900.

ABC-TV, though running second in prime-time ratings, was sufficiently ahead in other dayparts to rank first in revenues for the quarter. Its total was \$437,405,600, a 34.7% share. CBS-TV was second with \$423,190,000, or 33.6%, and NBC-TV was third with \$398,850,300, or 31.7%.

February and March revenues were down from a year ago in all broad dayparts except nighttime, which showed a plus by a tenth of a percentage point in February and by a more solid 5.7% in March. Weekend daytime in February was off 20.7% but in March kept the loss to 1.8%.

January				
	1980	1981	% chg.	
Daytime	\$140,876,100	\$157,341,600	+11.7	
Mon.-Fri.	100,077,200	100,382,400	+ 0.3	
Sat.-Sun.	40,798,900	56,959,200	+39.6	
Nighttime	254,597,600	265,842,400	+ 4.4	
Total	\$395,473,700	\$423,184,000	+ 7.0	
February				
	1980	1981	% chg.	
Daytime	\$147,945,900	\$132,505,100	-10.4	
Mon.-Fri.	95,016,400	90,530,100	- 4.7	
Sat.-Sun.	52,929,500	41,975,000	-20.7	
Nighttime	253,511,400	253,794,100	+ 0.1	
Total	\$401,457,300	\$386,299,200	- 3.8	
March				
	1980	1981	% chg.	
Daytime	\$155,782,800	\$154,633,100	-0.7	
Mon.-Fri.	98,574,400	98,478,700	-0.1	
Sat.-Sun.	57,208,400	56,154,400	-1.8	
Nighttime	279,365,900	295,329,600	+5.7	
Total	\$435,148,700	\$449,962,700	+3.4	
Jan.-March				
	1980	1981	% chg.	
Daytime	\$ 444,604,800	\$ 444,479,800	0	
Mon.-Fri.	293,668,000	289,391,200	-1.5	
Sat.-Sun.	150,936,800	155,088,600	+2.8	
Nighttime	787,474,900	814,966,100	+3.5	
Total	\$1,232,079,700	\$1,259,445,900	2.2	
By network				
Quarter	ABC	CBS	NBC	Total
Jan.-Mar.	\$437,405,600	\$423,190,000	\$398,850,300	\$1,259,445,900

Notes: (1) January 1981 had one more weekend day than January 1980 (9 vs. 8).

(2) While February had the same number of weekend days as last year (eight versus eight), the presence of the winter Olympics in February 1980 had an effect on the percent changes, particularly the weekend daytime segment. Overall February 1981 was one day shorter than February 1980 (28 versus 29).

(3) March 1981 had one less weekend day than March 1980 (9 vs. 10).

Adjusting to a different ad environment

The shifting role of media management over the next 10 years was explored by a panel of speakers at the annual Media Day seminar of the American Association of Advertising Agencies.

More than 300 advertising executives gathered at the Grand Hyatt hotel in New York to listen to panelists analyzing the developments expected to emerge during the decade as they relate to client, creative

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Stock Index

Exchange and Company	Closing Wed. May 27	Closing Wed. May 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	32 3/4	30 1/8	+2 5/8	+ 8.71	6	917
N Capital Cities	73 1/2	73	+ 1/2	+ .68	15	967
N CBS	58 3/8	58 1/2	- 1/8	- .21	8	1,627
N Cox	72 1/2	70 3/4	+1 3/4	+ 2.47	11	979
A Gross Telecasting	29 1/2	29 1/2			8	23
O LIN	36 3/4	35	+1 3/4	+ 5.00	13	203
N Metromedia	135	134 1/2	+ 1/2	+ .37	14	604
O Mooney	8	8 3/4	- 3/4	- 8.57	11	3
O Scripps-Howard	60	60			9	154
N Storer	38 3/8	37 1/2	+ 7/8	+ 2.33	12	504
N Taft	28 3/8	28 5/8	- 1/4	- .87	8	277

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 7/8	24 1/8	+ 3/4	+ 3.10	20	82
A Affiliated Pubs.	31 3/4	30 3/4	+1	+ 3.25	13	163
N American Family	8 7/8	8 7/8			4	109
N John Blair	21 5/8	21 7/8	- 1/4	- 1.14	7	80
N Charter Co.	9 5/8	11 3/8	-1 3/4	-15.38	1	263
N Chris-Craft	35 1/2	36 1/8	- 5/8	- 1.73	17	112
N Coca-Cola New York	8 1/2	8 5/8	- 1/8	- 1.44	19	149
N Cowles	33 1/8	32 5/8	+ 1/2	+ 1.53	22	131
N Dun & Bradstreet	68 3/4	67 3/8	+1 3/8	+ 2.04	21	1,917
N Fairchild Ind.	27 5/8	26 3/4	+ 7/8	+ 3.27	8	315
N Gannett Co.	42 3/4	40 3/4	+2	+ 4.90	11	2,312
N General Tire	26 7/8	26	+ 7/8	+ 3.36	11	647
O Gray Commun.	52	50	+2	+ 4.00	11	25
N Harte-Hanks	35 1/8	34 1/4	+ 7/8	+ 2.55	17	334
O Heritage Commun.	16 3/4	14 5/8	+2 1/8	+14.52	9	90
N Insilco Corp.	20 1/8	19 7/8	+ 1/4	+ 1.25	8	216
N Jefferson-Pilot	27 1/4	27 1/4			6	597
O Marvin Josephson	13	12 3/4	+ 1/4	+ 1.96	8	30
N Knight-Ridder	37 1/4	36 3/4	+ 1/2	+ 1.36	13	1,205
N Lee Enterprises	29 7/8	29 5/8	+ 1/4	+ .84	14	213
N Liberty	15 3/4	15 7/8	- 1/8	- .78	6	200
N McGraw-Hill	49 1/4	48 3/8	+ 7/8	+ 1.80	16	1,223
A Media General	37 3/8	35 5/8	+1 3/4	+ 4.91	10	270
N Meredith	60 7/8	60	+ 7/8	+ 1.45	9	191
O Multimedia	34 3/4	34 3/4			18	349
A New York Times Co.	34 1/8	34 1/2	- 3/8	- 1.08	10	409
N Outlet Co.	38 1/4	38 1/2	- 1/4	- .64	55	96
A Post Corp.	20 7/8	20 5/8	+ 1/4	+ 1.21	10	38
N Rollins	19 1/2	20 1/2	-1	- 4.87	8	532
N San Juan Racing	18 3/4	18 5/8	+ 1/8	+ .67	21	47
N Schering-Plough	38 1/8	37 3/8	+ 3/4	+ 2.00	9	2,024
O Stauffer Commun.	45	45			11	45
A Tech Operations	15	15 1/4	- 1/4	- 1.63	16	15
N Times Mirror Co.	50 5/8	50 7/8	- 1/4	- .49	12	1,726
O Turner Bcstg.	21 1/2	21	+ 1/2	+ 2.38		215
A Washington Post	26	25 3/4	+ 1/4	+ .97	10	364
N Wometco	23	22	+1	+ 4.54	10	305

CABLE						
A Acton Corp.	20 5/8	19	+1 5/8	+ 8.55	14	62
N American Express	47 1/2	46	+1 1/2	+ 3.26	10	3,386
O Burnup & Sims	16 1/2	16 1/8	+ 3/8	+ 2.32	21	147
O Comcast	27 1/2	26 1/4	+1 1/4	+ 4.76	31	105
O Entron*	5	5			5	4
N General Instrument	127 3/4	119	+8 3/4	+ 7.35	22	1,125
O Rogers Cablesystems	10 3/4	11 1/8	- 3/8	- 3.37	21	204
O Tele-Communications	28 7/8	28 7/8			28	687
N Teleprompter	35	34 3/8	+ 5/8	+ 1.81	29	595
N Time Inc.	76 3/8	73 3/8	+3	+ 4.08	15	2,149
O Tocom	17 1/4	16 1/4	+1	+ 6.15		56
O UA-Columbia Cable	82	83 3/4	-1 3/4	- 2.08	60	275
O United Cable TV	30 1/4	28 7/8	+1 3/8	+ 4.76	21	296
N Viacom	30 7/8	29 3/4	+1 1/8	+ 3.78	11	275

Exchange and Company	Closing Wed. May 27	Closing Wed. May 20	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 1/4	3 1/4				3 10
N Columbia Pictures	39 1/4	38 1/4	+1	+ 2.61	11	397
N Disney	58	56 1/2	+1 1/2	+ 2.65	15	1,887
N Filmways	7 1/2	7 7/8	- 3/8	- 4.76		47
O Four Star	2	2 1/8	- 1/8	- 5.88	20	1
N Getty Oil Corp.	66 1/2	66 1/2			8	5,463
N Gulf + Western	19 1/8	17 5/8	+1 1/2	+ 8.51	5	1,427
N MCA	54	54 1/4	- 1/4	- .46	9	1,269
O Medcom	10 3/4	10	+ 3/4	+ 7.50	38	18
N MGM Film	11 1/2	11 7/8	- 3/8	- 3.15	7	373
O Reeves Commun.	51 1/2	45 1/2	+6	+13.18	37	186
O Telepictures	7 1/4	7 1/8	+ 1/8	+ 1.75	33	17
N Transamerica	22 3/4	23 1/8	- 3/8	- 1.62	6	1,486
N 20th Century-Fox	66 3/8	65 5/8	+ 3/4	+ 1.14	11	715
O Video Corp. of Amer.	15 1/4	14 7/8	+ 3/8	+ 2.52	32	15
N Warner	55 1/2	50 7/8	+4 5/8	+ 9.09	14	3,261
A Wrather	25 1/2	26 1/2	-1	- 3.77		58

SERVICE						
O BBDO Inc.	45 1/2	45	+ 1/2	+ 1.11	10	114
O Compact Video	17 5/8	17 5/8			16	52
N Comsat	59 3/4	58	+1 3/4	+ 3.01	13	478
O Doyle Dane Bernbach	16 1/4	16	+ 1/4	+ 1.56	5	19
N Foote Cone & Belding	32	31 3/4	+ 1/4	+ .78	8	87
O Grey Advertising	60	60			6	36
N Interpublic Group	36 3/8	36	+ 3/8	+ 1.04	7	162
N JWT Group	34 7/8	34 1/2	+ 3/8	+ 1.08	8	106
O MCI Communications	24 3/8	21	+3 3/8	+16.07	122	892
A Movielab	5 1/2	5 1/2			5	8
A MPO Videotronics	5 7/8	5 3/4	+ 1/8	+ 2.17	16	3
O A.C. Nielsen	44 3/8	44 1/8	+ 1/4	+ .56	19	498
O Ogilvy & Mather	34 1/2	32 1/2	+2	+ 6.15	10	142
O Telemation	2 1/2	2 1/2			15	2
O TPC Communications	4 1/8	4 1/4	- 1/8	- 2.94	29	3
N Western Union	24 3/4	24 1/4	+ 1/2	+ 2.06		375

ELECTRONICS/MANUFACTURING						
O AEL Industries	18	17 1/4	+ 3/4	+ 4.34		30
N Arvin Industries	15 3/8	15 1/2	- 1/8	- .80	8	119
A Cetec	7	6 7/8	+ 1/8	+ 1.81	9	14
O Chyron	16 7/8	13 7/8	+3	+21.62	28	21
A Cohu	9	8 3/4	+ 1/4	+ 2.85	13	15
N Conrac	25	21 1/4	+3 3/4	+17.64	11	53
N Eastman Kodak	76 1/2	75 1/8	+1 3/8	+ 1.83	12	12,346
O Elec Missile & Comm.	14 7/8	11	+3 7/8	+35.22	186	41
N General Electric	66 3/8	65 1/4	+1 1/8	+ 1.72	10	15,044
N Harris Corp.	51 1/4	51 3/4	- 1/2	- .96	19	1,576
O Intl. Video*	1/8	1/8				
O Microdyne	30 3/4	28 3/4	+2	+ 6.95	23	81
N M/A Com. Inc.	35 1/4	30 5/8	+4 5/8	+15.10	31	1,176
N 3M	57 1/8	56 1/8	+1	+ 1.78	10	6,653
N Motorola	86 1/2	79	+7 1/2	+ 9.49	16	2,469
O Nippon Electric	87 1/8	79 1/4	+7 7/8	+ 9.93	67	2,861
N N. American Philips	54 3/4	50 3/4	+4	+ 7.88	9	658
N Oak Industries	38 1/4	32 5/8	+5 5/8	+17.24	13	416
A Orrox Corp.	18	14	+4	+28.57	58	29
N RCA	25 3/8	25 5/8	- 1/4	- .97	7	1,902
N Rockwell Intl.	41 1/8	41 3/8	- 1/4	- .60	11	3,084
A RSC Industries	5 1/4	5 1/8	+ 1/8	+ 2.43	13	12
N Scientific-Atlanta	32 3/8	32 1/2	- 1/8	- .38	28	685
N Sony Corp.	24 3/4	21 5/8	+3 1/8	+14.45	41	5,336
N Tektronix	60	57 3/4	+2 1/4	+ 3.89	13	1,095
A Texscan	21 1/8	19 1/2	+1 5/8	+ 8.33	41	62
N Varian Associates	26 1/8	25 3/4	+ 3/8	+ 1.45	12	201
N Westinghouse	33 3/8	31 1/2	+1 7/8	+ 5.95	8	2,835
N Zenith	20	20 1/4	- 1/4	- 1.23	18	376

Standard & Poor's 400 Industrial Average 150.70 149.17 + 1.53

Notes: A-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 previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.

and marketing functions in a period expected to be marked by the advent of new technology and a changing marketplace and media environment.

In the keynote speech, Don Johnston, chairman and chief executive officer of the JWT Group and the J. Walter Thompson Co., outlined the changes that have taken place in media through the years with the development of advertising initially for newspapers and then for magazines, radio and television. He said that each succeeding medium consolidated the audiences of the other media, and added: "Direction of the new media [today] is exactly the opposite—instead of consolidation, fragmentation. Smaller and smaller audiences, more and more sharply defined by their interests and attitudes. It is not simply that a medium like cable is pulling in the direction of specialization and fragmentation.

Johnston said there is a difference of opinion as to whether all of these media are suited for advertising. But he contended that agencies must consider them and act quickly and effectively to prepare for the future.

The client's role in the media function of the future was discussed by a panel including David Braun, director of media services for the General Foods Corp., White Plains, N.Y. He emphasized that the advertiser over the next decade must play a more active role in media, perhaps add specialists to its staff and initiate the creation of media plans.

George Montaigne, director of media services, International Playtex Inc., said that in the 1980's agencies will have the opportunity to "do new things" in both conventional television and in the new media. He indicated he was not in favor of advertisers using the new media "just to get their feet wet" but supported use of cable, for example, if that buy seemed appropriate.

Another session focused on the media's response to a changing marketplace, and the initial speaker, Frank Bennack, president of the Hearst Corp., New York, made it clear that Hearst believes in an orderly growth in the new media. But he said he does not envision that in 1990, as some

pundits claim, cable television penetration will be 75%; sets will have 200 channels; TV audiences will be so fragmented that agencies will have disappeared because there won't be sufficient funds for staffs due to the small audiences.

"These possibilities are not far-fetched if you believe the forecasts," Bennack said. "We think the changes will be orderly and not cataclysmic."

Richard Hochhauser, vice president of Harte-Hanks Communications Inc. and its marketing services group, said H-H is prepared to meet the demands of the 1980's for programming and services needed to fill segmentation and targeting requirements. He said H-H has taken steps to fulfill these needs in the various media in which it operates, including television stations, cable television systems and newspapers.

Another panel projected into 1990 and examined media plans as they might exist then. The opening speaker, Larry Lamattina, executive vice president in charge of media and network programming, SSC&B Inc., offered schedules for a packaged goods and a hard goods account as they might be fashioned for 1981 and for 1990.

Lamattina said the 1981 version for "Wonder Cake" might include evening network TV with 30-second commercials; daytime network 30's, consumer magazines and spot TV. In 1990, he ventured, there might be network TV and also several ad hoc TV networks, but the commercial length might be 20 seconds, instead of 30. Daytime network also might be used, but supplementing these elements might be Ad Cinema, a pay cable movie channel with 30-second commercials; the Women's Service Cable Channel, with five minutes of recipes each day; consumer magazines, and the "video magazine," distributed free to members of video clubs. Spot TV also might be used but in fewer markets, Lamattina said, plus various cable hookups.

With the fictional hard goods product, Super Power (power tools), the 1981 plan might include an evening TV network of 30's; network sports of 30's, consumer magazines and spot TV. But in 1990 the advertising for Super Power might include

night network; network sports on a selective basis; the cable sports channel, and an advertiser-supported cable movie channel that runs R-rated movies.

Joseph Ostrow, executive vice president of Young & Rubicam, New York, analyzed Lamattina's media schedules in terms of their implications for advertisers and agencies. He projected that cost-per-thousand would become outmoded and there would be increased use of data that relates sales directly to advertising. Ostrow predicted there will be more extensive use of two-way cable for pretesting both programs and commercials.

Cooperation between media and creative departments was the theme of the afternoon panel chaired by Doyle Dane Bernbach's executive vice president, Michael Drexler.

Drexler opened the session with some quotes that were to sum up the consensus of the panel: that a campaign is both "what you see and where you see it," and that "without media, creative is just someone's brilliant portfolio."

Among examples of "synergy" that can be generated by media-creative department interaction were the N W Ayer campaign for AT&T Long Lines International, where, it was explained, working from the basic "reach out and touch someone" creative theme, Ayer's media department targeted major markets with concentrations of foreign-born and first-generation populations or particular ethnic types. Creative then adapted the basic approach to those particular groups.

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Bottom Line

Harte appetite. Harte-Hanks Communications announced purchase of \$15 million of 8% series A cumulative preferred stock of AEL Industries Inc. Latter company, in electronic warfare, radar and communications businesses, had canceled public offer to sell 750,000 shares of common stock. In making purchase announcement, Harte-Hanks also noted it signed option to acquire stock of Ultracom Inc., cable system operator with 5,200 basic subscribers, that is principal wholly-owned subsidiary of AEL Industries.

Columbia drop. Columbia Pictures Industries announced net income for three months ended March 28 fell to \$7,811,000, 82 cents per share, against \$13,573,000, \$1.35 per share, year earlier. Revenues were \$168,283,000 versus year earlier \$188,040,000. Company attributed drop to litigation costs and loss by amusement games subsidiary; film entertainment results were comparable to year earlier's "significant operating profit." Company also announced termination of negotiations that were under way for acquisition of Winston Network transit advertising firm.

Dow Jones: keeping up with technology

From its mainstay, the 'Wall St. Journal,' company has pushed its media frontier on to newswire, broadcasting and cable TV and is still looking for new ventures

"The way they have grasped technology and the management of technology is superior." "They've an aggressive willingness to use new technologies to enhance their own efficiency."

Financial analysts John Morton of John Muir & Co. and Joe Fuchs of Kidder Peabody weren't talking about a company that's made its name in broadcasting or cable or any other electronic media ... at least not yet. The object of their praise is Dow Jones & Co., known primarily as publisher of that cornerstone of business journalism (if not business life)—*The Wall Street Journal*.

For those accustomed to thinking of newspapers solely as ink on paper, there's a moment of adjustment on first seeing a satellite dish emblazoned with the words *The Wall Street Journal*.

But as top executives of the company made abundantly clear for analysts on a recent field trip to Dow's South Brunswick, N.J. facilities, Dow sees a major role for itself in the future of electronic communications, using it both as a means of improving the economics of its existing publishing businesses, and, without detracting from those businesses, as the basis of whole new fields of activity.

Indeed, Bill Dunn, president of Dow's Information Services Group told the analysts that "we never had the concern of others who felt that electronic communications would put print out of business," and that "we don't fight new communications technologies—we envelop, absorb, utilize them to serve the business community."

Certainly, the most dramatic move in the electronic direction that Dow has made to date is its joint bid, along with Knight-Ridder Newspapers, to purchase UA-Columbia Cablevision for \$80 for each of its 3.3 million shares. Bitterly opposed by the owner of UACC's largest (27%) block of stock, United Artists Theatre Circuit, and now topped by a \$90 per share joint bid by UATC and Rogers Telecommunications (BROADCASTING, May 25), that Dow venture may never succeed. But it appears evident that win or lose that particular battle, Dow, building on the twin bases of its proprietary store of business information and its internal communications network, is confident of capturing a major share of the market for electronically delivered in-



formation.

Drama aside, Dow has without much fanfare established for itself a satellite communications network that Dow executives seem fond of saying gives it access to 60% of the country's population. That network began back in 1972 when, as the company notes, it became the first firm outside the ranks of common carriers to be granted licenses to own earth stations. Dow used the Westar satellite to link a printing plant and a composition facility for the transmission of page-size facsimiles of the *Journal*. This was an outgrowth of Dow's use of terrestrial microwave links to connect plants within its regional groups. The basic concept was that by using facsimile transmission, and eliminating the need for duplicative composition operations, Dow could establish a network of small plants around the country, which in turn would save the soaring expenses of transporting copies of the *Journal* from its primary regional plants (which in the case of the twin cities had necessitated chartering two jets daily to fly

in the paper).

Dow's 12 current plants are linked by satellite, and by the end of 1982, the company intends to have 17 plants, all with dishes looking at the satellite, four with uplinking capability.

In addition, Dow recently announced that it has signed a deal with Western Union for the purchase of two transponders (with provision for a backup) on the Westar V bird which is due to be launched in 1982. Bill Dunn told the analysts that the cost of that 10-year arrangement is \$23 million, and he put the operating cost of the planned satellite network at \$45,000 a month. The network is capable of high speed data transmission, and as its capacity exceeds the company's requirements for page facsimile transmission, it means that for electronic distribution Dow will have, in Dunn's words, "Zero cost communications, zero cost distribution." "It really is the foundation for electronic distribution in the future," he believes.

The type of service Dow has in mind is exemplified by its News/Retrieval Service.

It was begun in 1974, and currently provides a 90-day inventory of information from *The Wall Street Journal*, and Dow's weekly magazine, *Barron's*, price quotes on 6,000 stocks and securities, plus access to data-bases from other sources which Dow is marketing as part of its service, (such as financial information from Media General and Merrill Lynch). It's accessible through computer timesharing networks by about 100 different types of data terminals and by such home computers as Apple, Atari, Commodore, Radio Shack, and Texas Instruments and IBM computers as well. The number of users is currently put at 18,000. Dunn says that in preparing for the company's new five-year plan, the outside consultants Dow hired projected 200,000 customers by 1984, though he trimmed that projection considerably for planning purposes.

Dow's arrangements with personal computer manufacturers achieves more than simply broadening access to the company's information services. As its officials pointed out to the wishing analysts, the sales representatives of the computer firms love to demonstrate the Dow service while selling their machines, in effect serving as a no-cost consumer sales force for Dow.

Whether through the timeshare systems or personal computers, the present system really depends upon telephone company access. The next step is one Dow is developing in two places—Park Cities,



President Ray Shaw

Tex., and closer to home in Princeton, N.J.—the use of a two-way cable for interactive information service.

In Park Cities, in cooperation with system owner Sammons, Dow has been providing 35 customers with access to the News Retrieval Service for a flat fee of \$40 per month (as opposed to the time-charged telephone access). Along with Dow, the publisher of the local *Dallas Morning News* provides a local data base as well. Cable access, Dunn said, allows for increased speed of data flow (as the analysts visiting South Brunswick were able to see in comparison demonstrations), and a much lower cost of time. Dow has been fairly quiet on the results

of that Park Cities test, though one Wall Street analyst says he suspects the results proved so favorable that they spurred the decision to join Knight-Ridder in the bid for UA-Columbia. (And that analyst doesn't fail to note that Knight-Ridder, with its Viewdata test in Florida, is "the only similar company with interactive experience.")

Dunn did tell those who attended the recent field trip that the early results from Park Cities show customers using the system for about a half an hour a day, as opposed to the few minutes of daily use for those accessing the system by telephone, with the consequent per-use charges.

Princeton, the city of publication for the *Journal*, is the site of Dow's first ownership position in cable—a 40% interest in Home Link Communications, the company that just won the franchise to wire the city. Here, too, access to the News/Retrieval Service is on the drawing boards. Company president Ray Shaw, answering one analyst's question whether the system would function as a prototype or an actual commercial venture, responded that "the important thing is to have a cable franchise close-by . . . for testing of two-way interactive service." And he quipped that on a return-on-equity basis, the system would have "a long, long payout," one that wouldn't be reached "until our retirement."

Bill Dunn elaborated on the subject,

When you communicate...and your lenders don't...call us.

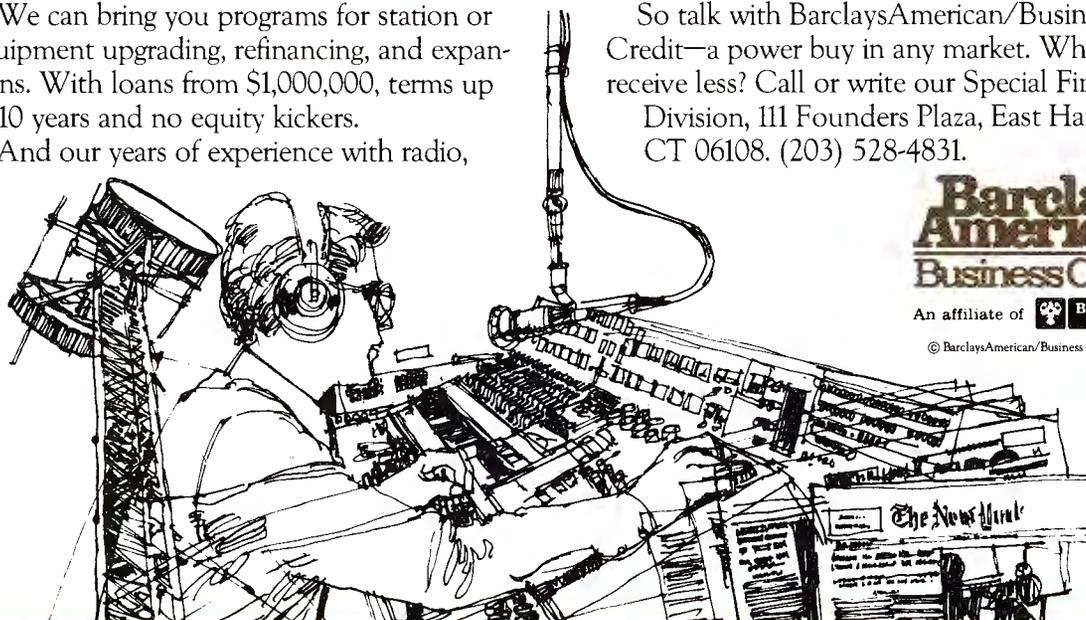
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saying that the payout might come in the 10th year, and that the Princeton system would be "basically a place to experiment and build on."

According to Dunn, the cable industry's response to reports of its efforts and plans in Park Cities and Princeton has shown Dow that there is "a concern in the industry" regarding Warner Amex Cable Communications Qube interactive system, and its ability to help Warner with franchises. As a result, all the major MSO's, according to Dunn, have come "out of the wall" asking Dow to "do with us what you did with Sammons." Dow is close, Dunn says, to similar agreements in Fort Lauderdale; Clearwater, Fla.; Fort Lee, N.J., and Shaker Heights, Ohio.

A difference he noted is that in Park Cities, Dow had to initially purchase the terminals, and lease them to subscribers.

And last week, Dow formally announced the establishment of a Cable Information Service to implement its plans, as well as agreements with six systems—in Bergen county, N.J.; Clearwater, Fla.; South Pasadena, Calif.; Lakewood, Colo.; Fort Worth, Tex., and St. Louis county, Mo. The company also added "transactional services" to the listing of services it said it will provide.

Dow doesn't want to be in that business of leasing terminals, he said, and "our experience with cable companies is that they will stand the money" for securing terminals to lease to subscribers.

At the moment, Dow sees itself positioned to move which ever way the information retrieval industry moves, whether to telephone access or cable access. One view of the future Dunn described to the analysts would decentralize the Dow data bases, with some information, perhaps the day's *Journal* entries, passed onto the computers at the headends of cable systems with whom Dow would be working, which computers would be able to link, via satellite, with Dow's headquarters computers for other material, such as the historical files of *Journal* stories. And anticipating that the telephone packet switching networks of the timeshare operations may find themselves overloaded in the future, Dunn envisions that Dow's decentralized headend computers could then perform as local switching modes, accessible by phone for noncable customers.

In preparation for the future, Dow has already established an editorial staff for its electronic information service, working on the premise, Dunn told the analysts, that "it's not too soon to put journalists in the mix with technicians." Dow's Information Services Group will even be getting its own headquarters building at the company's South Brunswick complex. And Dunn evinced confidence that Dow is on the right track with the type of material it's prepared to provide, noting that, "business information is right now the only thing that people are willing to put their bucks out there for."

Aside from these future plans, Dow has become increasingly involved in providing business information to electronic media in other than data-based forms. Of course,



Info Services President Bill Dunn

there's the Dow Jones newswire, which started its "ticker" service to the business community back in 1897. The company now lists some 220 radio stations as recipients of news-wired business reports, with reports also wired to some 20-odd television stations around the country. Radio stations in virtually all the top 50 markets carry *The Wall Street Journal Report*, a live broadcast fed via satellite 17 times a day from the company's New York headquarters. The latter service was inaugurated last year.

President Shaw provided the analysts with an interesting sidelight regarding Dow's broadcast services. The radio reports are bartered to stations, with the company receiving, Shaw said, \$3 million-worth of advertising time, six times what it costs the company to produce them.

Dow shareholders were told in its latest annual report that Dow is "exploring the possibility of developing further programming for TV." Live business broadcasts for cable were specifically mentioned, and Dow has tested such an animal on a New Jersey cable system.

Right now, Dow is providing a scrolling information text service for cable systems. Landlines carry the signal from New York City to Lake Geneva, Wis., where its uplinked to United Video's Satcom 1.

While this service only commenced early this year, Dow doesn't seem to think it's the wave of the future. One company official, during the "hands on" demonstration of its information services that Dow gave the security analysts, remarked about the scrolling service, "why that's an antique already."

To find the future, the company appears ready to try a lot of ideas. Analysts who follow the company report Dow has a commitment to develop one new electronic information product a month. That doesn't mean each is expected to succeed, but it certainly keeps the company's market test-



Chairman Warren Phillips

ing activity at a high level.

One media product the company is working on is called Radio II. Operated over radio subcarriers, the service would broadcast, to special receivers, business news and other information of interest to businessmen and professionals. As the company described Radio II, the receivers would enable the subscriber to select areas of special interest in advance, and listen to or record only reports concerning those fields.

In other experiments, Dow's Ottaway papers group is testing a text service at its Danbury *News-Times* (Conn.) and Dow is participating as an information provider in the tests of other electronic publishers (including Knight-Ridder in Coral Gables, Fla.).

Fueling all this effort is what Joe Fuchs calls "the phenomenally well-managed success of *The Wall Street Journal*." The *Journal*, notes John Morton, has not only "created one of the most unassailable franchises in the newspaper business," but one which almost "grows more rapidly than they find comfortable." Indeed, Shaw notes during the field trip that the paper's 9% circulation growth last year was something of a problem for Dow.

The company seems perfectly happy to deal with that kind of problem. Shaw pointed out that the upper demographic slice the *Journal* serves is growing at twice the rate of the total population. With 1.9 million subscribers, Dow already calls it the country's largest newspaper.

The *Journal's* success has meant a healthy excess cash flow for Dow, which last year reported revenues of \$530,700,000, and net income of \$58,883,000, \$3.79 per share. The company paid out \$1.60 per share in dividends, realized a 26.6% after-tax return on shareholders equity, and had an after-tax profit margin of 11.1%.

Analysts characterize the company as one which has "always looked for means of reinvesting cash," citing the purchases of the Richard D. Irwin textbook company, the Ottaway newspapers, and the less successful acquisition of *Book Digest*. And the management headed by Chairman Warren Phillips and President Ray Shaw wins consistently high marks from the financial community, drawing such comments as "superior" and "a very low key, very intelligent management group that marches to their own drummer."

Commenting on the direction of that march in their annual report, Phillips and Shaw said the company's internal and external expansion "will give priority to newspapers, programming for data-based publishing and television, and participation in the cable TV field."

With all the emphasis on innovation, on electronic delivery of news and information it's interesting to note that one of the reasons the company cited for the strong circulation gains of *The Wall Street Journal* in the past year is its "dependable distribution." That distribution system still depends in large part on the daily delivery by Dow personnel or contract agents of copies of the *Journal* directly to subscribers' homes or offices.

Cable's top 25: Today and tomorrow

Projected rank	Current rank	Company	Basic subscribers	Homes passed	Basic penetration	Pay subscriptions	Unpassed homes in franchised areas	Projected basic subscribers
1	1	ATC	1,424,000	2,705,000	52.6	1,007,000	1,465,000	2,156,500
2	3	TCI	1,277,301	2,478,000	51.5	563,191	1,000,000	1,777,301
3	2	Teleprompter	1,383,384	2,700,000	51.2	520,000	300,000	1,533,384
4	6	Storer	645,700	1,309,000	49.3	481,000	1,647,000	1,469,200
5	5	Warner Amex	770,000	1,375,000	56.0	360,000	1,325,000	1,432,500
6	4	Cox Cable	944,132	1,700,000	55.5	662,363	955,000	1,421,632
7	7	Times Mirror	618,046	1,078,707	57.3	378,984	931,000	1,083,546
8	9	UA-Columbia	432,000	825,000	52.3	328,000	286,000	575,000
9	10	Sammons	418,000	619,000	60.1	180,000	261,000	548,000
10	11	United Cable	398,000	753,000	52.8	278,000	245,000	520,000
11	8	Viacom	464,014	943,411	49.2	207,641	101,106	514,567
12	12	Continental	377,000	850,000	44.3	287,000	260,000	507,000
13	13	Newhouse	357,435	524,900	68.1	178,782	126,000	420,435
14	16	TeleCable	255,000	407,000	62.7	113,000	220,000	365,000
15	14	General Electric	275,000	470,000	58.5	129,500	—	275,000
16	21	Comcast	171,000	315,000	54.3	90,225	196,000	269,000
17	20	Cablevision	185,000	523,000	35.4	181,000	150,000	260,000
18	15	Cablecom-General	259,085	377,190	68.7	115,993	—	259,085
19	19	Liberty	186,606	380,000	49.1	56,591	120,000	246,606
20	17	Service Electric	210,000	275,000	76.4	30,000	—	210,000
21	18	Midwest Video	206,848	NA	NA	NA	—	206,848
22	23	Wometco	153,434	294,341	52.1	115,320	100,000	203,000
23	25	Century	145,602	275,000	52.9	66,850	75,000	183,102
24	22	Vision Cable	155,000	275,000	56.4	100,000	55,000	182,500
25	24	Tele-media	152,600	211,000	72.3	38,500	44,000	174,600
Total			11,864,187	21,663,549	54.7	6,486,940	9,862,106	16,748,806

ATC tops in subscribers among the 25 largest cable MSO's; BROADCASTING projection shows those companies account for 64% of industry; pay subs total more than 6.4 million

When it comes to basic subscriberships, American Television & Communications (ATC) is the present and future leader of the cable multiple system operators.

A BROADCASTING survey of the top-25 MSO's shows ATC in first place with 1,424,000 basic subscribers and finds that the Denver-based company can be expected to maintain its number-one ranking in the foreseeable future. ATC has the potential to expand its basic subscriber rolls to 2,156,500.

BROADCASTING's projected subscriberships are based on the number of homes each of the MSO's has in areas, under franchise, but not yet passed by cable. That number is halved—the chart assumes conservatively 50% cable penetration—and added to the number of current subscribers.

There are no dramatic differences between the current and projected rankings. Although the orders of rank are different, no one on the current lists drops off the projected list and, conversely, there are no new names on the projected list.

Just one current member of the top-10, Viacom, is not included among the projected top-10. It is replaced on that list by United Cable.

The current ranking is testimony of the

increasing concentration of ownership in the industry. The top 25 MSO's serve 64% of the subscribers of the entire industry, which is now hovering around 18.6 million. Moreover, the top-10 companies have 40% of the subscribers. As the chart shows, the tendency toward concentration will become more pronounced in the years ahead since it is the big MSO's that have the most unpassed franchised homes.

The projected figures are, of course, estimates and will change drastically as companies win franchises and acquire or merge with other MSO's. Newhouse, whose numbers represent its two cable subsidiaries, NewChannels and MetroVision, will spring into the top-10 of both rankings when its acquisition of Vision Cable becomes final later this year. Based on current figures, Newhouse will move to the eighth spot in both rankings.

Tele-Communications lofty positions on the chart are attributable in part to its acquisition of Horizon Communications and that MSO's approximately 125,000 subscribers. The TCI number will get another little boost when it incorporates the subscribers of Cable Information Systems, purchased last month, in its counts.

The chart lists only U.S. owned companies. Otherwise, U.S. Cablesystems Inc., a subsidiary of Rogers Cablesystems, a major Canadian MSO, would be among the top-25. USCI currently reports 390,000 basic subscribers and it has bid to takeover UA-Columbia, ranked nine on the current list.

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Changing Hands

PROPOSED

■ **WEEJ(FM)** Port Charlotte, Fla.: Sold by Broadcast Systems Inc. to Jotoma Properties Inc. for \$650,000. Seller is owned by J. Lynn Stephens (60%), Ronald Kays (25%), E. James Robertson (10%) and Hugh Cardier (5%), who have no other broadcast interests. Buyer is subsidiary of Chambersburg Broadcasting Co., owned by John S. Booth family. It also owns **WCHA(AM)-WIKZ(FM)** Chambersburg, Pa. **WEEJ** is on 101 mhz with 3 kw and antenna 150 feet above average terrain. Broker: Blackburn & Co.

■ **WKLK-AM-FM** Cloquet, Minn.: Sold by Stramer Broadcasting Co. to Mid-Continent Broadcasting Inc. for \$452,000. Seller is owned by Dennis J. Stramer and wife, Sherryl E. (100% jointly). Dennis Stramer owns 20% of **KDJS(AM)** Willmar, Minn. Buyer is owned by John E. Carl, Brent Slay, Robert H. Seldon and Wesley E. Dirks (25% each), who earlier this year purchased **KARE(AM)** Atchison, Kan. (BROADCASTING, Jan. 5). John Carl also owns 100% of **KCOB(AM)-KLVN(FM)** Newton, Iowa. **WKLK** is on 1230 khz with 1 kw day and 250 w night. **WKLK-FM** is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WOXY(FM)** Oxford, Ohio: Sold by Stone Broadcasting Inc. to Balogh Broadcasting Inc. for \$375,000. Seller is owned by Glenn D. Stone, and wife, Doris M., and their families, who have no other broadcast interests. Buyer is owned by Douglas G. Balogh and wife, Linda Lee (50% each). Douglas Balogh is station representative and Linda Balogh is advertising executive, both Chicago-based, who have no other broadcast interests. **WOXY** is on 97.7 mhz with 3 kw and antenna 255 feet above average terrain.

■ **KHLB-AM-FM** Burnet, Tex.: Sold by Highland Lakes Broadcasters to Hawkins Broadcasting Inc. for \$300,000. Seller is owned by William E. Hobbs (81%) and Bill M. Edgar (19%), who have no other broadcast interests. Buyer is owned by Steve W. Hawkins and wife, Janette D. (45% each) and Steve's father, James W. Hawkins (10%). They own **KULM-FM** Columbia, Tex. James Hawkins also owns 56%, and Steve 2%, of **KFST(AM)-KPIH(FM)** Fort Stockton, Tex. **KHLB** is on 1340 khz with 1 kw day and 250 w night. **KHLB-FM** is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other proposed station sales include: **WBGR-AM-FM** Paris, Ky.; **WGNS(AM)** Murfreesboro and **WHLP-AM-FM** Center-

ville, all Tennessee; **KOOS(FM)** North Bend, Ore. (see "For the Record," page 110).

APPROVED

■ **WVNY-TV** Carthage (Watertown), N.Y.: Sold by Johnson Newspaper Corp. to Watertown/Carthage Television Corp. for \$8.1 million. Seller is owned principally by John B. Johnson who also owns *Watertown Daily Times*. Buyer is owned by United Communications Corp., owned principally by Howard J. Brown. United is based in Kenosha, Wis., and publishes *Kenosha News* there. It is licensee of **KEYC-TV** Mankato, Minn. **WVNY-TV** is primary CBS affiliate, with secondary affiliation with both ABC and NBC, on ch. 7 with 316 kw visual, 105 kw aural and antenna 1,214 feet above average terrain.

■ **KLMN-TV** Fort Smith, Ark.: Sold by MCM Broadcasting Co. to Ozark Television Co. for \$950,000 plus assumption of notes. New York Times Co. paid \$17.5 million for VHF in same market (**KFSM-TV**) over two years ago ("Closed Circuit," Jan. 22, 1979). Seller is owned by B.A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton and son, David, William G. Underwood, S. Robson Walton and brother Jim (12% each) and Melvin Caldwell and George Perrin (2% each). Caldwell is vice president and 7% owner of **WXVT(TV)** Greenville, Miss., and 8.33% owner of applicant for ch. 14 at Tyler, Tex. (BROADCASTING, Dec. 1, 1980). Buyer is owned by Raymond G. Schindler and family. Schindler is president and principal owner of Houston wire fence manufacturing company. Schindlers own **KVLG(AM)-KMUZ(FM)** La Grange, Tex. and are applicants for new UHF's in Galveston and Nacogdoches and VHF in San Angelo, all Texas. **KLMN-TV** is CBS affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna height 1,040 feet above average terrain.

■ **KBCR-AM-FM** Steamboat Springs, Colo.: Sold by Big Country Radio Inc. to Steamboat Broadcasting Co. for \$900,000 plus \$200,000 for noncompete agreement. Seller is owned by John G. Gayer, president and general manager (44%), his mother, Dorothy (31%), and William Dunaway (25%). Gayers are applicants for new AM in Vail, Colo., and principals in **KFNF(AM)** Shenandoah, Iowa; **KAAT(AM)** Denver, Colo., and **KMVT(FM)** Vail. Dunaway owns 45% of **KMTS(FM)** Glenwood Springs, Colo., and *Aspen* (Colo.) *Times*. Buyer is owned by Douglas Faigin and his wife, Mary Jean Pew (40% jointly); Pew's mother, Katherine Pew (18%); Faigin's parents, Helen and Edward Faigin (12%), and Paul Almond and family (10%). Douglas Faigin is executive vice president of City News Service Corp., Los Angeles wire service. Mary Jean Pew is trustee of California State University and College System, and former acting president and dean of Immaculate Heart College, Hollywood, Calif. Edward Faigin is cartoonist in Los Angeles. Paul Almond is attorney and vice president of New World Pictures, Los Angeles film distribution and production

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company. Katherine Pew and Helen Faigin are housewives. They have no other broadcast interests. KBCR is on 1230 khz with 1 kw day and 250 w night. KBCR-FM is on 96.7 mhz with 870 w and antenna 510 feet above ground.

■ **WOLF(AM)** Syracuse, N.Y.: Sold by WOLF Broadcasting Service Inc. to Brent W. Lambert and Eric W. Johnson for \$700,000. Seller is owned by Robin B. Martin who also owns 55% of WFGL(AM)-WFMP(FM) Fitchburg, Mass.; 51% of WRUN(AM)-WKGW(FM) Utica, N.Y., and 20% of WMGW(AM)-WZPR(FM) Meadville, Pa. He also is applicant for new UHF's in Little Rock, Ark., and Omaha, Neb. Buyers are Boston investors who each own 50% of KIOQ-FM Bishop, Calif., WIKI(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and one-third each of KEVA(AM) Evanston, Wyo. WOLF is on 1490 khz with 1 kw day and 250 w night.

■ Other approved station sales include: KNOT-AM-FM Prescott, Ariz.; WCKC(AM) Milton, Fla.; KDSN(AM) Denison, Iowa; WATC(AM) Gaylord, Mich.; WYGR(AM) Wyoming, Mich. (see "For the Record," page 111).

CABLE

■ Cable system serving Gonzales and Ascension Pass, La.: Sold by Lambert Electronics to Communications Services for \$2 million. Seller is wholly owned by C. Barry Lambert, who is also principal in systems serving Donaldsonville, Litcher and St. James parish, all Louisiana. Buyer is subsidiary of Tandem Productions Inc., Los Angeles-based entertainment production firm principally owned by Norman Lear and Bud Yorkin. Communications Services operates 44 systems serving 140,000 basic subscribers in Kansas, Missouri, Oklahoma, Texas and Louisiana. Phil Wilcox is president and Bruce Plankinton is executive vice president. Gonzales-Ascension Pass system serves 1,550 basic subscribers and passes 3,000 homes with extension opportunities for 3,000 more.

Cable clash in Minneapolis

Northern wants reconsideration of mayor's veto of its franchise; award has been held up before state board and district court

Northern Cablevision, in its efforts to keep its Minneapolis cable franchise hopes alive, has filed a reconsideration petition with the state cable board, contending that Mayor Donald Fraser's veto that blocked approval of its application was invalid. The action is the latest in a series that is holding up cable's entry into the city, and the possibility grows that the whole process will begin anew.

In Northern's petition filed Friday, May 15, it said the mayor's veto conflicted with parts of the city's charter that left franchising decisions with the city council. The state board in early May officially adopted

a position it took in March, holding up its certification of the Northern proposal on four technical grounds. In the interim, the city council passed amendments to clear up the four problem areas of the proposal. Fraser vetoed the measure and the council was unable to override the veto.

In addition to the petition, Northern, a Storer Broadcasting subsidiary, filed a petition for judicial review in district court asking for review of the entire matter. The state cable board will be the respondent in the matter.

But in addition to the four technical problems in the case and a decision on the mayor's veto rights that must be decided by the board, some board members have questioned the whole franchise proceeding and that issue will likely be raised again as the board acts on the reconsideration petition in the next two months.

Northern has also filed a district court suit against the Rogers Cablesystems subsidiary, Minneapolis Cablesystems, for "alleged interference" with the contract between the city and Northern. (Minneapolis Cablesystems had originally been granted the franchise by resolution vote in the fall of 1979, but votes changed with a city council election and when the final ordinance was acted upon, Northern won.) A spokesman for Minneapolis Cablesystems said it would file responses to both the reconsideration petition before the state cable board and the judicial review petition in district court.

Meanwhile, the city's cable com-

munications officer, Greg Moore, said the city was considering a resolution that, among other things, would look at possible municipal ownership schemes. It is a path its twin city, St. Paul, is actively following. The resolution also makes provisions for the issuance of a second RFP. Gearing up for that possibility, the city reactivated its citizen advisory committee earlier this year and set a June 15 deadline for its report.

The state board meets monthly and is unlikely to reach a decision, a board member said, before its July 10 meeting.

Former employe files \$20-million sexual harassment suit against ABC, WMAL, Ockershausen

Castro-Arrien claims station's executive VP propositioned, molested and humiliated her; charges are denied by lawyer

A former employe has filed a \$20 million civil suit against ABC owned-and-operated WMAL(AM) Washington, ABC and Andrew Ockershausen, executive vice president of the station, alleging that Ockershausen harassed her sexually, belittled her Hispanic and Roman Catholic background and falsified her job evalua-

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tions, causing her dismissal.

The lawsuit was filed May 18 in Superior Court in Washington by Marie Castro-Arrien, 35, after a similar complaint to the District of Columbia Human Rights Office had been found to have had "probable cause." Ockershausen was a member of the NAB board of directors from 1969-1976 and chairman of the joint board from 1973-1975.

In her suit, Castro-Arrien alleges that while she was Ockershausen's administrative assistant—from December 1979 until she was dismissed in October 1980—she was "sexually molested, propositioned, caressed, fondled, pinched, insulted, humiliated, ridiculed, harassed, embarrassed, intimidated, slandered, defamed and degraded by Ockershausen, with the cooperation, knowledge and assent" of WMAL and ABC.

The complaint further alleges that when Castro-Arrien objected to Ockershausen's advances, he ridiculed her in front of other people and "embarked upon a systematic campaign of retaliation." He is said to have called her "a dumb Puerto Rican," a "dumb Mexican," and a "spic," and said she was working for him to "fill his quota" under affirmative action programs.

The suit also alleges that Ockershausen harassed her for attending special church services during the week, "severely" restricted her use of lavatory facilities, had her perform "menial housekeeping chores, not normally associated with her

position," and falsified her job evaluations, with ABC and WMAL's knowledge, in an attempt to justify her dismissal.

Stuart Gerson, an attorney representing Ockershausen, WMAL and ABC, said the lawsuit looked like "the complaint of a disgruntled former employe" and dismissed

Castro-Arrien's charges as "colorful allegations, which we deny." Gerson noted that he had instructed his clients not to speak on the issue, preferring to "speak best through our court papers," but said the defendants intended to "defend against all the charges."

Penetrating figures from Nielsen

Santa Barbara tops DMA list with 80% penetration; average figures for country is 25.3%

Santa Barbara-Santa Maria-San Luis Obispo, Calif., leads the list with 80% cable penetration. Least penetrated is Las Vegas at 1.7%.

A.C. Nielsen has released new cable-penetration estimates for all Nielsen Station Index DMA's (designated/market areas). The estimates, effective with the February 1981 survey period, are said to be based on an "improved procedure" for calculation. Nielsen, for example, now uses a formula to project cable growth in addition to relying on cable-system subscriber counts.

Other heavily penetrated markets are Parkersburg, W.Va. (75.1%); Laredo, Tex. (74.8%); Biloxi-Gulfport, Miss. (74.2%), and Yuma, Ariz.-El Centro, Calif. (72.7%). With Las Vegas and currently at the other end of the wired nation are

Baltimore (5.4%); St. Louis (5.1%); Chicago (4.2%), and Detroit (3.2%).

Nationwide, the Nielsen penetration estimate is 25.3%. The complete list follows:

Market	% penetration
Abilene-Sweetwater, Tex.	59.0
Ada-Ardmore, Okla.	42.6
Albany, Ga.	38.3
Albany-Schenectady-Troy, N.Y.	44.1
Albuquerque, Farmington, N.M.	27.2
Alexandria, La.	47.6
Alexandria, Minn.	30.5
Alpena, Mich.	61.9
Amarillo, Tex.	54.2
Atlanta	18.2
Augusta, Ga.	29.2
Austin, Tex.	41.4
Bakersfield, Calif.	68.3
Baltimore	5.4
Bangor, Me.	23.8
Baton Rouge	33.7
Beaumont-Port Arthur, Tex.	24.7
Beckley-Bluefield-Oak Hill, W. Va.	69.2
Billings, Mont.	40.7
Biloxi-Gulfport, Miss.	74.2
Binghamton, N.Y.	59.4
Birmingham, Anniston, Ala.	30.4
Boise, Idaho	9.3
Boston, Manchester, N.H.-Worcester, Mass.	15.9
Bristol, Va.-Kingspt.-J. City, Tenn.	37.3
Buffalo, N.Y.	36.0
Burlington, Vt.-Plattsburg, N.Y.	41.4
Butte, Mont.	52.5
Casper-Riverton, Wyo.	69.8
Cedar Rapids-Waterloo, Dubuque, Iowa	16.5
Champaign-Springfield-Decatur, Ill.	48.8
Charleston-Huntington, W. Va.	51.9
Charleston, S.C.	25.2
Charlotte, N.C.	14.5
Chattanooga	23.1
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	57.9
Chicago	4.2
Chico-Redding, Calif.	52.7
Cincinnati	12.0
Clarksburg-Weston, W. Va.	70.6
Cleveland-Akron, Ohio	18.9
Colorado Springs-Pueblo	28.6
Columbia-Jefferson City, Mo.	30.6
Columbia, S.C.	29.0
Columbus-Tupelo, Miss.	41.0
Columbus, Ga.	41.2
Columbus, Ohio	34.8
Corpus Christi, Tex.	31.7
Dallas-Ft. Worth	9.9
Davenport, Iowa-Rock Island-Moline, Ill.	30.5
Dayton, Ohio	32.6
Denver	8.8
Des Moines-Ames, Iowa	24.9
Detroit	3.2
Dothan, Ala.	31.1
Duluth, Minn.-Superior, Mich.	28.7
El Paso, Tex.	42.0
Erie, Pa.	32.9
Eugene, Ore.	57.3
Eureka, Calif.	63.3
Evansville, Ind.	38.3
Fargo-Valley City, N.D.	30.9
Flint-Saginaw-Bay City, Mich.	28.4
Florence, S.C.	43.6

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Market	% penetration	Market	% penetration
Fresno (Visalia), Calif.	16.5	Rhineland, Wis.	22.0
Ft. Myers-Naples, Fla.	57.0	Richmond-Petersburg-Charlottesville, Va.	17.4
Ft. Smith, Ark.	52.0	Roanoke-Lynchburg, Va.	33.2
Ft. Wayne, Ind.	23.5	Rochester, N.Y.	20.7
Gainesville, Fla.	62.4	Rockford, Ill.	44.8
Glendive, Mont.	56.2	Roswell, N.M.	63.1
Grand Junction-Montrose, Colo.	62.1	Sacramento-Stockton, Calif.	23.7
Grand Rapids-Kalamazoo-B. Creek, Mich.	33.5	Salisbury, Md.*	61.9
Great Falls, Mont.	40.1	Salt Lake City	15.2
Green Bay, Wis.	16.4	San Angelo, Tex.	68.8
Greensboro-H. Point-W. Salem, N.C.	21.1	San Antonio, Tex.	22.6
Greenville-N. Bern-Washntn, N.C.	27.6	San Diego	49.6
Greenville-Spart., S.C.-Asheville, N.C.	19.5	San Francisco-Oakland	37.8
Greenwood, Miss.	54.1	Santa Barbra-SanMar-San Luis, Calif.	80.0
Hagerstown, Md.	57.0	Savannah, Ga.	32.7
Harlingen-Weslaco, Tex.	28.8	Seattle-Tacoma, Wash.	31.5
Harrisburg-Lncstr-Leb-York, Pa.	46.0	Shreveport, La.	37.0
Harrisonburg, Va.	38.3	Sioux City, Iowa	16.7
Hartford-New Haven, Conn.	40.9	Sioux Falls-Mitchell, S.D.	28.0
Hattiesburg-Laurel, Miss.	34.1	South Bend-Elkhart, Ind.	31.4
Honolulu	45.7	Spokane, Wash.	37.5
Houston	12.4	Springfield, Mo.	12.6
Huntsville-Decatur-Florence, Ala.	39.7	Springfield-Holyoke, Mass.	33.5
Idaho Falls-Pocatello, Idaho	34.0	St. Joseph, Mo.	43.5
Indianapolis-Lafayette, Ind.	22.7	St. Louis	5.1
Jackson, Miss.	36.2	Syracuse-Elmira, N.Y.	51.8
Jackson, Tenn.	49.1	Tallahassee, Fla.-Thomasville, Ga.	40.7
Jacksonville, Fla.	27.9	Tampa-St. Petersburg-Sarasota, Fla.	19.3
Johnstown-Altoona, Pa.	67.5	Terre Haute, Ind.	29.7
Jonesboro, Ark.	44.6	Toledo, Ohio	36.1
Joplin-Pittsburg, Kan.	34.9	Topeka, Kan.	45.2
Kansas City	24.1	Traverse City-Cadillac, Mich.	30.1
Knoxville, Tenn.	28.6	Tucson-Nogales, Ariz.	15.2
La Crosse-Eau Claire, Wis.	41.8	Tulsa, Okla.	34.2
Lafayette, La.	33.4	Twin Falls, Idaho	54.8
Lake Charles, La.	45.3	Tyler, Tex.	56.1
Lansing, Mich.	38.4	Utica, N.Y.	59.4
Laredo, Tex.	74.8	Waco-Temple, Tex.	53.5
Las Vegas	1.7	Washington	7.4
Lexington, Ky.	28.2	Watertown, N.Y.	46.4
Lima, Ohio	67.0	Wausau, Wis.	19.2
Lincoln-Hastings-Kearney, Neb.	32.5	West Palm Beach-Ft. Pierce, Fla.	49.3
Little Rock-Pine Bluff, Ark.	18.9	Wheeling, W. Va.-Steubenville, Ohio	59.5
Los Angeles, Palm Springs, Calif.	16.2	Wichita Falls, Tex.-Lawton, Okla.	45.1
Louisville, Ky.	15.6	Wichita-Hutchinson, Kan.	34.5
Lubbock, Tex.	38.5	Wilkes Barre-Scranton, Pa.	61.6
Macon, Ga.	53.6	Wilmington, N.C.	38.4
Madison, Wis.	30.0	Yakima, Wash.	42.1
Mankato, Minn.	46.0	Youngstown, Ohio	25.2
Marquette, Mich.	63.7	Yuma-El Centro, Ariz.	72.7
Mason City-Austin-Rochester, Minn.	29.1	Zanesville, Ohio	60.8
Medford-Klamath Falls, Ore.	48.6		
Memphis	16.3		
Meridian, Miss.	37.0		
Miami-Ft. Lauderdale, Fla.	12.6		
Milwaukee	8.7		
Minneapolis-St. Paul	6.3		
Minot-Bismarck-Dickinson, N.D.	36.0		
Missoula, Mont.	43.9		
Mobile, Ala.-Pensacola, Fla.	32.1		
Monroe, La.-El Dorado, Ark.	30.2		
Monterey-Salinas, Calif.	69.6		
Montgomery, Ala.	37.6		
Nashville-Bowling Green, Ky.	15.0		
New Orleans	17.2		
New York	19.8		
Norfolk-Portsmouth-Newpt. News, Va.	22.9		
North Platte-Hayes-McCook, Neb.	33.0		
Odessa Midland-Monahans, Tex.	66.5		
Oklahoma City	26.7		
Omaha	9.8		
Orlando-Daytona Beach, Fla.	39.9		
Ottumwa, Iowa-Kirksville, Mo.	45.5		
Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	31.7		
Panama City, Fla.	33.3		
Parkersburg, W. Va.	75.1		
Peoria, Ill.	37.7		
Philadelphia	24.7		
Phoenix-Flagstaff, Ariz.	11.2		
Pittsburgh	42.9		
Portland-Bend, Ore.	19.5		
Portland-Poland Spring, Me.	37.0		
Presque Isle, Me.	48.1		
Providence, R.I.-New Bedford, Mass.	12.4		
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	33.4		
Raleigh-Durham, N.C.	27.1		
Rapid City, S.D.	44.9		
Reno	51.1		

* may include some seasonal homes

How to smooth the rocky road of franchising

Harvard hosts cable conference featuring representatives of cable firms and associations; general agreement that cities make unreasonable demands on companies bidding for franchises

A realistic appraisal of community needs and clear standards for cable franchise applicants to follow will help avoid broken promises, unused facilities and high subscriber costs, public interest and industry speakers agreed at a two-day Harvard conference on cable television.

Representatives of citizen groups, cable commissions and cable systems criticized cities that greet franchise applicants with a "wish list" of requests for everything from a new library to an oral history channel. And they were in accord that if these demands aren't economically feasible, the

consumer will pay because the company will simply pass along its costs.

"There's a myth that cable companies are wealthy enough to give the community all the goodies it wants," Comcast Corp., Philadelphia, Vice President Edward McGuire, told some 125 educators, librarians, access representatives, consultants and cable industry executives. "But just as there's no free lunch," he continued, "there are no free goodies." Calling excessive franchise requirements indirect taxes on the public, he said cities that think they're "blackjacking" cable applicants are really "blackjacking" their own citizens.

McGuire accused his own industry of a "significant lack of courage" in knuckling under to some exorbitant community demands, saying companies do so because costs can be passed on to the consumer and because "in American business, if you don't grow, you die. You have to have the property."

The cable industry "may not be benign," McGuire said, "but we are efficient, and we can get the job done when we get clear guidelines" from the communities.

How to regulate the industry? "When government regulates, it strangles," he maintained, "but we in the industry have to look at the bottom line. Who's going to regulate? I don't have the answer."

Saying cable television is "atrociously underused" and should be thought of as a

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Intermedia

Convictions. Nick Perry, former announcer at WTAE-TV Pittsburgh, and Edward Plevel, state official, have been convicted of attempting to rig Pennsylvania lottery during April 24 drawing last year (BROADCASTING, Oct. 6, 1980). Jury at Dauphin County Common Pleas Court in Harrisburg, Pa., also found them guilty of other counts of perjury during earlier grand jury investigation. Witnesses for state included two former part-time station stagehands, Frederick Luman and Joseph Bock, who earlier had pleaded guilty to involvement in scheme. WTAE-TV claims no involvement, explaining that state is responsible for lottery and is only using station facilities. Both Perry and Plevel were fired day after convictions.

□
Franchise action. U.S. Cablesystems Inc., subsidiary of Rogers Cablesystems, major Canadian MSO, announced that two of its affiliates have been awarded cable franchises. Dickinson Pacific (50% owned and managed by USCI) won franchise for 9,000 homes of Stanton, Calif., and Woodstock Radiant TV (80% owned by USCI) was granted franchise for 2,000 homes of Washougal, Wash. Total U.S. subscribership of USCI and its affiliates is about 390,000.

□
All the way? Attorney Kenneth J. Golden, representing several clients accused of selling "pirate" STV signal decoders in southern California, says he may ask U.S. Supreme Court to rule on case decided against pirates May 7 by U.S. Ninth Circuit Court of Appeals in San Francisco. Court reversed lower court opinion in assertion that scrambled signals are not intended for public reception and therefore can be barred from unauthorized decoding. Golden says he expects petition to rehear case at appeals court level to be denied, and, if so, he anticipates going to Supreme Court.

□
Under investigation. U.S. State Department is investigating Van Nuys, Calif., church that is reportedly lending support to 30 kw Christian radio station in Beirut, Lebanon. Government has asked High Adventure Ministries to cease broadcasting, arguing that some of "Voice of Hope's" programming may incite more violence in war-torn region. Station is said to receive much of its funding from donations contributed by Van Nuys groups. State Department considers church group's involvement political activity on foreign soil, and Internal Revenue Service is said to be looking into organization's tax-exempt status. But U.S. government spokesman acknowledged: "There really isn't much we can do to stop them."

□
EEOC vs. CBS. Equal Employment Opportunity Commission has gone to New York federal court charging CBS Inc. with age discrimination at its wcbs-tv there. Suit alleges that CBS "willfully engaged" in "illegal practices" in wcbs-tv news department by not hiring, not transferring and "discharging" employees aged 40 to 70. EEOC asked that alleged "discriminatory" practices be ended. CBS Inc. would say only that "we have the complaint in hand and are studying it." According to EEOC, suit stemmed from request for back wages and reinstatement by 11 technicians who claimed they lost their jobs when wcbs-tv converted from film to videotape.

□
Bells are ringing. Toll-free hotline initiated by Entertainment and Sports Programming Network to provide up-to-minute scheduling information to cable subscribers blew out telephone exchange switcher in ESPN's home state of Connecticut, sports network says. Expecting to log 25,000 calls per month, first week of new service brought in 20,000. And all that happened after only one announcement in sports magazine and some supers on ESPN cablecasts.

business opportunity—not a social tool—Scripps-Howard Cable Services Co. President Richard W. Loftus conceded the industry is "promising an awful lot of things we have no idea about" to win what he termed the "trash can cover, switchblade knife" fight for franchises.

He asked communities to "please be realistic, and don't scare us away," stating that at present high interest rates, financing costs alone will eat up revenues from the first 125,000 subscribers in Boston's 240,000-home cable market.

Pay television has been and will continue to be the driving force behind cable in this decade, Loftus said. "The question is, what will be the driving force in the 1990's?"

Possibly access, suggested Jean Rice, a policy specialist with the National Telecommunications and Information Administration. She disagreed with Loftus's contention that access failed in the 1970's, and she proposed municipally-owned franchises as an alternative to "rent-a-citizen" bidding practices and—picking up the "frebie" metaphor—said access advocates "don't want a free lunch, we just want a place to eat it."

Keynote speaker Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting and former FCC commissioner, advised communities either to use access channels or lose them.

"What's in it for the cable company to make access work?" he questioned, telling listeners that unless they specify what they want from access channels, the cable companies will take them over for classified advertising and commercial use.

Johnson concluded by urging community groups to dream big dreams. But Robert Stengel, now with Boston's Continental Cablevision and a former senior staff member of the Carnegie Commission on the Future of Public Broadcasting, suggested one reason he fears many cable firms will break their promises to cities is that citizens' "reach may exceed our grasp."

Jeffrey Forbes, PBS's cable consultant and until recently, Massachusetts cable television commissioner, said cities should pay greater attention to an applicant's past performance.

"Corporations, like people, have quantifiable characters," Forbes stated. "It takes only common sense—not technical data—to sort out which of the applicants have character." A company with character is the one most likely to be responsive to developments in cable services after the franchise is awarded, he continued.

Forbes isn't that worried about cable firms breaking promises they made to acquire a franchise ("You can cancel the license"), or about the access question on the minds of many conference participants ("In the future, anyone who wants access to a channel can have it").

His view on access contrasted sharply with that of two other speakers, who criticized the National Cable Television Association's recent argument (BROADCASTING, May 4) that it should have the same

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First Amendment rights as print journalism on the grounds that it is an electronic publisher.

Sue Miller Buske, executive director of the National Federation of Local Cable Programers, said NCTA's contention is a "threat to access that we should be prepared to deal with." When asked about the industry's First Amendment rights, she answered, "whose First Amendment rights are more important—the public's or the cable operators'?"

George Stoney, founder of New York University's Alternate Media Center and a board member of the NFLCP, called the NCTA argument "outrageous." Asked to elaborate, he said First Amendment rights are based on the assumption that there's not a monopoly system.

Stoney said the public should have one or two access hours a day on every over-the-air channel, and added that while television operators think in terms of how many people are watching, "We want to have people watch less and get involved more in more access services, he said, "but we haven't yet found a way of paying for them."

What are city officials' obligations in the franchise-granting process? Richard Borten, coordinator of Boston's cable licensing process (BROADCASTING, April 13), said they should be "open to exploring every possible cable option." Sue Smoller, regional director of the Washington, D.C.-based Cable Television Information Center, said she thinks cities can best protect the public with an orderly franchising process with clear, fair rules.

Smoller, who has worked with several communities around the country involved in franchising and operating cable systems, says despite the "horror stories you hear, there are lots of good franchising processes going on."

While Smoller likened the present rush to acquire remaining cable franchises to the games of Monopoly or Risk, American Cablesystems Vice President Roni Lipton condemned the "wonderful wish list" game she believes some communities are playing with applicants.

Cities are asking for "more than they can possibly use," Lipton complained. "It's worrisome and frightening," she said, and ultimately the subscriber will pay for it.

Lipton agreed with Comcast Corp.'s McGuire that the cable industry is being hurt by high expectations. McGuire objected to the "lucrative" tag he says the print media apply to every cable franchise, and Lipton said cable "is the victim of its own good press" reports about potential and profits.

"How profitable a business cable is, nobody knows," Lipton said. "It takes reasonableness" on the company's and the public's side to insure that promises made will be kept, she added, arguing that most operators think providing good facilities is simply good business to insure necessary good will, maintain and increase subscribers and generate additional revenues through local display and classified advertising.

The communications evolution continues

Bob Bruce sees growing mix among television, computers and industries with increased use of data bases by consumers

The technological revolution in telecommunications and data processing continues to generate new industries and prophets of even newer ones. Former FCC General Counsel Robert Bruce, for instance, speaks of the coming *menage a trois* involving the marriage not only of telecommunications and computers, as blessed in the FCC's recent Computer II decision, but of television as well.

Bruce, now in private law practice in Washington, spoke of the three-partnered arrangement in remarks at the Association



Bruce

of Data Processing Service Organizations' 54th management conference, in New Orleans.

He saw the increasing interest in teletext and videotext services as broadening the market potential of the data processing industry—"and to add to the regulatory, competitive and business related complexity of that industry by focusing it for the first time on residential as well as business users." And as those trends continue, he sees the new entrants into the data processing industry being drawn not only from the telephone industry but from broadcasting, publishing and banking.

"Technological developments are collapsing the distinctions between different sectors of the communications industry and indeed between the communications industry and the historically distinct banking and securities industries," Bruce said. And that, he said, would result in a review of "outdated regulatory frameworks not only in the communication field" but also in other affected fields.

"New industry structures will emerge as traditional communications and other companies diversify into the data processing industry and data processing companies enter new markets and offer new business services," Bruce said.

He noted that some aspects of the emerging markets are described as "data base publishing" or "electronic publishing" and that "electronic" banking service is not a new concept. He predicted that "the prefix 'electronic' is likely to be attached to other traditional business activities since telecommunications and computers can create new 'electronic markets' of buyers and sellers and will thus inevitably affect the conduct, structure and regulation of almost all sectors of American business."

Nor did his vision end there. "I can see clearly the time when information and data will be marketed to residential consumers much the way television programming is marketed by today's broadcast, cable and pay cable networks," he said. He foresaw those with their own data bases occupying a position similar to that of the motion picture and television production companies in broadcasting—"information distribution and 'networking' companies who will acquire the rights to use data bases, market them to local 'affiliates,' and develop protocols for conforming and integrating different data bases and local distribution systems.

"And finally, there will be companies with special access to, or control over, local distribution facilities—i.e., local telephone exchange companies, broadcasters, cable companies, operators of new radio distribution techniques like cellular radio, MDS or 10 ghz omnidirectional microwave."

The critical question remaining, he said, is "whether and how these different companies can or will be integrated together to offer service to the public."

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WABC-TV fires five for faking letters

Program director Gingold among those discovered to have aired staff-written questions labeled as coming from public on news and public affairs programs

Five employees of ABC's WABC-TV New York "have accepted the opportunity to resign or were terminated" after an independent investigation found that staff-written material had been passed off as viewer inquiries used on the station's *Eyewitness News*, *Good Morning New York* and *Airmail Special*.

Another 10 employees associated with the programs were said to have received "letters of admonition."

Bill Fyffe, WABC-TV vice president and general manager, took to the airwaves Saturday, May 23, admitting there were fraudulent letters. Fyffe, however, did not name names; nor would the station explain the specific reasons why these five were the ones who resigned or were fired.

Identified in reports published later were Chuck Gingold, program director (and former president of the National Association of Television Program Executives); Jim Lutton, executive producer; Ellen Fleysher, weekend news co-anchor; Clay Cole, producer, and Randy Douthit, associate producer.

Fyffe would not comment beyond his on-air statement. When questioned, an ABC spokesman said the punitive action had been a "station-division decision" with which ABC Inc. President Elton Rule concurred.

The investigation, by the New York law firm of Hawkins, Delafield and Wood, began earlier this year after a New York resident complained that his name had been used on an *Airmail Special* letter he didn't write. After the allegation of phony *Airmail* letters, WABC-TV canceled the show in March.

In his on-air statement Fyffe told viewers that "in most instances" the inquiries used on *Air Mail Special* were "not genuine as the program would have led you to believe." Regarding *Good Morning New York*, he explained that about "seven or eight out of 120" household-hint inquiries "during the latter half of 1980 and early 1981" were staff-created. And "in a number of instances," he continued, an *Eyewitness News* "Legal Briefs" segment had staff-written inquiries.

Fyffe said that "incidents such as these are directly contrary to WABC-TV standards of honest and forthright programing" and after telling of the number of resignations, firings and letters of admonition, he added

that "we are determined that WABC-TV's integrity will not be compromised."

Fyffe said "other appropriate actions are being taken," defined later by a spokesman as meaning "tightening our procedures."

Gingold, who had been program director, last week said the station action had been "harsh" and that he had not known about the fraudulent letters. He added nevertheless that, "I accept the responsibility as head of the department."

There was some talk in broadcast circles that forced resignations and dismissals were severe punishment for fabricated letters involving legal and household hints. Some attributed it to the atmosphere in wake of the *Washington Post*/Pulitzer Prize scandal in which a reporter admitted making up a winning story.



Gingold



Cole



Fleysher

Others held that more significant was the threat to an FCC license. The FCC's Complaints and Compliance division of the Broadcast Bureau, according to a staffer there, does have the WABC-TV matter "under consideration" and is awaiting a formal response from the station on the matter.

Fyffe, who made the public apology, has been at WABC-TV since early this year. Prior to that, the station was run by Phil Boyer, now program vice president for the ABC-owned TV group.

Video festival to highlight new programing, technology developments

Washington meeting, sponsored by AFI and Sony, will offer panel discussions, screenings of various television techniques

The American Film Institute will present a National Video Festival June 3-7 at the Kennedy Center in Washington. It will include seminars on emerging issues in video, exhibitions of video programing and a national student-produced video competition.

The festival, sponsored by Sony Corp. of America, is intended to focus attention on the entire range of contemporary television, summing up a decade of achievement in technology, programing and developments in the specialized use of video technology.

The festival kicks off Wednesday (June 3) with screenings of new video works. A 10:30 a.m. screening, "First Person Video: The Artist as Performer and Self-Documentarian," will feature works by Juan Downey, Copper Giloth, Mitchell Kiregman, Benjamin Bergery and Wendy Clarke.

A 1:30 p.m. screening, "Informational Video: A Selection of Nonbroadcast Tapes Made for Specialized Audiences," will include information and training tapes from the Chesapeake & Ohio railroad, the

American Red Cross and Union Carbide. Other screenings will include examples of Washington-produced tapes.

Highlighting Wednesday's program will be an 8 p.m. seminar on "The Video Ecology of Washington, D.C., a Unique Production Center." Panelists will include producers of political spots, documentaries and arts programs.

Thursday's program starts with a 10:30 a.m. screening of documentaries. From 2 to 5 p.m., winning tapes in the festival's student competition will be screened.

At 8 p.m., Erik Barnouw, television historian, will present the keynote address, "The Role, the Importance, the Plight of Independents," and AFI Director Jean Firstenberg and Sony Video Products President Koichi Tsunoda will present awards to the winners of the national student competition.

Friday's program will start at 10:30 a.m. with a seminar on "EFX: The Uses of Electronic Special Effects in Creating New Programs." Panelists will include Julius Barnathan, ABC president of broadcast operations and engineering; video artists Dan Sandin and Steina Vasulka; John Giancola, New York State Council on the Arts; and Mark Schubert, writer and video engineer.

From 4:30 to 6 p.m., another panel will

address "The Future of The Video Experience: Sound Image and the Activated Audience." And "The Video Record: Integrating Music and Video," is the subject of a 9 p.m. session.

Starting at 10:30 a.m. Saturday, the AFI will present premiere screenings of several video works.

The Saturday panels include, at 3:30 p.m., "They Speak for Themselves: The Collaboration of Subject and Producer in Social Issue and Community Video" and, at 9 p.m., "The Art of Information: Issues and Esthetics in Complex Informational Programming." Panelists will include Jon Alpert, freelance journalist; Deirdre Boyle, video critic; Robert Northshield, senior executive producer for CBS; and Sherry Jones, a producer for *Bill Moyers Journal*. Screenings will include works by Downtown Community Television and segments from *CBS News Sunday Morning*.

Sunday's program starts at 10:30 a.m. with a seminar on "Untold Stories: Independent Voices for the New Market." Panelists will include actor/director Robert Redford, Sundance Institute; David Loxton, TV Lab, New York; Tom Luddy, Zoetrope Studios; Barnouw; and Peter Adair, producer of "The Word Is Out."

At 2:30 p.m., another panel will address "Original Programming for the New Media: Acquisition Patterns and Implications." Panelists will include Chloe Aaron, president, Television Corp. of America; Nick DeMartino, independent producer; Peter Zeisler, Theater Communications Group; and Frank Marrero, head of network production for the Spanish International Network.

A 30-hour retrospective of alternative video programming developed during the 1970's will be repeated three times during the festival.

ABC leads winners list in Daytime Emmys

Network takes 16, CBS 12 and NBC seven in NATAS-sponsored awards

A total of 53 Daytime Emmy Awards were received during the week of May 18 by performers, writer, directors, producers, technicians and designers in the television industry. The National Academy of Television Arts and Sciences presented 21 of these awards Thursday, May 21, during a live 90-minute telecast over ABC Television Network in New York, which was hosted by industry veteran, Dick Clark. The bulk of the Emmys, however, were given out two days earlier ("In Brief," May 25) at a private reception at the Copacabana, also in New York.

Of the network produced shows, ABC commanded the lead, walking away with 16 of the 53 awards, while CBS received 12 and NBC seven.

Multiple Emmy-winning programs included *The David Letterman Show* talk show on NBC-TV, now canceled; game

show, *The \$20,000 Pyramid*, ABC-TV, also off the air; syndicated religious program *Insight*; PBS's *Sesame Street* in children's programming, and two ABC soap operas *General Hospital* and *All My Children*. The creator of the latter program, Agnes Nixon, was recipient of the Academy's Trustees Award, presented by ABC's Barbara Walters and NATAS chairman Joel Chaseman.

Thirty-year TV veteran Hugh Downs won his first Emmy for hosting the PBS series *Over Easy*. Phil Donahue, who earlier that day received the IRTS Broadcaster of the Year award, was also the recipient of an Emmy for his syndicated show.

The complete list of awards presented by NATAS at their eighth annual ceremony are:

Production

Gloria Monty □ For daytime drama series, *General Hospital* (ABC).

Bob Stewart, Anne Marie Schmitt, Jane Rothschild □ For game or audience participation show, *\$20,000 Pyramid* (ABC).

Richard Mincer, Patricia McMillen, Darlene Hayes, Sheri Singer □ For talk/service series, *Donahue* (syndication).

Peter Barsocchini □ For variety series, *Merv Griffin Show* (syndication).

Performers

Douglass Watson □ For actor in daytime drama series, *Another World* (NBC).

Judith Light □ For actress in daytime drama series, *One Life To Live* (ABC).

Larry Haines □ For actor in supporting role in daytime drama series, *Search for Tomorrow* (CBS).

Jane Elliot □ For actress in supporting role in daytime drama series, *General Hospital* (ABC).

Peter Marshall □ For host in game or audience participation show, *Hollywood Squares* (NBC).

Hugh Downs □ For host/hostess in talk/service series, *Over Easy* (Public Broadcasting Service).

David Letterman □ For host/hostess in variety series, *David Letterman Show* (NBC).

Directing

Marlena Laird, Alan Pultz, Phillip Sogard □ For entire daytime drama series, *General Hospital* (ABC).

Mike Garguilo □ For individual direction of single episode of game or audience participation show, *\$20,000 Pyramid*, 5/15/80 (ABC).

Jerry Kupcinet □ For individual direction of single episode of talk/service series, *Richard Simmons Show*, 3/13/80 (syndication).

Sterling Johnson □ For individual direction of single episode of variety series, *Dinah & Friends in Israel*, 9/10/80 (syndication).

Writing

Douglas Marland, Robert Dwyer, Nancy Franklin, Harding LeMay □ For dramatic series, *The Guiding Light* (CBS).

Children's programming

Joel Kosofsky □ For series production excellence, *Captain Kangaroo* (CBS); and **Jay Rayvid, James A. DeVinney, Christine Ochtun** *A Tale of Two Cities, Once Upon A Classic* (PBS).

Martin Tahse For production excellence on entertainment special, *A Matter of Time (ABC Afterschool Special)* (ABC).

Joel Heller, Madeline Amgott, Vern Diamond, Allen Ducovny, Diego Echevarria, Virginia Gray, Susan Mills, Patti Obrow White, Catherine Olian, Robert Rubin, Martin Smith □ For outstanding informational/instructional series/special, *30 Minutes* (CBS); **Jack Wohl, Bernard Rothman, Julie Andrews' Invitation to the Dance With Rudolph Nureyev (*The CBS Festival of Lively Arts for Young People*).**

Joel Heller, Walter Lister □ For outstanding informational/instructional programming-short format, *In The News* (CBS).

Bill Cosby □ For outstanding individual achievement (performing), *The Secret* (CBS); **Ken Howard** (per-

PlayBack

FM growth. FM share of U.S. radio audience has risen to 58%, up from 57% last year, 42% in 1976 and 25% in 1972, according to spring 1981 RADAR report prepared by Statistical Research Inc., Westfield, N.J. Report contains wide range of radio usage data on various geographic and demographic bases, including statistic that employed women, 51% of adult female population, account for 55% of radio listening. RADAR study reflects average of two eight-week surveys in August-October 1980 and February-March 1981 of persons aged 12 and older.

□

In the marketplace. Hollywood-based "From Studio B" is distributing new *Rock Bottom Comedy Special*, one-hour, one-time radio special. Program features rock artist Ozzy Osbourne and comedy team of Stevens & Grdnic.

□

Working together. Bonneville Broadcast Consultants, Tenafly, N.J., has signed agreement with Hiber & Hart Ltd., Laurel, Md., under which latter firm will provide exclusive consultation services to Bonneville, including market analyses for Bonneville's subscribing radio stations, seminars on coping with Arbitron services in 1980's and rights to Hiber & Hart's post-survey management analysis for all markets.

□

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Bette Davis Eyes* by Kim Carnes on EMI/America; (2) *Being With You* by Smokey Robinson on Motown; (3) *All Those Years Ago* by George Harrison on Dark Horse; (4) *Sukiyaki* by A Taste Of Honey on Capitol; (5) *Just the Two Of Us* by Grover Washington Jr. on Elektra. The top five in **country radio airplay**: (1) *Elvira* by The Oak Ridge Boys on MCA; (2) *What Are We Doing In Love* by Dottie West on Liberty; (3) *Blessed Are the Believers* by Anne Murray on Capitol; (4) *Friends* by Razy Bailey on RCA; (5) *Louisiana Saturday Night* by Mel McDaniel on Capitol.

forming), *The Body Human: Facts For Boys* (CBS); **Marlo Thomas** (performing), *The Body Human: Facts for Girls*, (CBS); **Danny Aiello** (performing), *Family of Strangers* (ABC); **John Herzfeld** (directing), *Stoned* (ABC); **Blossom Eifman** (writing), *I Think I'm Having A Baby* (CBS); **Robert E. Fuiz** M.D. (writing), *The Body Human: Facts for Girls* (CBS); **Mary Munisteri** (writing), *Mandy's Grandmother* (syndicated); **Joe Consentino** (cinematography), *Globetrotters* (syndicated); **Robert Elfstrom** (cinematography), *The Body Human: Facts For Boys* (CBS); **Eric Van Haren Noman** (cinematography), *Egyptian Weavers* (syndicated); **Peter Hammer** (film editing), *Do Me A Favor ... Don't Vote For My Mom-Pt. 3* (syndicated); **Allen Kirkpatrick** (film editing), *Bike Racing* (syndicated); **Dick Maitland** (audio), *Tuning the Engine* (PBS); **Dick Hyman** (music), *Sunshine's On the Way* (NBC); **Dorothy Weaver** (costume design), *Family of Strangers* (ABC); **Steve Atha** (make-up and hair design), *Sunshine's On the Way* (NBC); **Lewis Gifford, Paul Kim, Tom Yohe** (graphics), *Drawing Power* (NBC).

Religious programing

Sid Darion □ For outstanding achievement in programing, *Directions* (ABC); **Ellwood E. Keiser, C.S.P., Mike Rhodes**, *Insight* (syndicated).

Martin Sheen (performing) □ For outstanding individual achievement in programing, *Long Road Home* (syndicated); **C. Murawski, Dahl Dela** (art direction) and **Scott Heineman** (set decorator), *Long Road Home*, (syndicated).

Others

Yanna Kroyt Brand □ For special classification of outstanding program achievement, *FYI* (ABC).

Merrill Markoe, Rich Hall, David Letterman, Gerard Mulligan, Paul Raley, Ron Richards (writers) □ For outstanding individual achievement, *The David Letterman Show* (NBC); **Caroly Wilcox, Cheryl Blalock, Edward G. Christie**, (puppet design, construction and costuming), *Sesame Street* (PBS).

Robert Hoffman (technical director) □ For individual achievement in any area of creative technical crafts, *Savannah* (ABC); **Anthony Gambino, Lawrence Hammond** (electronic camera), *Savannah* (ABC); **Dayton Anderson** (costume design), *The Mike Douglas Show* (syndicated); **Michael Gass** (graphics), *Good Morning America* (ABC); **David Spagnolia, Thomas Burton, Claudia Zeitlin Burton** (graphics), *The John Davidson Show* (syndicated); **Joseph Solomito, Howard Zweig, Lawrence Hammond, Dianne Cates-Cantrell, Robert Ambrico, Christopher Mauro, Larry Strack, Salvatore Augugliaro, Vincent Senatore, Thomas McGrath, Len Walas, Albin S. Lemanski, Peter Bohn, Charles Eisen, Barbara Wood, Diana Wenman, Jean Dadorio, Roger Haenelt** □ For technical excellence on drama series, *All My Children* (ABC).

Sy Tomashoff, John Conolly, David Murin, Michele Reisch, James Cola, John Quinn, Sybil Weinberger □ For design excellence, *Ryan's Hope* (ABC).

CBS dominates NATAS awards

Forty-four programs, led by 15 from CBS, were given national Emmy Awards for news and documentary achievements at ceremonies in New York by the National Academy of Television Arts and Sciences.

Programs carried on ABC were chosen for 12 awards, followed by PBS, nine, and NBC, eight. Eligible programs were telecast between June 1, 1979 through Nov. 14, 1980.

Programs

Pope John Paul II in Poland □ Helen Marmor, producer; Phillip Scharper, correspondent (NBC).

Post Election Special Edition □ Jeff Gralnick and William Lord, producers; Ted Koppel, Frank Reynolds, Max Robinson, Lynn Sherr and Barbara Walters, correspondents (ABC).

Outstanding Individual Achievements

Writing: **Bill Moyers** □ *Our Times* (PBS);

Irwin Rosten □ *Mysteries of the Mind* (PBS);

Marlene Sanders and Judy Reemtsma □ *What Shall We Do About Mother?* (CBS); **Morton Silverstein and Chris Wallace** □ *The Migrants, 1980* (NBC); **Perry Wolff** □ *American Dream, American Nightmare* (CBS).

Direction: **Patrick M. Cook** □ *Death in a Southwest Prison* (ABC);

Ray Lockhard □ *NBC White Paper: If Japan Can, Why Can't We?* (NBC);

Roger Phenix □ *NBC Reports: To Be a Doctor* (NBC); **Morton Silverstein** □ *NBC Reports: The Migrants, 1980* (NBC);

Cinematography: **Mike Edwards** □ *Inside Afghanistan* (CBS); **Alan Raymond** □ *To Die For Ireland* (ABC).

Film Editing: **Maurice Murad** □ *CBS Reports: The Saudis* (CBS);

Steve Sheppard □ *Inside Afghanistan* (CBS); **Kenneth E. Werner and Mills Rassmussen** □ *Death in a Southwest Prison* (ABC).

Technical Direction and/or Electronics Camerawork: **Jon Alpert** (camera) □ *Third Avenue, Only the Strong Survive* (PBS); **Jack Clark** (camera) □ *Shooting of Bill Stewart Nicaragua* (ABC).

Associate Direction and/or Videotape Editing: **John Godfrey, Jon Albert and Kelko Tsuno** (videotape editors) □ *Third Avenue, Only the Strong Survive* (PBS); **Ruth Neuwald** (videotape editor) □ *CBS Reports: Miami: The Trial that Sparked the Riots* (CBS).

Audio: **Jim Cefalo**, (deceased sound recordist) □ *Shooting of Bill Stewart/Nicaragua* (ABC); **Robert Rogow**, location sound recordist and **Joel Dulberg**, re-recording mixer □ *Pavrotti* (CBS).

Musical Direction: **Lionel Hampton** □ *No Maps on My Taps* (PBS).

Program Segments

CBS Reports: Miami: The Trial that Sparked the Riots □ Eric F. Saltman, producer; Ed Bradley, correspondent (CBS).

Lights, Cameras ... Politics □ Ann G. Black and Tom Priestley, producers; Richard Reeves, correspondent (ABC).

Hot Shells: U.S. Arms for South Africa □ William Cran, producer (PBS).

Who Killed Georgi Markov? □ Phil Harding, producer; Michael Cockerall, correspondent (PBS).

CBS Reports: Teddy □ Andrew Lack producer; Roger Mudd, interviewer (CBS).

CBS Reports: On the Road □ Bernard Birnbaum and Charles Kuralt, producers; Charles Kuralt, correspondents (CBS).

CBS Reports: What Shall We Do About Mother? □ Judy Reemtsma, producer; Marlene Sanders, correspondent (CBS).

The Invisible World □ Alex Pomasanoff, producer, (PBS).

Mysteries of the Mind □ Irwin Rosten, producer (PBS).

Nicaragua □ Lowell Bergman and Neil Cunningham, producers; Dave Marsh, correspondent (ABC).

Onward Christian Voters □ Joel Bernstein, producer; Dan Rather, correspondent (CBS).

Too Little, Too Late? □ Janet Roach, producer; Ed Bradley, correspondent (CBS).

Arson for Profit (Parts I and II) □ Peter Lance, producer; Geraldo Rivera (ABC).

Urethane □ Peter Jeffries, producer; John Dancy, correspondent (NBC).

VW Beetle: The Hidden Danger □ Jeff Diamond, producer; Sylvia Chase, correspondent (ABC).

Bette Davis □ Nancy Lea, producer; Mike Wallace, interviewer (CBS).

Here's Johnny! □ David Lowe Jr., producer; Mike Wallace, interviewer (CBS).

George Burns: An Update □ Betty Osha, producer; Bob Brown, correspondent (ABC).

Heart Transplant □ Robert Eaton, George Lewis and Arthur Lord, producers (NBC).

Fishing Boat Sinks □ Nancy Fernandez and Jeff Weinstock, producers; Lee McCarthy, correspondent (NBC).

Murder of a Correspondent □ Ken Luckoff, producer; Al Dale, correspondent (ABC).

TAT/PITS step up syndication activity

In a move attributed to the companies' continued success in network and off-network programing, TAT Communications Co. and PITS Films have announced expansion of their sales, research and syndication activities. The move is marked by two in-house promotions and addition of two new sales executives to TAT/PITS, based in Los Angeles.

According to Gary Lieberthal, senior vice president of syndication for the companies, the expansion will allow TAT/PITS to develop strength not only in Tandem Productions and other in-house programing, but to facilitate distribution of outside product. Lieberthal pointed out that until now, the companies have had only limited involvement in syndication of programs produced outside the group.

"We expect to have an uninterrupted off-network product flow for years to come," he said, noting the high ratings performance of the companies' newer network series, *Diffrent Strokes*, *Facts of Life* and *Archie Bunker's Place*.

New sales executives are Meade Camp and Corey Bender. Leslie Tobin has been promoted to director of regional sales, and Mike Mellon joins the division as director of research. Stephen Morley-Mower has been promoted to sales service manager.

Lieberthal reports there are now more opportunities for syndication in late-night and early fringe, and is optimistic about expansion of the market among independent stations.

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NEA credit lines fade

CBS and ABC follow PBS in dropping endorsements; NBC said to be reconsidering its position

The National Education Association, which for more than 10 years had had its endorsements appear in the credit lines of select network programs, apparently won't be getting free network exposure in the future.

Although network spokesmen disagree on their precise reasons for not wanting to air NEA's credit line, which reads: "recommended by the National Education Association," most agree it isn't fair to give NEA, a labor union that claims about 1.7 million members, what amounts to free plugs while denying the same plugs to rival or other organizations.

The endorsements have been appearing on programs the NEA judged suitable for the whole family since 1969. Network spokesmen said the networks were more than happy to run the endorsements in the past because they saw the NEA as only a "professional" organization. But over the years, the spokesmen say, NEA became more and more political (it in fact started pursuing collective bargaining for its members in the mid-1960s), blossomed into a full-fledged teachers' union, and the networks' enthusiasm for running NEA's endorsements exclusively waned.

One problem, some network spokesmen said, is that NEA isn't the only teachers' union around. And the American Federation of Teachers, the NEA's 580,000-member rival, hasn't been pleased with what it sees as NEA's monopoly of on-air endorsements. As a result, in the late 1970s, the AFT, which makes program recommendations to its own members through its publications, tried to work out a deal with the NEA cooperate on running on-air endorsements. But when NEA declined to share its turf, AFT went to the networks and asked that they either give AFT equal exposure or end the practice.

The Public Broadcasting Service was the first network to decide to pull the plug on NEA endorsements. In 1979, under pressure from the AFT and other organizations that were eager to endorse programs and share in the on-air credit, the PBS board decided to discourage public television producers from including NEA endorsements in programing intended for distribution over the network.

However, PBS's attempt to "discourage" producers from including the endorsements proved ineffective; producers continued to include them.

Spokesmen for both CBS and ABC said they have been reviewing their endorsement policies over the past several months and have decided not to run NEA endorsements in the future.

Although NBC hasn't established an official policy on on-air endorsements, an NBC source said its executives are currently circulating a memo that "strongly recommends" dropping on-air endorsements altogether or opening them up to more organizations.

Monitor

Host Lear. Television producer Norman Lear will take on new role as host with revival of *The Quiz Kids* on CBS Cable, basic service set for Oct. 12 launch. CBS Cable's immediate plans are for 18 half-hours with gifted children aged 8-14, found through schools. Executive producers are Don Fouser, who handles special projects for CBS Cable; Harve Bennett, former "Quiz Kid," and Geoffrey Cowan, son of late Louis G. Cowan who developed original series.

Complete. Beginning with November survey period this year, Nielsen Station Index will begin local measurement in Alaska, meaning all 50 states will be covered. Anchorage DMA (designated market area) will include metro area, Kenai-Cook Inlet, Matanuska-Susitna and Seward counties and will be measured in November, February, May and July. Special report will be produced for Fairbanks county only in November. Subscribing stations in Anchorage are KENI-TV, KIMO(TV) and KTVA(TV), and in Fairbanks, KFAR-TV and KTVF(TV).

Developer Dawson. Richard Dawson, host of television series, *Family Feud*, has signed exclusive development contract with Rastar Television, in association with Dawson's EM Productions and Columbia Pictures Television. Deal calls for exclusive services of Dawson as performer.

Sentry goes after programing. Sentry Insurance Co. has formed new production subsidiary, Centerpoint, which will create programing, initially for network television and later for cable television. Official said offices will be set up in New York and Los Angeles. Bill Ellis, who has been vice president of advertising and public affairs for Sentry Insurance, becomes chief executive officer of Centerpoint. Nick Durrie is vice president and treasurer. Sentry, through its Century Communications Corp., owns and operates 20 cable TV systems. Through Century Broadcasting, it owns and operates six radio stations and, official said, is looking to acquire TV stations.

'Mystery' kudos. *Mystery!*, Public Broadcasting Service anthology series of detective stories, will be presented special Edgar Award at Mystery Writers of America's annual Edgar Allen Poe awards dinner on June 12 at Biltmore hotel in New York.

Moving east. Gold Key Media, Los Angeles-based television program distribution firm, has opened New York office at 575 Madison Avenue, 10022, (212) 486-1274. Howard Mendelson, executive VP of I.C.M. Television Marketing, New York, has been named director of media sales for Gold Key's New York office. Gold Key Media specializes in barter programing.

Broadcaster demands catalogue of music licensed by BMI

Radio station owner sends letter; organization says it has no such list except in computer, that it is not required to provide one

E.D. Rivers Jr. of the Dee Rivers group of radio stations wants a copy of Broadcast Music Inc.'s music catalogue. In a letter he told BMI officials he was "flabbergasted" to learn "that BMI does not have a repertoire which can be furnished immediately to people who are paying your license fee."

"You may consider this [letter] legal demand for me to be furnished, instantly, a full complete repertoire for each of the radio stations which are under my control and supervision," Rivers wrote. "Since most of the AM and FM operations program different kinds of music, I would need 12 copies.

"Unless this request is immediately complied with, you may rest assured that we will not continue to pay you fees for a license that is completely worthless and unusable to us as above set out."

A BMI attorney told BROADCASTING that the music-licensing organization is

not required to furnish catalogues or repertoires and that, in any event, it would be impossible to provide one that would not be out of date by the time it was delivered. The catalogue includes more than a million songs, he said, and the list is constantly changing. "We're adding and subtracting every day, every hour," he said.

Rivers and any other BMI licensee, the attorney said, can send in lists of songs they have questions about and BMI will notify them which are licensed by BMI. Or licensees may visit BMI headquarters in New York and examine the latest computer run. Another BMI executive noted that most recordings identify the licensing organization involved.

The attorney had no comment on Rivers's promise to withhold license fees until he gets a catalogue. But both BMI and its counterpart, the American Society of Composers, Authors and Publishers, have been known to file copyright-infringement suits when their music has been used without the appropriate license.

As for the comment made by the BMI attorney that the catalogue may be inspected in New York, Rivera's letter said he'd been told as much, and that he didn't believe this answer "is legal, moral or proper in any imaginable context."

Ratings Roundup

CBS-TV, having fallen to an unusual third-place standing a week earlier (BROADCASTING, May 25), recouped big for the week ended May 24—outdistancing its closest competitor by more than two rating points. Prime-time averages for May 18-24 showed CBS with a 16.5 rating and 30 share to ABC-TV's 14.3/26 and NBC-TV's 13.9/25.

Of the week's top five programs, CBS had four. During the week, CBS won Thursday, Friday and Sunday; ABC took Tuesday and Wednesday, and NBC led on Monday and Saturday.

Being a "sweeps" week, movies and specials were plentiful. Of the 11 theatrical and made-for-TV movies offered, CBS's repeat of "Silver Streak" did best and NBC's repeat of "National Lampoon's Animal House" the worst.

With the May sweeps approaching an end (26 days of Arbitron's count and 25 Nielsen days through May 25), CBS was commanding a healthy lead. The arbitron and Nielsen periods for CBS averaged the same scores a 16.4 rating; ABC had a 15.8 in both periods, and NBC had a 15.1 (Arbitron) and 15.0 (Nielsen).

■ Outside of prime time, ABC was claiming considerable success with its *World News Tonight*—that it came the closest ever to the *CBS Evening News* "during a non-event week." The averages, according to ABC, brought its early-evening news broadcast to within two-tenths of a rating point of the leader: CBS 11.4/25; ABC 11.2/24 and *NBC Nightly News* 10.2/22.

The First 20

1.	<i>Miss USA Pageant</i> (special)	CBS	22.8/37
2.	"Silver Streak" (movie)(R)	CBS	21.1/40
3.	<i>M*A*S*H</i> (R)	CBS	20.0/31
4.	<i>Three's Company</i>	ABC	19.7/31
5.	<i>The Violation of Sarah McDavid</i> (movie)	CBS	19.3/31
6.	<i>Happy Days</i>	ABC	19.0/34
7.	<i>Too Close For Comfort</i> (R)	ABC	18.7/29
8.	<i>The Jeffersons</i> (R)	CBS	18.2/34
9.	<i>Laverne & Shirley</i>	ABC	18.2/31
10.	"Bitter Harvest" (movie)	NBC	18.0/29
11.	<i>Dukes of Hazzard</i>	CBS	17.8/33
12.	"She's in the Army Now" (movie)	ABC	17.8/30
13.	<i>House Calls</i> (R)	CBS	17.6/27
14.	<i>Different Strokes</i> (R)	NBC	17.3/29
15.	<i>60 Minutes</i> (R)	CBS	17.0/39
16.	<i>Little House on the Prairie</i> (R)	NBC	16.6/27
17.	<i>Real People</i> (R)	NBC	16.3/30
18.	<i>Hart to Hart</i>	ABC	16.3/26
19.	<i>Facts of Life</i> (R)	NBC	15.9/26
20.	<i>That's Incredible</i> (R)	ABC	15.8/25

The Final Five

52.	<i>Incredible Hulk</i>	ABC	10.5/23
53.	"National Lampoon's Animal House" (movie)(R)	NBC	10.3/21
54.	<i>Fog</i> (special)	CBS	10.0/20
55.	<i>NBC Magazine</i>	NBC	8.3/16
66.	<i>Mysteries of the Sea</i> (special)(R)	ABC	8.2/18

R indicates repeat

TV supplanting reality, NPR's Mankiewicz says

Line between fact, fiction blurs, says NPR head, citing distorted view people have on crime

Television is causing Americans to "blur the line" between fantasy and reality, and that could have profound social and political consequences, according to Frank Mankiewicz, president of National Public Radio.

Speaking to a national council meeting of the League of Women Voters in Washington, Mankiewicz said one reason people are losing their ability to distinguish between what they see on the screen and reality is that television is more attractive than reality. Television, he said, is "predictable," while reality is "haphazard and chaotic."

But the result of that blurring is that people are tending to give more credence to what they see on TV than what they experience in their day-to-day lives.

For example, Mankiewicz said, many Americans weren't surprised when John Wayne was awarded the "Medal of Freedom," the United States' highest civilian award, for being a "great American." But, Mankiewicz said, though Wayne may have been an "honest, decent, hard-working fellow," he wasn't a great American. "But lots of people thought he deserved the medal because he played great Americans," he said.

Advertisers use people's belief in television to their own advantage, he said. For example, he said, it's no accident that actor Robert Young "tells you what kind of coffee to drink." But Young isn't being used to sell coffee because of his profession as an actor but because of his image as a doctor [from the *Marcus Welby* series], he said.

Mankiewicz also said that President Reagan's election could at least partly be attributed to the image he portrayed in his films, noting that if Reagan had played the bad guy roles Richard Widmark had played, he wouldn't have stood a chance.

Mankiewicz also said that Reagan used his image as a "friend" to his advantage, wiping out the Democrats' campaign that attempted to portray Reagan as a dangerous man to be feared. Mankiewicz said when Reagan "smiled up at the cameras ... you realized he was a friend ... and you could not fear him."

Television is shaping people's political attitudes in other ways, too, Mankiewicz said. For example, he said, surveys have shown that heavy television viewers, inundated by crime shows, estimate that the crime rate is from seven to 10 times heavier than it actually is. "That means they're going to live their lives in different ways," he said, "sending their children to different schools, staying home more, voting in different ways ... and perhaps they may imagine this country to be as beleaguered as they perceive their families

to be."

That same credibility in television programming is largely responsible for Americans having mistaken notions of how our political institutions work, how doctors treat patients and how the criminal justice system works.

Mankiewicz admitted that he had no solutions for the problem, but he thought it was a "sobering thought, and I just hope you take it with you."

Public radio honors its own

CPB hands out annual radio awards in Los Angeles; highest honor goes to Billy Taylor

National Public Radio's Edward E. Elson Distinguished Service Award for 1981 was presented at the annual Public Radio Conference in Anaheim, Calif. (BROADCASTING, May 4), to Dr. Billy Taylor, host of the network's *Jazz Alive* series. Taylor, who has a doctorate in music, was recognized for his work in presenting the nation's only national weekly broadcast of jazz in performance. Taylor is widely recognized as a pianist, composer, and music historian.

William H. Kling, president of Minnesota Public Radio, was given the fifth annual Edward R. Murrow Award for outstanding contributions to public radio by the Corporation for Public Broadcasting. Kling was cited as "the individual most responsible for insuring the technical and programmatic versatility of the public radio satellite system," through his early involvement in the planning of the satellite-based network.

Winners of the Corporation for Public Broadcasting's annual Public Radio Program Awards were also presented. CPB Board Member Jeff Cowan announced the following recipients for 1981:

WADE(FM) Atlanta □ Best news and public affairs documentary, for "No More Fields to Plow."

WEBR(AM) Buffalo □ Best regularly schedules newscast.

Western Public Radio, San Francisco □ Best station-initiated news coverage for *Invisible Victims: Japanese-American Survivors of the Atom Bomb*.

WUHY(FM) Philadelphia □ Best spot news coverage, for *91 Report*.

WGBH(FM) Boston □ Best arts and humanities documentary, for *First Person America: Voices of the Thirties-Harlem Stories*.

KXPR(FM) Sacramento, Calif. □ Best arts and humanities coverage, for *Sacramento Spectrum*.

South Carolina Educational Radio Network □ Best music performance, for *Marion McPartland's Piano Jazz II*.

ZBS Foundation, Fort Edward, N.Y. □ Best spoken arts coverage, for *The Blackmailer*.

KBVU(FM) Provo, Utah □ Best spoken arts coverage, for *The Halloween Tree*.

WUHY(FM) Philadelphia □ Best live radio, for *Fresh Air*.

KSOR(FM) Ashland, Ore. □ Best children's program, for *Chat-terbox: How Giamme the Ax Found Out ...*

WBEZ(FM) Chicago □ Best children's program, for *Audio Jam: Telephone Communication*.

KUT(FM) Austin, Tex. □ Best instructional program, for *Star Date*.

KUOM(AM) Minneapolis □ Best other special interest program, for *Agings in America*.

Rockin' the night away on USA Network

Cable programmer launches rock music series, 'Night Flight,' for weekend, late-night placement

Claiming a "first for cable," USA Network announced the June 5 premiere of *Night Flight*, a "late-night weekend series of rock-oriented movies, concert footage and mini-features."

While USA may be first to put such programming up on Satcom 1, Warner-Amex Satellite Entertainment Co. had announced at the March Cable Television Administration and Marketing Society seminar its intention to launch a 24-hour rock music service, the Music Channel (BROADCASTING, March 9), with its premiere set for August.

The *Night Flight* news came from USA Network President Kay Koplovitz and Jeff Franklin, president of ATI Equities Inc., whose American Talent International Video will produce *Night Flight* in conjunction with USA.

An initial run of 26 weeks has been set for the twice-weekly series, which will be carried on Friday nights at the conclusion of USA's Black Entertainment Television coverage, approximately from 2 to 4 a.m. (which, of course, is really Saturday morning) and on Saturday from 11 p.m. to 3 a.m. The Friday programming will consist of a single two-hour feature; the Saturday broadcast is billed as a "double-feature."

Feature titles listed in the *Night Flight* inventory are "Rust Never Sleeps" with

Neil Young, rock group The Who's "Quadrophenia," "The Day the Music Died." Concert performances "Rod Stewart & Faces with Keith Richard," "Jimi (Hendrix) Plays Berkeley" and "Volunteer Jam" with the Charlie Daniels Band were also mentioned as upcoming on *Night Flight*.

Participating sponsors signed for the series, which is to include 12 advertiser minutes (10 network, 2 local) per hour, are Pepsi, Miller beer and Wrangler jeans.

ATI's Franklin, in making the announcement, said the program is aimed at "the most influential and affluent youth-oriented market," a "large audience" that "has long been neglected by broadcast and cable TV."

Cincinnati Reds dip toe into pay cable coverage

Six home games are scheduled to be cablecast for homes beyond 100 mile radius of city

The Cincinnati Reds have embarked on a venture whereby cable television systems over 100 miles from Cincinnati, but within the confines of Iowa, Kentucky, Indiana, Tennessee, Virginia and West Virginia will be able to carry some of the team's home games. In this experimental network, six games are offered, running one per month.

The Cincinnati Reds, who own the radio rights to their games, which are broadcast to 117 affiliates in over 100 cities, is pro-

ducing and developing the network of cable television systems and offering the games as a pay cable service with advertising.

Television rights are held by WLWT(TV) which has 11 affiliates within the designated 100-mile radius and broadcasts 48 games, three of them home.

Bill Spiegel, program director at WLWT, noting that the cable coverage of the games wouldn't interfere with WLWT's broadcast audience, wasn't too concerned over the venture. Spiegel said the games in question are played during the week, while the home games broadcast by WLWT are on the weekend.

Dick Wagner, president of the Reds, said that the first few years of the project may result in financial losses but claimed "the knowledge and experience will be worth the investment." A spokesman for the team also indicated that revenues in the future from advertisers and cable operators will make up for the initial monetary setbacks.

Subscription television service, ON TV in Cincinnati, owned by Buford Television of Ohio Inc., also broadcasts the six games over the company's WBTI(TV) channel 64, there. To date, it has almost 30,000 subscribers. Jim Winters, director of broadcasting for the Reds sees the cable/STV experiment as a "showcase" for the team. Regarding ON TV's broadcast of home games in the Cincinnati area, Winters said "it's a great opportunity to increase attendance." Winters believes that the audience will find that "nothing beats being at a Reds game at Riverfront Stadium."

Technology

Digital audio debut set for fall 1982 by Sony and Philips

Joint developers unveil 12 cm. (seven inch) Compact Disc player they say will replace records

The fall of 1982 has been set as the target for the introduction of an audio system Sony Corp. chairman Akio Morita last week said would replace all existing audio records. At a joint press conference in New York, Morita and Frank Randall, vice chairman of North American Philips, announced their plans to begin marketing the Compact Disc Digital Audio System, which has been co-developed by Philips and Sony. Introduction of the system into this country will follow the European and Japanese introductions, scheduled to ap-



Future disk. Sony and North American Philips unveiled its new Compact Disc Digital Audio System in New York last week, announcing the 4.7 inch disk will debut in the fall of 1982. Proponents claim the digital record will make present recording obsolete, by eliminating distortion and prevent deterioration that occurs with current mechanical stylus systems. The disk contains an hour of playing time.

pear some time in 1983.

Both Philips and Sony demonstrated their respective Compact Disc (CD) players on Wednesday with the 12 cm. disks that are able to record up to one hour of digitally-encoded stereo music. The disk employs an optical principle similar to that used in the videodisk systems which Philips helped to develop.

Randall claimed that the system represents "the most significant advance in consumer sound reproduction in more than 25 years." The combination of digital recording and playback, with its elimination of audio distortion, with a disk technology that is claimed to preclude the deterioration inherent in current mechanical stylus systems, was hailed by Morita as "a direct, trouble free link between the musician and the listener."

The machines displayed last week were only prototype units, and no consumer price was suggested. However, Randall did

More for OFS bands. FCC has authorized transmission of program material and other services on microwave frequencies in private operational fixed microwave service (OFS). Point-to-point services were authorized on bands above 13 ghz, while point-to-multipoint services were authorized on three 6 mhz channels in 2.5 mhz band. However, in case of point-to-point services, licensees in 2.5 mhz band may not distribute video programming to master antenna television systems in apartment buildings or private homes. Licenses in 2.5 ghz band will be conditioned on outcome of proceedings proposing new technical standards for band and reallocation of frequencies providing OFS access to more channels. Primary use of OFS band has been for intracompany communications for non-communications businesses.

Teletext test. National Cable Television Association will conduct test this month to determine "survivability of teletext signal on a typical cable system," according to Wendell Bailey, NCTA's VP science and technology. According to Bailey, NCTA doesn't care what system broadcasters use for teletext—Antiope, Telidon or Ceefax—but it is concerned about degradation of teletext signal as it passes through cable. Thrust of test, which will be conducted at Viacom's Suffolk county, N.Y., system, will be to find optimum data rate and pulse shape for cable carriage.

Waiting for AM stereo. More bad news for those AM broadcasters waiting with bated breath for FCC decision on AM stereo—projected commission action: first quarter 1982. FCC projected action date usually indicates earliest time action will occur and is often extended. Many AM broadcasters view stereo for that medium as means of recapturing audience lost to FM in 1970's.

Going round in circles. RCA Broadcast Systems will build circularly polarized Tetra Coil antenna for WHAS-TV Louisville, Ky. TCL-12A antenna, designed for tower-top mounting, will have gain of approximately five in each polarization, and will operate in conjunction with RCA 50 kw transmitter installed at station last year. Circularly polarized broadcasts are to commence in 1982.

Phone calls from space. RCA American Communications announced it has leased minimum of 1,000 voice-grade circuits on Satcom satellites to MCI Telecommunications. Three-year lease is valued in excess of \$10 million.

say CD units would be "competitive" with highend consumer equipment, while the disks, similarly, would cost about the same as the high-quality digital records now available.

9 khz plan to cost \$40 million, Cohen study says

Figure represents 56% increase over FCC-sanctioned study by Moffet, Ritch & Larson

A study, which was to have been completed late last week for the National Association of Broadcasters by the consulting engineering firm of Jules Cohen & Associates, concludes that the costs for U.S. AM stations in shifting to the Canadian 9 khz plan (whereby stations would have to shift frequencies by as much as 9 khz) would total over \$40 million. That figure is more than 56% higher than the \$25.6 million tab that the consulting engineering firm of Moffet, Ritch & Larson projected for such a switch in a study conducted for the FCC (BROADCASTING, May 11).

Jules Cohen said that the Moffet study underestimated the costs of professional fees and expenses as well as adjustments for critical and noncritical arrays and non-directional stations. For example, the Moffet study concluded that the average cost for a station with a noncritical array switching to 9 khz under the Canadian plan would be approximately \$11,457 as compared with Cohen's projection of \$15,400. Moffet projected an average cost of \$1,853 for nondirectional stations making the switch while the comparable Cohen projection was \$3,220.

Further criticism of the Moffet study came from Group One Broadcasting Co. and ABC. The former said that Moffet underestimated the cost of switching its WONE(AM) Dayton, Ohio, to 9 khz under the Canadian plan with the Moffet projection: \$69,287; Group One projection: somewhere between \$221,000 and \$344,000.

ABC said that while Moffet projected the cost of a similar switch for WMAL(AM) Washington (ABC owned and operated) to be \$87,674, more realistic figures would put the cost between \$175,348 and \$500,000.

ABC also expressed its belief that the two-week comment period established for responding to the Moffet study—released May 5—was unfair since the study took six months to make.

ABC also said that the Moffet study had underestimated the costs involved in contracting for a daytime or nighttime allocation study and form 301 application. Moffet said such a study would cost around \$2,000. ABC said, however, that it had recently contracted with two engineering firms to have studies done for three of its stations and the cost for each was about \$5,000, more than twice the Moffet projection.

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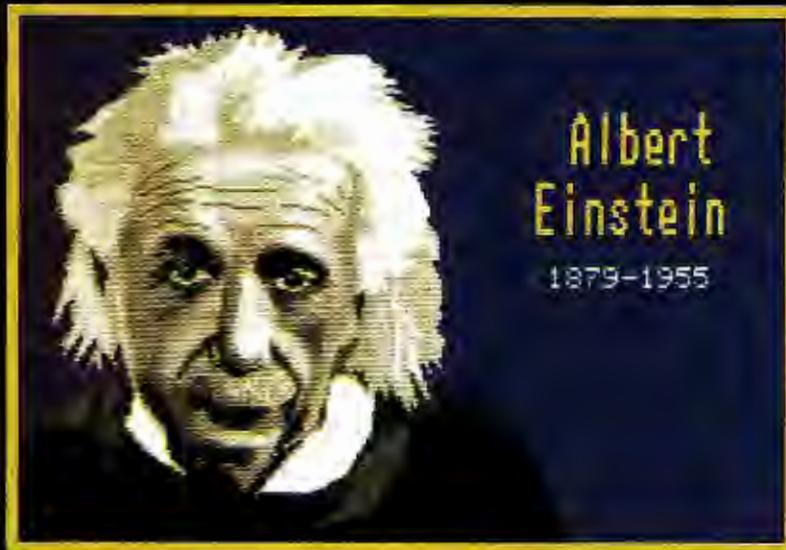
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OF BROADCASTING

A presidential assassination, the growing civil rights movement and more American conquests in space were events prominently woven into broadcasting's 1963 history. Less prominent to the outside world, but vividly remembered in the industry, were FCC attempts to reform programming and technical standards as well as proposals to reduce on-air clutter. And there was a congressional probe of broadcast ratings services that prompted radio-TV efforts for greater self-discipline.

In 1963, Newton Minow and the FCC continued their quests to curb radio overpopulation, to clarify license-renewal procedures and to control network programming. "We're not coming up with panaceas," Chairman Minow declared. "These problems don't lend themselves to easy solutions." Minow, however, was destined to soon retire from the FCC arena. He resigned his post as of June 1 to return to private law practice as vice president and general counsel of Encyclopaedia Britannica.

President Kennedy then appointed FCC Commissioner E. William Henry as Minow's successor, and moved Assistant Attorney General Lee Loevinger to fill the vacancy on the FCC.

Henry, who had joined the commission in 1962, was called a "typical New Frontiersman." He promised that he would be "as tough, if not tougher" than Minow, adding "Our philosophies of regulation have many areas where they coincide. . . . We must be alert at all times to see that exclusively private interests don't override the public interest.

Loevinger, the former chief of the Department of Justice Antitrust Division, believed that a "multiplicity of voices" was necessary in so persuasive a field as broadcasting.

BROADCASTING paraphrased an old baseball poem as it editorialized: "There is no joy in broadcasting's Mudville. . . . The new appointments promise no relief from the pressures of the New Frontier for stringent programming and advertising controls. Mr. Henry is on record in favor of fixed percentages of sustaining time on television (and presumably radio) and of having broadcasters heel to the FCC's every command. . . . Mr. Loevinger's appointment . . . is an event that will give neither broadcaster nor communications licensees any com-



A sniper's bullet martyred John F. Kennedy in a Dallas motorcade Nov. 22. Less than two hours later, Lyndon B. Johnson took the oath of office as the 36th President. Paul VI became Pope following the June 3 death of John XXIII. In November, the South Vietnamese government was overthrown and President Ngo Dinh Nhu was captured and killed. On June 17, the Supreme Court ruled laws that required recitation of the Lord's Prayer or verses of the Bible in public schools were unconstitutional. The campaign against smoking was accelerated by a book written by Senator Maurine B. Neuberger (D-Ore.) in which she expressed disappointment that radio and TV had not acted to eliminate glamorization of smoking for young people. And elsewhere in BROADCASTING . . .

fort. . . . Mr. Loevinger's [previous] assignment [as head of Antitrust] was to go after the larger entities in the industry. The larger entities in broadcasting and communications cannot help but view his appointment to the FCC as a real threat."

Though the FCC continued to opt for controls on broadcasting, Henry proved less of a catalyst for reform than Minow. And Loevinger, at his Senate confirmation hearings, proved himself to be not as firmly committed to interventionist regulation as Minow, stating conservative views such as "If I am to err, I would rather err on the side of restraint," and "Rather than go too far in seeking to influence program content. . . . I think that this is a matter in which less harm is likely to be done by a restraint even of legal powers that may be possessed than is likely done by seeking to impose my ideas or anybody else's ideas upon the character of the programs that may be offered to the public. . . ." With words such as these, Loevinger, and, at times Henry, aroused less concern in broadcasters.

The FCC in May—before Minow's departure and Loevinger's arrival—proposed new rules for radio, aimed at controlling AM's growth and bringing an end to the commission's partial freeze on AM licenses. The rules called for radio station quotas for each market based on size and population, the breakup of certain AM-FM duopolies and a 50% limit on the amount of AM programming that could be duplicated on co-owned FM outlets in larger markets.

The prospect of such heavy regulation caused anxiety. Calling the plan "a road map to a dead end," BROADCASTING criticized the proposed new rules "as part of a much larger plan to create a broadcast system of many small components subservient to almost unlimited government controls." Broadcasters worried that the same FCC logic that claimed common ownership of AM and FM stations was not in the best public interest could be extended to the common ownership of other types of broadcasting media. Broadcasters also rejected the underlying premise of a quota-based system of radio allocations that stemmed from a theory of government protectionism in which the limits of service and profits should be determined by the government. Licensees such as RKO General and

Time-Life Broadcasting Inc. felt that the commission was being unfair to AM broadcasters who had invested heavily to bring "the starving FM infant" to economic maturity only to be told to turn the station over to a newcomer.

While the FCC and broadcasters continued to debate the new rules for the rest of the year, the commission did take definitive stands on license fees and so-called overcommercialization.

To recoup some of its costs, the FCC in May announced that starting Jan. 1, 1964, applications filed with the commission should include fees of up to \$100, depending upon the service requested.

The commercialization issue was unexpectedly revived by FCC Chairman Henry in an address to the International Radio & Television Society in September. In it he pledged to seek commercial time standards that would lessen "the massive doses of clutter" at station breaks. To buttress their position, broadcasters explained their need for financial stability; as one broadcaster succinctly put it, "As long as television can be supported by advertising revenues, commercial freedom must be exercised or you automatically place a ceiling on the growth of modern man's most valuable communications device."

With over 18 million television commercials scheduled for 1963, and with television's net time sales rising 6.9% to \$1,394,000,000, the FCC faced a herculean task, one that broadcasters thought the FCC had dropped in deference to the commercial time standards in the National

Association of Broadcasters' codes.

"Right now broadcasters ought to scrap their own advertising time standards," BROADCASTING advised, "in the frank acknowledgement that they are meaningless as guides to self-discipline and would be equally meaningless as government rules. The new approach ought to be that time is perhaps the poorest measurement of commercial tolerance. In determining public acceptance (and advertising effectiveness), the content and placement of the commercial are more important than the time it occupies. If the NAB and its influential members want to make progress, they would be well advised to start looking into those problems while they also keep up the pressure for legislative restraints on the FCC."

Cable television continued to grow in 1963 as the number of broadcasters in CATV increased. Overall, however, apprehension about the medium continued in on-air broadcasting circles.

Pay television's ranks were joined by Pat Weaver, former NBC executive and programming innovator, who left the McCann-Erickson agency to head Subscription Television Inc., a company that planned wired television in Los Angeles and San Francisco. In addition, the pay-TV experiment launched in Hartford, Conn., in 1962 continued to be watched closely by all broadcasters.

In a significant CATV transaction, H&B American Corporation and RKO General, both substantial cable owners, planned a merger of their more than 50 CATV

systems with 100,000 subscribers. Also significant was a May ruling by the U.S. Court of Appeals. It upheld an FCC decision that refused to authorize additional facilities for Carter Mountain Transmission Corp., a company that brought TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system serving Wyoming. The FCC had acted on the grounds that it had a right to use licensing powers over common carrier relays to protect TV stations from CATV inroads.

To help educational television, the Ford Foundation in October announced a \$6-million grant for 1964 to the National Educational Television and Radio Center to aid in improving programming. It brought the amount the Ford Foundation had contributed to various educational TV projects since 1951 to \$86.4 million. While the commercial network executives publicly stated that they "welcomed" the competition of NET (the new name when the group dropped its radio programming), in private, commercial network officials speculated about the fine line between commercial support and advertising. As BROADCASTING articulated the problem: "It is a short step from a simple credit line to a short advertising message, and once that step is taken the noncommercial stations will be competing with commercial stations for advertising support."

In an attempt to accommodate more educational stations, the FCC in October requested comments on its proposal to add more than 400 assignments to the UHF table—374 to be set aside for educational broadcasters. Although this allotment brought to about 600 the number of UHF ETV assignments (plus 99 VHF assignments), the number remained far short of the 1,200 assignments that the National Association of Educational Broadcasters claimed was needed for educational programming in the 1960's.

In a controversial series of hearings, the House Special Subcommittee on Investigations, chaired by Representative Oren Harris (D-Ark.), heard testimony that questioned the reliability and ethical content of broadcast rating surveys. Some witnesses quite bluntly called the ratings surveys "frauds." LeRoy Collins, National Association of Broadcasters president, stated: "I am . . . convinced that reform is needed. I am just as convinced that rating data and conclusions drawn therefrom should be more accurate and reliable. They should be developed through methodologies and procedures affording greater assurance of freedom from error than is now the case."

The committee explored the methodology of ratings companies such as Conlan, Pulse and even A.C. Nielsen, the largest service, not always satisfied that a foolproof or frequently accurate system existed. As a result of the hearings, BROADCASTING wrote: "Ratings and rating services have been discredited almost to the point of uselessness. The Harris subcommittee hearings have created more



Bob Hope, recipient of the NAB's Distinguished Service Award in 1963, is escorted to the stage on the opening day of the Chicago convention by NBC President Robert Kintner (l) and NBC Board Chairman Robert Sarnoff.

—Broadcasting, April 8



Meeting last week in New York was the newly formed Rating Council of the National Association of Broadcasters and the council advisers. Attending the two-day session were (seated l-r) Simon Goldman, WJTN-AM-FM Jamestown, N.Y.; Norman E. Cash, of Television Bureau of Advertising; Leon Arons, of TVB; Hugh M. Beville, NBC, and Miles David, Radio Advertising Bureau. Standing (l-r) are Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Thomas K. Fisher, CBS; Fred Paxton (in rear), WPSD-TV Paducah, Ky.; Doug Anello (front), National Association of Broadcasters; William Kistler, Association of National Advertisers; Donald H. McGannon, Westinghouse Broadcasting, council

chairman; Mel Goldberg, NAB; Howard Bell, NAB; James Schulke, National Association of FM Broadcasters, and Ben Strouse, WWDC-AM-FM Washington. Also attending the meeting were LeRoy Collins, NAB president; Edward Marshall of the American Association of Advertising Agencies; Bennett Korn, Metropolitan Broadcasting, and Robert Hurleigh, Mutual.

Appointed to the council but not attending the New York meetings were Joseph C. Drilling, Crowell-Collier Broadcasting; Frederick C. Houwink, WMAL-AM-FM Washington, and Simon Siegel of ABC.

—Broadcasting, June 24

doubts about existing methods of measuring radio and television audiences than can be resolved by minor adjustments. . . A sweeping reappraisal of the methods—and purposes—of audience measurement is in order, and there are signs that broadcasters are beginning to recognize that fact.” As a beginning, BROADCASTING offered these basic expectations for rating services: “Measurements must not penalize radio and television in comparison with other media; measurements must be adaptable to changing technology and changing habits of viewing and listening, and national and local measurements must be equally reliable.

By May, the NAB had issued a plan to pay for an industry audit, the Radio Advertising Bureau called for separate radio and television surveys, and the Federal Trade Commission—which had been branded by several congressmen as having “not done all that it might have done to assure the accuracy of . . . ratings”—charged Nielsen with a ratings monopoly. The FTC said that the company should surrender half of its clients.

In an additional quest for ratings accuracy, the FCC and the FTC jointly demanded that broadcasters who use ratings to sell air time to advertisers must be able to substantiate their claims. The FCC also warned that “in determining whether a licensee is operating in the public interest, the commission will take into account any findings or order to cease and desist of the FTC concerning the use of broadcast ratings by a licensee.”

To foster better ratings, the NAB created a Broadcast Rating Council whose purpose was to devise standards and monitor the diverse ratings agencies. Nine rating services, including all the major organizations, applied to the Broadcast Rating Council for accreditation.

The NAB in late December named Dr. Kenneth Baker, research consultant and onetime NAB official, to be the BRC’s first executive director. Meanwhile, the FTC and the FCC refrained from issuing any specific rules, but continued to apply pressure for reform.

Despite the testimony of network executives that ratings were just one measure of a program’s worth, ratings continued to be a powerful factor in programing decisions. As BROADCASTING reported, “With more money than ever before riding on the outcome, advertisers and agencies this fall will be watching audience reaction to the new season’s nighttime network television program schedule with what is already building toward unmatched intensity.” For the 1963 fall season, network telecasters scheduled 34 new shows; that meant approximately four out of every 10 prime-time shows were new for that season. Some of the new shows included, on ABC, *Arrest and Trial*, a 90-minute detective-legal drama with Ben Gazzara and Chuck Connors; *100 Grand*, a 30-minute quiz show; *The Outer Limits*, a 60-minute science fiction drama; *The Greatest Show on Earth*, a 60-minute adventure drama with Jack Palance and Stu Erwin; *The Fugitive*, a 60-minute

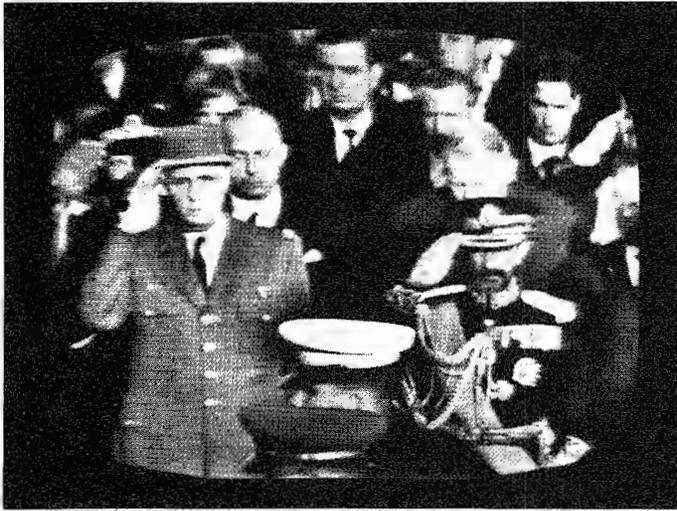
drama with David Janssen that was destined to achieve enormous success; *The Patty Duke Show*, a 30-minute comedy with Patty Duke in the dual role of identical twins, and *The Farmer’s Daughter*, a 30-minute situation comedy with Inger Stevens as a former farm girl who went to work as a domestic for a congressman.

On CBS: *My Favorite Martian*, a 30-minute comedy hit with Ray Walston as a Martian and Bill Bixby as the newspaperman who finds and befriends him; *The Judy Garland Show*, a 60-minute variety show; *The Danny Kaye Show*, a 60-minute variety show, and the successful *Petticoat Junction*, a 30-minute situation comedy with Bea Benaderet as the operator of a rural hotel.

On NBC: *Mr. Novak*, a 60-minute drama about a dedicated teacher in a city high school, with James Franciscus and Dean Jagger; *The Richard Boone Show*, a 60-minute repertory drama, and *The Bob Hope Show*, a 60-minute show in which Hope presents five comedy-variety shows and then acted in dramatic roles in two others.

Special programing had tremendous impact in 1963, due in part to space technology as well as to political events. Telstar II, launched May 7, broadcast two television programs in its first week in orbit.

Astronaut Gordon Cooper, during his 22-orbit, 34-hour flight, was seen on the first live pictures of an astronaut in orbit. The pictures were somewhat unclear because of inadequate lighting in the space



Television and radio had the grim duty to report to the world on the events in the four days after President Kennedy's assassination in Dallas. Left photo: France's Charles DeGaulle and Ethiopia's Haile Selassie (r) were among leaders of other nations in Washington for the



funeral. Right photo—TV's cameras were focused on the Kennedy family outside Washington's St. Matthew's Cathedral when young John F. Kennedy Jr. saluted his late father.

—Broadcasting, Jan, 1976, Chronology

capsule. Nonetheless, such transmission represented a new era in broadcasting. Coverage of Gordon's flight, including specials, and full coverage before, during and after the splash-down, cost television and radio more than \$2 million in coverage and pre-emption costs.

Just as Gordon's cameras showed what the Earth looked like floating in space, network cameras showed the struggle and violence that had become part of 20th century America. Both camera angles presented shocking new perspectives to the country.

In June television and radio took America to the funeral of the slain civil rights leader, Medger Evers. June also brought the spectacle of George Wallace, governor of Alabama, attempting to delay integration as he stood in front of the doors to the University of Alabama.

As the TV network programing expanded, so did the local offerings of individual stations. One result was the formation of the National Association of Television Program Executives in October 1963. NATPE was designed for the exchange of problems and solutions in order to upgrade the quality of local TV programing. Its founding fathers included Lew Klein of WFIL-TV Philadelphia, Stan Cohen of WDSU-TV New Orleans, Roy Smith of WLAC-TV Nashville, Tom Jones of Triangle Stations and Peter Kizer of WOOD-TV Grand Rapids, Mich.

Blacks who had begun coordinated efforts to break into the predominantly all-white world of broadcasting, both in front of and behind the cameras, began to achieve results in 1963. The FCC began a study to determine the feasibility of taking actions to prohibit racial discrimination in broadcasting. Conversely, some like Senator Strom Thurmond (D-S.C.) accused the networks of "slanted news" in following "the NAACP line." "The American people in the South are entitled to fair exposure on television," Thurmond said.

"When that Negro [Medger Evers] was shot in the back, the news was carried on the networks over and over again. But when a white man was shot in the back in Lexington, N.C., the networks only carried about three mentions of it."

To clarify broadcasters' responsibilities under the fairness doctrine, the FCC in July declared that broadcasters must present the black point of view when broadcasting programs dealt with racial matters. Issued with good intentions, the FCC doctrine was criticized by some congressmen. Oren Harris for example, noted that "if actually enforced . . . [the FCC memo] is likely to place an intolerable burden upon the members of the commission which the members cannot possibly discharge without neglecting other important



Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, congratulates FCC Broadcast Bureau Chief Kenneth A. Cox (r) on the latter's nomination to the FCC.

—Broadcasting, Jan. 17

responsibilities."

In August, television cameras presented millions of viewing Americans with the sight of 200,000 people gathered at Washington's Lincoln Memorial under the leadership of Martin Luther King Jr., to march for civil rights. "I have a dream," King intoned. "It is a dream deeply rooted in the American Dream. I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident, that all men are created equal.'" Television produced a palpable image of what "We shall overcome" meant to King, to his followers, and to the country.

The assassination of President Kennedy in Dallas on Nov. 22, provided broadcast journalism with four days of constant challenge and brought universal praise for the electronic media's conduct in the time of world sorrow. For these four days, the networks suspended normal programing, including commercials to cover the story. The networks were on the air an unprecedented amount of time: NBC-TV for over 71 hours, NBC Radio over 68 hours; CBS-TV 55 hours, CBS Radio over 58 hours; ABC-TV 60 hours, ABC Radio 80 hours; and Mutual 64 hours. The network coverage cost an unprecedented amount of money, more than \$32 million in costs to broadcasters, advertising agencies, and station representatives.

The images of loss proliferated. Jacqueline Kennedy in her blood-stained suit in the motorcade after the sniper slaying; Jack Ruby shooting accused assassin, Lee Harvey Oswald, as TV cameras focused on Oswald's transfer between jails in Dallas. President Lyndon Johnson descending from his airplane after his swearing in immediately after JFK's death. The arrival of France's Charles de Gaulle, Ethiopia's Haile Selassie, Greece's Queen Frederika, Israel's Golda Meir and other dignitaries for Kennedy's funeral.

The transfer of the coffin from the White House to the Capitol. Jacqueline



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Kennedy and daughter Caroline kissing the flag-draped coffin and son John saluting his late father outside St. Matthew's Cathedral. The solemnity of final burial at Arlington.

Through this ordeal, broadcasting was lauded for "its finest moment," in bringing together the nation. CBS research showed that 93% of U.S. homes watched television during JFK's burial, and that the average set was in use for more than 13 consecutive hours.

About the four-day experience, BROADCASTING commented, "To watch it would have been unspeakably morbid if it had been presented with less solemnity and taste. As it was, the experience, for all its dreadfulness, was in a way ennobling. Never had so many been so intimately associated with great events. In those four terrible days, television came of age and

radio reasserted its capacity to move to history where it happens. . . . Americans

have had the venom wrung out of them by a catharsis like no other in their history."

Stay Tuned

1. What was the Network Election Service and who were the participants in that pooled effort in 1964?
2. What federal post did LeRoy Collins accept in resigning from the presidency of the NAB?
3. What 1956 swap-trade agreement involving stations in two major markets was reversed by the FCC?
4. Which federal agency ordered health warnings on all cigarette packages and in all advertising for such products?
5. Was there a suspension of Section 315's equal-time requirements for the 1964 presidential and vice presidential campaigns?

The answers next week
in "1964."

For the Record

As compiled by BROADCASTING May 18 through May 22 and based on filings, authorizations and other FCC actions.

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Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ *Oxnard, Calif.—Sonshine Educational Radio Inc. seeks 90.3 mhz, 4.75 kw, HAAT: 1295 ft. Address: 11635 Richmond Street, Riverside, Calif. 92505. Estimated construction costs: \$14,000; first-year operating cost: \$100,000. Format: Educational. Principal: non-stock, nonprofit corp.; Lee A. McIntyre is president. He is general manager of KSGN(FM) Riverside, Calif. Filed May 6.

■ San Luis Obispo, Calif.—John Brown Schools of California seeks 98.1 mhz, 4.37 kw, HAAT: 1520 ft. Address: Box 7126, 3759 Atlantic Avenue, Long Beach, Calif. 90807. Estimated construction costs: \$136,000; first-quarter operating cost: \$40,000; first-year revenue: \$240,000. Format: Inspirational. Principals: nonstock, nonprofit corp.; John E. Brown Jr. is chancellor and John E. Brown III is president. John Brown University owns John Brown Schools of California, licensee of KGER(AM) Long Beach, Calif.; John Brown Broadcasting, licensee of KGOL(FM) Lake Jackson, Tex., and KUOA Inc., licensee of KUOA(AM)-KMCK(FM) Siloam Springs, Ark. Filed May 5.

■ Quincy, Calif.—Ralph Edward Wittick seeks 101.9 mhz, .820 kw, HAAT: 2605 ft. Address: 173 Lawrence Street, Quincy 95971. Estimated construction costs: \$69,200; first-year operating cost: \$60,000; revenue: \$72,000. Format: Easy Listening & Classical. Principal: Ralph E. Wittick (100%), who is general manager and owner of KPCO(AM) Quincy. Filed April 10.

■ Eagle, Colo.—Eagle Broadcasting Inc. seeks 101.5 mhz, 29.85 kw, HAAT: 2862 ft. Address: 6973 East

Jewell Avenue, Denver, Colo. 80224. Estimated construction costs: \$166,700; first-quarter operating cost: \$166,700; revenue: \$42,250. Format: MOR. Principal: Ann P. Ogden (90%) and Robert Suarez (10%). Ogden is former news reporter for KOA(AM) Denver, Colo., and WLKY-TV Louisville, Ky. Suarez is general manager of KLGTV-FM Breckenridge, Colo. Filed May 8.

■ Greenwood, Miss.—Ronnie J. Grantham seeks 99.1 mhz, 100 kw. Address: Route 1, Box 107C, Sallis, Miss. 39160. First-quarter operating cost: \$45,625. Principal: Ronnie J. Grantham (100%). Walnut Grove, Miss., timber broker is also applicant for AM at Greenwood. (BROADCASTING, May 25). He is applying for CP to operate existing facilities of WSWG-AM-FM Greenwood, which are currently operating under interim management due to FCC's denial of renewal application of former licensee, Charles Saunders. Filed May 11.

■ Greenwood, Miss.—Mid-Delta Broadcasting Inc. seeks 99.1 mhz, 100 kw. Address: 310 South Main Street, Greenwood 38930. First-quarter operating cost: \$45,000; first-year revenue: \$170,000. Format: Black music. Principals: Alix H. Sanders, Lee A. Frison, E. A. Boykins, Henry W. Hughes and Michael Carter (20% each). They are also applicant for AM at Greenwood (BROADCASTING, May 25), and are seeking existing facilities of WSWG-AM-FM Greenwood. Filed May 11.

■ Santa Fe, N.M.—Amo Broadcasting Co. seeks 105.1 mhz, 20 kw, HAAT: 2,824 ft. Address: 2405 Municipal Drive, Farmington, N.M. 87401. Estimated construction costs: \$162,000; first-quarter operating cost: \$62,000; first-year revenue: \$246,000. Principals: Herbert A. Phelan (25%), John R. Catsis and wife, Connie T. (13% each) and eight others at 4.9% each. Phelan is Rosenberg, Tex.-based financial advisor and 4.2% owner of KYKN(FM) Grants, N.M. Catsis' each own 14.6% of KYKN. Filed May 5.

■ *Buffalo, N.Y.—State University of New York seeks 91.3 mhz, .10 kw, HAAT: 109 ft. Address: State University Plaza, Albany, N.Y. 12246. Estimated construction costs: \$10,000; first-year operating cost: \$19,000. Format: Educational. Principal: State University of New York is licensee of 12 stations throughout state. Harry Spindler is vice chancellor for business and finance. Filed May 11.

■ New York, N.Y.—Classical Radio Inc. seeks 104.3 mhz, 5.4 kw, HAAT: 1220 ft. Address: 116 Pinehurst Avenue, New York 10033. Estimated construction costs: \$260,500; first-quarter operating cost: \$392,000; revenue: \$1,900,000. Format: classical. Principals: John A. Coleman, Kristin B. Glen, Jeffrey E. Glen, Ralph M. Jennings and Robert J. Schack (18.5% each)

and Emma L. Bowen (7.5%). Coleman is Associate Professor at New York University. Kristin Glen is Judge, Civil Court of City of New York. Jeffrey Glen is vice president, Stanley Glen Corp., Sarasota, Fla.-based investment firm. Jennings is New York communications consultant. Schack is assistant attorney general, Albany, N.Y. They have no other broadcast interests. Filed May 1.

■ ***Broken Arrow, Okla.**—Creative Educational Media Corp. seeks 90.5 mhz, 100 kw, HAAT: 230 ft. Address: 110 West Kenosha Street, Broken Arrow 74012. Estimated construction costs: \$76,000; first-quarter operating cost: \$18,450. Format: Educational. Principal: non-profit, nonstock corp; Gerald D. Ingles is president. He is LPTV applicant for five translators throughout state. Filed May 11.

■ **Roma, Tex.**—Grant Communications Group. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 11, 812 Main, Pella, Iowa 50219. Estimated construction costs: \$10,500; first-quarter operating cost: \$6,200; first-year revenue: \$70,000. Principal: nonprofit corp.; Robert Grant Smiley is president; and also licensee of KTAV(FM) Knoxville, Iowa, and KRGS(FM) Spencer, Iowa. Filed May 7.

■ **Tye, Tex.**—Griffis Broadcasting Co. seeks 99.3 mhz, .540 kw, HAAT: 714.5 ft. Address: 3201 South 23rd Street, Abilene, Tex. 79605. Estimated construction costs: \$43,000; first-quarter operating cost: \$10,000; revenue: \$21,000. Principal: Robert L. Griffis, who is newsman at KRBC(AM) Abilene, Tex., and has no other broadcast interests. Filed May 7.

■ **Olympia, Wash.**—Olympia Broadcasting Inc. seeks 96.1 mhz, 100 kw, HAAT: 1,522 ft. Address: 8622 Twenty-Seventh Avenue, N.E. Olympia 98503. Estimated construction costs: \$237,800; first-quarter operating cost: \$37,500. Principals: Michael F. Marohn (27.6%), Thomas R. Dunagan (18.7%), Mary J. Brinkerhoff (18.4%), Stanley D. Dunagan (16.1%), David F. Lapp (13.7%) and Brian W. Dunagan (5.5%). Dunagans are brothers. Marohn is administrator for U.S. Small Business Administration, San Francisco. Stanley Dunagan is Olympia contractor. Thomas Dunagan is Anchorage, Alaska, real estate appraiser. Brian Dunagan is Olympia commercial fisher. Lapp is Olympia land developer. Brinkerhoff is real estate agent and partner with Stanley Dunagan in construction firm. They have no other broadcast interests. Filed May 5.

TV applications

■ **Clays Ferry, Ky.**—Kentucky Authority for Educational TV seeks ch. 62; ERP: 537 kw vis, 53.7 kw aur., HAAT: 802 ft.; ant. height above ground: 785 ft. Address: 600 Cooper Drive, Lexington, Ky. 40502. Estimated construction cost: \$757,000; first-year operating cost: \$43,000. Legal counsel: Kenkel & Barhard-Washington. Principal: Kentucky Authority for Educational Television operates 15 TV stations throughout state. O. Leonard Press is executive director. Filed May 12.

■ **High Point, N.C.**—Fox Media Inc. seeks ch. 67, ERP: 1355 kw vis, 135.5 kw aur., HAAT: 978 ft.; ant. height above ground: 996 ft. Address: P.O. Box 1214, Salisbury, N.C. 28144. Estimated construction cost: \$2,169,288; first-quarter operating cost: \$151,300; first-quarter revenue: \$215,000. Legal counsel: Charles T. Hagan-Greensboro, N.C. Consulting engineer: Moffett, Ritch & Larson. Principals: C. Elizabeth Wilson, Martha W. Peete, Kay R. Hagan, Judith M. Carter, Barbara B. Hutchens, Susan Whittington and Judy Wilson (14.2% each). Principals are Greensboro area businesswomen and investors who have no other broadcast interests. Filed Feb. 27.

■ **Salt Lake City**—American Television of Utah Inc. seeks ch. 13; ERP: 56.2 kw vis, 11.24 kw aur., HAAT: 3853 ft.; ant. height above ground: 256.8 ft. Address: 4853 Wiley Post Way, Salt Lake City 84127. Estimated construction cost: \$1,700,000; first-quarter operating cost: \$531,000; first-quarter revenue: \$450,000. Legal counsel: Fly, Shuebruk, Gaguine. Consulting engineer: Moffett, Ritch & Larson. Principal: Skaggs Telecommunications (100%), Lennie S. Skaggs, chairman of drug and food store chain is chairman of board. He is also a new UHF applicant for Ch. 14 at Salt Lake City (BROADCASTING, Oct. 15, 1979). Filed May 11.

■ **Salt Lake City**—Intermountain Broadcasting Inc. seeks ch. 13; ERP: 102 kw vis, 20.4 kw aur., HAAT: 3876 ft.; ant. height above ground: 133 ft. Address: 1171 South West Temple, Salt Lake City 34101. Estimated construction cost: \$1,106,437; first-quarter operating cost: \$175,080; first-quarter revenue: \$646,000. Legal counsel: Arent, Fox, Kintner, Plotkin & Kahn. Consulting engineer: Smith & Powstenko. Principals: David R. Williams (55%) and wife, Deanna M.

(45%). David Williams is Salt Lake City-based seller of industrial communications products, and with wife permittee of new AM at Bountiful, Utah on 680 khz. Filed March 10.

■ **Salt Lake City**—Rocky Mountain Broadcasting Inc. seeks ch. 13; ERP: 44.7 kw vis, 6.76 kw aur., HAAT: 2992 ft.; ant. height above ground: 140 ft. Address: 35 Century Parkway, Salt Lake City 84115. Estimated construction cost: \$2,590,000; first-quarter operating cost: \$657,500; first-year revenue: \$4,900,000. Legal counsel: Fletcher, Heald & Hildreth. Consulting engineer: Hammett & Edison-San Francisco. Principals: John Price (85%), Norman Louvau (7%), Dawn M. Tuft and Marcia L. Price (4% each). Price is Salt Lake City-based real estate investor and 25% owner of KARD(FM) Wichita, Kan. Louvau is communications consultant and Las Vegas-based TV producer. Tuft is former executive secretary at WAPA-TV San Juan, P.R. Marcia L. is wife of John Price. Filed May 11.

■ **Salt Lake City**—Salt Lake City Family TV seeks ch. 13; ERP: 8 kw vis, .8 kw aur., HAAT: 3881 ft.; ant. height above ground: 125 ft. Address: Suite 111, 4525 Harding Road, Nashville, Tenn. 37205. Estimated construction cost: \$173,800; first-quarter operating cost: \$185,000. Legal counsel: McCampbell & Young. Consulting engineer: B. Scott Baxter-Brentwood, N.J. Principals: Patrick D. Crants (51%), Rebecca N. Bain (47%) and Erma L. Freeman (2%). Crants is process control engineer at Dresser Manufacturing Division, Bradford, Pa. Bain is announcer and producer at WPLN(FM) Nashville. Freeman is administrative assistant for Nashville-based Tennessee Media South Inc. (financial consultants) and principal in application for new TV at Reno, Nev. Filed May 11.

■ **Salt Lake City**—Salt Lake City Utah TV Inc. seeks ch. 13; ERP: 87.5 kw vis, 8.75 kw aur., HAAT: 3947 ft.; ant. height above ground: 169 ft. Address: 311 Ridge Road East, Rochester, N.Y. 14621. Estimated construction cost: \$2,362,000; first-quarter operating cost: \$300,000; first-year revenue: \$800,000. Legal counsel: Dow, Lohnes & Albertson. Consulting engineer: Sillman & Sillman. Principal: Malcolm I. Glazer (100%), who owns KQTV(TV) St. Joseph, Mo.; WTWO-TV Terre Haute, Ind., WRBL-TV Columbus, Ga., 80% of applicant for new UHF on ch. 25 at Orange Park, Fla.; 80% of Irving Texas TV Inc., applicant for new UHF on ch. 49 at Irving, Tex. He is also LPTV applicant for four states. Filed May 11.

■ **Burlington, Vt.**—Lake Champlain Communications Corps seeks ch. 22; ERP: 1000 kw vis, 100 kw aur., HAAT: 2745 ft.; ant. height above ground: 305 ft. Address: 955 South Prospect Street, South Burlington, Vt. 05401. Estimated construction cost: \$1,336,500; first-quarter operating cost: \$323,640; first quarter revenue: \$450,000. Legal counsel: Sanford, Adams, McCullough & Beard. Consulting engineer: John Hughes. Principals: John R. Hughes (66.77%) and wife, Eve H. (33.33%). John Hughes is former vice president-general manager of WEZF(FM)-TV Burlington, VT and present 3.72% owner. Filed May 5.

AM actions

■ **Phoenix, Ariz.**—K-Ray Inc. CP application returned to AM broadcast station for new AM on 660 khz; power: 2.5 kw, DA-1; hours of oper: U; TL; 2 miles south Carefree Road on west side highway No. 17 near Phoenix, Ariz.; SL & RC: to be determined. Action April 30.

■ **Deer Trail, Colo.**—Gold Bar Broadcasting and Communications Inc. granted 1370 khz, 500 w-D. Address: Rural Route, Box 69, Deer Trail 80101. Estimated construction costs: \$112,600; first-quarter operating cost \$19,200; revenue \$90,000. Format: CW. Principals: Johnny A. Turecek and his wife, Helen P. (50% each). They own several business properties in Deer Trail and have no other broadcast interests. Action May 12.

■ **Kellogg, Idaho**—George S. Flinn, Jr. granted 1110 khz, 5 kw-D. Address: 25 Wychewood Memphis. Tenn. 38117. Estimated construction costs: \$250,000; first year operating cost: \$45,600; revenue: \$75,000. Format: general interest. Principal: Flinn is Memphis, physician also who has application for new AM pending in Arlington, Tenn., and owns 30% of applicant for new TV in Memphis. Action May 11.

■ **Omaha, Neb.**—Nebraska-Iowa Broadcasting granted 1290 khz, 5 kw-U, P.O. address: 1175 Woodmen Tower, Omaha 68102. Estimated construction cost: \$403,044.51; first-year operating cost: \$421,602; revenue: \$600,000. Format: adult rock. Principals: Willaim F. Dugan, Marshall E. Faith, Susan B. Hokanson, Marietta A. Horning; Thomas L. Moser, Arthur B. Pittman and Michael J. Tracy each own 13-1/3%. Mr. Dugon owns funeral homes in Nebraska. Mr. Faith

is president of Omaha grain merchandising firm. Miss Hokanson has interest in Omaha apartment building. Miss Horning is Omaha real estate broker. Mr. Moses is secretary-treasurer of Council Bluffs, Iowa, truck body and hoist manufacturing firm. Mr. Pittman is Omaha veterinarian. They have been granted former facilities of KOIL(AM). Action May 20.

FM actions

■ **Columbus, Kan.**—Columbus FM 98 Inc. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Rte. 1 (Scammon) P.O. Box 106, Columbus, Kan. 66725. Estimated construction cost: \$62,100; first quarter operating cost: \$6,000; revenue: \$90,000. Format: Contemporary. Principals: Ben H. Woolery (51%) and father Orval F. (49%). Ben Woolery owns Joplin, Mo. commercial production firm and is announcer for KFSB(AM) Joplin. Orval Woolery is superintendent of Sedalia, Mo. Baptist Assoc. Action May 8.

■ ***Jackson, Miss.**—Ethnic Public Broadcasting granted 91.5 mhz, 500 w, HAAT: 218 ft. Address: 1126 16th St. N.W., Washington, D.C. 20036. Estimated construction cost \$1,350; first quarter operating cost \$2,000. Principal: Non-profit corporation, J. Morgan Hodges is president. Action May 12.

■ **Omaha, Neb.**—Webster-Baker Broadcasting granted 96.1 mhz, 100 kw, HAAT: 310 ft. P.O. address: 1940 One National Center, Omaha 68102. Estimated construction cost: \$325,940; first-year operating cost: \$486,036. Format: MOR. Principals: William (50%) and John (25%) Webster and Joe Baker (25%). Websters are father and son. Websters have real estate interests. Action. They have been granted former facilities of KEFM(FM). May 20.

TV actions

■ **San Jose, Calif.**—Donald B. Thompson granted ch. 65; ERP: 1120 kw vis., 112 kw aur., HAAT: 3000 ft.; ant. height above ground: 846 ft. Address: Box 66, Los Gatos, Calif. 95030. Estimated construction cost: \$2 million; first-quarter operating cost: \$373,000; revenue: \$800,000. Legal counsel: Seymore M. Chase, Washington; consulting engineer: Jules Cohen & Assoc., Washington. Principals: Thompson is San Jose promoter of cultural events in San Francisco Bay area.

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He has no other broadcast interests. Granted May 1.

■ Bluefield, W.Va.—Channel 40 Inc. granted ch. 40; ERP: 1110 kw vis., 111 kw aur., HAAT: 2504 ft.; ant. height above ground: 1056 ft. Address: Rt. 2 Box 339 Radford, Va. Estimated construction cost: \$2.4 million; first-quarter operating cost: \$150,000; Legal counsel: Schnader, Harrison, Segal & Lewis, Washington; consulting engineer: Jansky & Bailey, Division of Atlantic Research Corp., Alexandria, Va. Principals: Franklin D. Robertson, M. Paul Chaney (13.33% each); Randal J. Kirk, president (6.67%) and 10 others. Robertson and Chaney have interest in Grundy, Va., coal mining operation. Kirk is Radford, Va. attorney. None of principals have other broadcast interests. Action Feb. 13.

Ownership Changes

Applications

■ WBGR-AM-FM Paris, Ky. (AM: 1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, 198 ft.—Seeks assignment of license from WBGR Broadcasting Inc. to Fairfield Broadcasting Company of Kentucky for \$275,000 (Broadcasting, April 13). Seller: William J. Brown and wife, Mary Ann (50% each), who have no other broadcast interests. Buyer: Fairfield Broadcasting Co. (95%), Howard J. Karlin (3%), Albert J. Greenfield and Jeffrey Holmes (1% each). Fairfield Broadcasting Co. is owned by Stephen C. and Irene B. Trivers (70% jointly) and William T. Wertz (30%). Principals of Fairfield also own WQLR(FM) Kalamazoo and WEZV(FM) Fort Wayne, Ind. Filed May 1.

■ WGNS(AM) Murfreesboro and WHLP-AM-FM Centerville, both Tennessee (WGNS: 1450 khz, 1 kw-D, 250 w-N; WHLP: 1570 khz, 5 kw-D; FM: 96.7, 3 kw, ant. 250 ft.)—Seeks transfer of control of Davidson Broadcasting Corp. from Mildred B. Littleton (55% before; none after) to E. J. Preston (45% before; 100% after) consideration: none. Principals: Seller is unable to raise additional capital necessary for licensee's continuing operation. Purchaser presently owns 45% of stations and seeks 100% control. He is Nashville, Tenn., automobile dealer and has no other broadcast interests. Filed April 7.

■ KHLB-AM-FM Burnet, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Highland Lakes Broadcasters to Hawkins Broadcasting Inc. for \$300,000. Seller: William E. Hobbs (81%) and Bill M. Edgar (19%), who have no other broadcast interests. Buyer: Steve W. Hawkins and wife, Janette D. (45% each) and father, James W. Hawkins (10%). They own KULM-FM Columbia, Tex.; in addition, James Hawkins owns 56%, and Steve 2% of KFST(AM)-KPJH(FM) Fort Stockton, Texas. Filed April 30.

■ WOXY(FM) Oxford, Ohio (FM: 97.7 mhz, 3 kw, ant. 255 ft.)—Seeks assignment of license from Stone Broadcasting Inc. to Balogh Broadcasting Inc. for \$375,000. Seller: Glenn D. Stone and wife, Doris M. (18.8% jointly), their son and daughter-in-law, Richard D. Stone and wife, Barbara E. (64.8%), and Barbara Stone's parents, Raymond H. Dick and wife, Gertrude (11.8% jointly), who have no other broadcast interests. Buyer: Douglas G. Bologh and wife, Linda Lee (50% each). Mr. Balogh is station representative and consultant. Mrs. Balogh is advertising executive, both Chicago-based, who have no other broadcast interests. Filed May 5.

■ KOOS(FM) North Bend, Ore. (FM: 100.9 mhz, 800 w, ant. 880 ft.)—Seeks assignment of license from Gold Coast Communications Corp. to Bay Radio Inc. for \$175,000. Seller: Brent Larson (51%) and Richard Meyer (49%). Larson owns KSVK(AM)-KKWZ(FM) Richfield, Utah; KUUZ(FM) Nampa, Idaho; KCKO(AM) Spokane, Wash., and 60% of new FM applicant at Rock Springs, Wyo. Buyer: Arnold D. Sias, F. Robert Fenton, Arthur B. Hogan and John D. Feldmann (one-quarter each). Sias owns 5% each of KCMX(AM)-KKIC(FM) Ashland, Ore., and KMYC(AM)-KRFD(FM) Marysville, Calif. Feldmann and Hogan are Encino, Calif.-based media brokers and own 38% each of KOWN-AM-FM Escondido, 47.5% each of KMYC(AM)-KRFD(FM) Marysville, 45% each of KRKC(AM) King City, Calif. Fenton owns 51% of KFIV-FM Modesto, Calif. Filed April 28.

Actions

■ KNOT-AM-FM Prescott, Ariz.: (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Sold by Parkell Broadcasting Inc. to Payne Prescott

Broadcasting Co. for \$420,000. Seller is owned by Boyd J. and John K. Browning, brothers. They have no other broadcast interests. Buyer is owned by William F. and John Payne, brothers (50% each). They also own KCUZ(AM) Clifton and construction permit for KFMM(FM) Thatcher, both Arizona. Action May 13.

■ KLMN-TV Fort Smith, Ark. (TV: ch. 24; 2510 kw vis., 251 kw aur)—Granted transfer of control of MCM Broadcasting Co. from stockholders (100% before; none after) to Ozark Television Co. (none before; 100% after). Consideration: \$950,000 plus assumption of notes. Seller: B. A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton, David McClinton, William G. Underwood, Jim C. Walton, S. Robson Walton (12% each) and Melvin Caldwell and George Perrin (2% each). Caldwell is vice president and 7% owner of WXVT(TV) Greenville, Miss., and 8.33% interest in applicant for ch. 14 at Tyler, Tex. Granted May 8.

■ KBCR-AM-FM Steamboat Springs, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 870 w, ant. 510 ft.)—Sold by Big Country Radio Inc. to Steamboat Broadcasting Co. for \$900,000 plus \$200,000 for non-compete agreement. Seller is owned by John G. Gayer, president and general manager (44%), his mother, Dorothy (31%), and William Dunaway (25%). Gayers are applicants for new AM in Vail, Colo., and principals in KFNF(AM) Shenandoah, Iowa; KAAT(AM) Denver, Colo., and KMTV(FM) Vail. Dunaway owns 45% of KMTS(FM) Glenwood Springs, Colo., and Aspen (Colo.) Times. Buyer is owned by Douglas Faigin and his wife, Mary Jean Pew (40% jointly); Pew's mother, Katherine Pew (18%); Faigin's parents, Helen and Edward Faigin (12%), and Paul Almond and family (10%). Douglas Faigin is executive vice president of City News Service Corp., Los Angeles wire service. Mary Jean Pew is trustee of California State University and College System, and former acting president and dean of Immaculate Heart College, Hollywood, Calif. Edward Faigin is cartoonist in Los Angeles. Paul Almond is attorney and vice president of New World Pictures, Los Angeles film distribution and production company. Katherine Pew and Helen Faigin are housewives. They have no other broadcast interests. Action May 14.

■ WCKC(AM) Milton, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Millard F. Adams Jr. to William & Glenda Hoisington for \$100,000. Seller: Millard F. Adams Jr., who has no other broadcast interests. Buyer: William S. & Glenda Hoisington (50% each). William is former general manager and one-third owner of WKYD-AM-FM Andalusia, Ala. They have no other broadcast interests. Action May 13.

■ KDSN(AM) Denison, Iowa (AM: 1530 khz, 500 kw-D)—Granted assignment of license from Denison Broadcasting Co. to Crawford Communications for \$300,000. Seller: Walter Morrison and Don Uker (50% each). Uker owns 10% of KCBC(AM) Des Moines. Buyer: Kenneth D. Anderson (66.6%) and Wayne A. Specht (33.3%). Anderson is Chicago-based communications consultant. Specht is former program director of KDSN-AM-FM. They have no other broadcast interests. Action May 12.

■ WATC(AM) Gaylord, Mich. (AM: 900 khz, 1 kw-D)—Granted assignment of license from WATC Radio Inc. to Barr Broadcasting Corp. for \$200,000. Seller: Les Biederman (52.5%); William H. Kiker (16.25%) and Drew McClay (15%). They also own WTCM-AM-FM Traverse City, WATZ-AM-FM Alpena, both Michigan. Buyers: William C. Barr and his wife, Betty (one-half each). William Barr is Michigan civil servant and together with his wife own rental properties in Gaylord area. They have no other broadcast interests. Action May 13.

■ WYGR(AM) Wyoming, Mich. (AM: 1530 khz, 500 w-D, 250 w-N)—Sold by Stuart Paul Noordyk to Donna Broadcasting Co. for \$233,000. Seller also owns WSHN-AM-FM Fremont, Mich. Buyer is owned by Alvin R. Umans, Howard N. Gilbert and Robert L. Haag (20% each), Avis C. Primack and Samuel Feigenbaum (15% each) and Frederick C. Jacob (10%). They also own WGLY(FM) Gouls, Fla., and WGUY(AM) Charlotte, Mich. Action May 14.

■ WWNY-TV Carthage (Watertown), N.Y. (TV: CBS, Ch. 7, 316 kw vis., 105 kw aur., HAAT: 1,214)—Granted assignment of license from Johnson Newspaper Corp. to Watertown/Carthage Television Crop. for \$8.1 million. Seller is owned principally by John B. Johnson who also owns *Watertown Daily Times*. Buyer is owned by United Communications Corp., owned principally by Howard J. Brown. United is based in Kenosha, Wis., and publishes *Kenosha News* there. It

is licensee of KEYC-TV Mankato, Minn. Action May 11.

■ WOLF(AM) Syracuse, N.Y.: (AM: 1490 khz, 1 kw-D, 250 w-N)—Sold by Wolf Broadcasting Service Inc. to Brent W. Lambert and Eric W. Johnson for \$700,000. Seller is owned by Robin B. Martin who also owns 55% of WFLG(AM)-WFMP(FM) Fitchburg, Mass.; 51% of WRUN(AM)-WKGW(FM) Utica, N.Y., and 20% of WMGW(AM)-WZPR(FM) Meadville, Pa. He also is applicant for new UHF's in Little Rock, Ark., and Omaha, Neb. Buyers are Boston investors who each own 50% of KIOQ-FM Bishop, Calif., WIKE(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and one-third each of KEVA(AM) Evanston, Wyo. Action May 15.

Facilities Changes

AM applications

■ KBUF(AM) Garden City, Kan.—Seeks CP to add additional MEOV's. Ann. May 20.

■ KATZ(AM) St. Louis, Mo.—Seeks CP to increase night MEOV's. Ann. May 20.

■ WCTA(AM) Alamo, Tenn.—Seeks mod. of CP (BP-21,270, as mod.) to change TL and SL to Nance School Road, 0.85 miles south of RR crossing, Alamo, Tenn. Ann. May 20.

■ WFHR(AM) Wisconsin Rapids, Wis.—Seeks CP to increase night MEOV's. Ann. May 20.

FM applicatons

■ KSKA(FM) Anchorage, Alaska—Seeks CP to change frequency: 91.1 mhz.; increase ERP: 36 kw (H&V); HAAT: 112.1 (H&V) and make changes in ant. sys. Ann. May 20.

■ KUBB(FM) Mariposa, Calif.—Seeks CP to change ERP: 2.0 kw (H&V) and change HAAT: 2079 ft. (H&V). Ann. May 20.

■ KBCO(FM) Boulder, Colo.—Seeks CP to increase ERP: 33 kw (H&V). Ann. May 20.

■ WDJW(AM) Somers, Conn.—Seeks CP to change frequency from 89.7 mhz to 105.3 mhz. Ann. May 20.

■ WPCS(FM) Pensacola, Fla.—Seeks CP to change TL to Loxley, bearing 6.1 miles at 266D, near Loxley, Ala.; increase HAAT: 168.25 ft. (H&V) and make changes in ant. sys. Ann. May 20.

■ KSNM(FM) Pocatello, Idaho—Seeks mod. of CP (BPH-790419AF) to make changes in ant. sys.; change type ant. (JAMPRO JSCP-10, 10 sects. H&V); increase ERP: 40 kw (H&V); decrease HAAT: 94 ft. (H&V) and change TPO. Ann. May 20.

■ WFLQ(FM) French Lick, Ind.—Seeks mod of CP (BPH-780831AM) to change TL and SL to 3.5 miles north of French Lick on Prospect Road, French Lick, Ind. Ann. May 20.

■ WTRR-FM Westminster, Md.—Seeks CP to change TL to 2000 ft. south of Gorsuch Road, on Outrow Road, Westminster, Md.; change ERP: 15.6 kw (H&V); HAAT: 905 ft. (H&V) and make changes in ant. sys. Ann. May 20.

■ WJLB(FM) Detroit, Mich.—Seeks CP to change HAAT: 490 ft. (H&V) and make changes in ant. sys. Ann. May 20.

■ WNNN(FM) Canton, N.J.—Seeks modification of SCA to make changes in programing and equipment, retain 67 khz and add on 41 khz. Ann. May 20.

■ WALL-FM Middletown, N.Y.—Seeks CP to change HAAT to 300 ft. (H&V). Ann. May 20.

■ WRCN-FM Riverhead, N.Y.—Seeks CP to change type ant. (Harris FML-3 sects. H&V); decrease ERP: 1.25 kw (H&V); increase HAAT: 466 ft. (H&V) and change TPO. Ann. May 20.

■ WQTI(FM) Godwin, N.C.—Seeks CP to increase HAAT to 325 ft. (H&V) and decrease ERP: 2.7 kw (H&V). Ann. May 20.

■ WFJA(FM) Sanford, N.C.—Seeks CP to make changes in ant. sys. Ann. May 20.

■ WAUP(FM) Akron, Ohio—Seeks CP to change TL to .55 miles east of intersection of Cleveland-Massillon Road and Minor Road, Akron, Ohio; change TL to corner of Center & Forge Street, Akron; change ERP: .325 kw (H&V); HAAT: 803 ft. (H&V) and make changes in ant. sys. Ann. May 20.

■ WMEX(FM) Clyde, Ohio—Seeks mod. of CP

(BPH-10,389, as mod.) to change TL to 0.25 miles east of County Road 80, 0.5 miles north of County Road 62 S.E. of Clyde, Ohio; specify SL and RC to 1859 West McPerson, Clyde. Ann. May 20.

■ **KMYO(FM)** Broken Arrow, Okla.—Seeks CP to make changes in ant. sys. Ann. May 20.
 ■ **40KLNK(FM)** Oklahoma City—Seeks modification of CP (BPH-800616AG) to increase ERP: 100 kw (H&V). Ann. May 20.

■ **WKVR-FM** Huntingdon, Pa.—Seeks CP to change frequency to 103.5 mhz.; increase ERP: .013 kw (H&V); HAAT: minus 376 ft. (H&V). Ann. May 20.

■ **WJCR(FM)** Washington, Pa.—Seeks CP to change frequency to 92.1 mhz. Ann. May 20.

■ **WJYN(FM)** Nashville, Tenn.—Seeks CP to change TL; Nashville; change ERP 16 kw (H&V); change HAAT: 1241 ft. (H&V) and make changes in ant. sys. Ann. May 20.

■ **WIRJ-FM** Humboldt, Tenn.—Seeks CP to change TL to Sanders Bluff Road, approx. 1 mile West of Fairview, Tenn.; increase ERP: 3 kw (H&V); HAAT: 300 ft. (H&V); change type trans., and make changes in ant. sys. Ann. May 20.

■ **KTUF(FM)** Terrell Hills, Tex.—Seeks CP to increase HAAT: 444 ft. (H&V) and decrease ERP: 1.025603 kw (H&V). Ann. May 20.

■ **KPCW(FM)** Park City, Utah—Seeks CP to change TL to Summit County, .5 mile N.N.W. of Park City, Utah; change HAAT: minus 24 ft. Ann. May 20.

■ **WKCJ(FM)** Lewisburg, W.Va.—Seeks mod. of CP (BPH-9915) to change TL to about 3 miles S.W. of Center of Ronceverte, approx. 0.6 miles South of Bend in the Greenbrier River, near Ronceverte, W.Va. Ann. May 20.

■ **WCFW(FM)** Chippewa Falls, Wis.—Seeks CP to utilize trans. and ant. as aux. stand-by units and install new trans. and ant. (Harris FML-3E). Ann. May 20.

TV Applications

■ **WRJK-TV** Bluefield, W.V.—Seeks MP (BPCT-801024KE) to change TL to upon East River Mountain, 1.8 miles S.E. of Springville, VA.; HAAT: 2504.3 ft. Ann. May 20.

AM Actions

■ **WBRB(AM)** Mt. Clemens, Mich.—Granted CP to make changes in ant. sys. and decrease height of tower to 193 ft.). Action May 11.

■ **WYGR(AM)** Wyoming, Mich.—Granted CP to change TL to Indian Mounds Road, Grandville, Mich.; change SL and RC to 325 28th Street, S.E., Grand Rapids, Mich. and change type trans. Action May 12.

FM Actions

■ **WOKD(FM)** Arcadia, Fla.—Granted CP to increase HAAT: 295.59 ft. (H&V). Action May 12.

■ **WHIA(FM)** Dawson, Ga.—Granted CP to increase HAAT: 300 ft. (H&V) and change TPO. Action May 12.

■ **WGCS(FM)** Goshen, Ind.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 7.4 kw increase HAAT: 58.5 ft. and change TPO. Action May 12.

■ **WWYD(FM)** White Plains, N.Y.—Granted CP to increase ERP: 0.6 kw (H&V) change type trans. and change TPO. Action May 12.

■ **WZXI(FM)** Gastonia, N.C.—Granted CP to change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V) and change TPO. Action May 8.

■ **WWMO(FM)** Reidsville, N.C.—Granted mod. of CP to change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V); increase HAAT: 750 ft. (H&V) and change TPO. Action May 8.

■ **WAEZ(FM)** Akron, Ohio—Granted CP to make changes in ant. sys.; change type ant. (Kathrein) 752-490, 1 sect. (H&V); decrease ERP: 11.75 kw (H&V); increase HAAT: 886 ft. (H&V) and change TPO. Action May 12.

■ **WUTS(FM)** Sewanee, Tenn.—Granted CP to change freq. to 91.3 mhz; increase ERP 205 w; HAAT: 658 ft. Action May 12.

■ **WFMR(FM)** Milwaukee, Wis.—Granted CP to make changes in ant. sys.; change TL to: 0.5 miles north of East Capital Drive on North Humboldt Avenue, Milwaukee; change type ant. (H&V); decrease ERP: 20 kw (H&V); increase HAAT: 806.67 ft. (H&V) and change TPO. Action May 12.

TV Action

■ **WCCT-TV** Columbia, S.C.—Granted MP to change ERP to 994.9 kw vis., 99.5 kw aur.; change trans.; and make changes to the ant. sys. Action May 11.

In Contest

Procedural ruling

■ *Henderson and Owensboro, Ky. (Murray State Univ. and Western Kentucky Univ. **FM PROCEEDING**. Granted joint request by applicants, dismissed with prejudice applications of Murray State and Western Kentucky, and terminated proceeding (By MO&O; BC Doc. 80-529-530). Action April 24.

Designated for Hearing

■ Applications for Moore's Service, South Shore Radio-Telephone Inc., and Noah Corp. for facilities in Domestic Public Land Mobile Radio Services (DPLMRS) at Fort Wayne, Ind., and application for Better Beepers Inc., for DPLMRS station at Marion, Inc., to determine on comparative basis, nature and extent of service proposed by each applicant and to determine and compare needs for proposed services in those areas; and in light of evidence adduced from above issues, which applications would best serve public interest. Action May 15.

Allocations

■ **Oildale, Calif.**—Assigned 95.3 mhz to Oildale as its first FM assignment, effective July 10 (BC Doc. 80-515). Action May 11.

■ **Kailua-Kona, Hawaii**—In response to petition by Norman E. and Sally A. Garrison, proposed assigning 93.5 mhz to Kailua-Kona as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 81-331). Action May 11.

■ **Owensville, Mo.**—In response to petition by Gerald W. Hertlein proposed assigning 95.3 mhz to Owensville as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 81-333). Action May 11.

■ **Atoka, Okla.**—In response to petition by M.J. Chase proposed assigning 103.1 mhz to Atoka as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 91-334). Action May 11.

■ **Newport, Wash.**—In response to petition by Pend Oreille Valley Broadcasting proposed assigning 104.9 mhz to Newport as its first Class A FM assignment, comments due July 10, replies July 30 (BC Doc. 81-332). Action May 11.

Earth Stations

Applications

■ **Cylix Communications Network Inc.** for Houston (4.6m; S-A; E3036).

■ **Hi-Net Communications Inc.** for Monroe, La. (5m; E3196).

■ **Cylix Communications Network Inc.** for Canonsburg, Pa. (4.6m; E3197).

■ **Teleprompter Corp.** for San Bernardino, Calif. (4.5m; Andrew; E3198).

■ **Daniels Cablevision Inc.** for Squires Dam, Calif. (5m; S-A; E3199).

■ **Idyllwild Cablevision Inc.** for Idyllwood, Calif. (5m; S-A; E3200).

■ **Carlsbad Cablevision** for Carlsbad, Calif. (5m; S-A; E3201).

■ **Service Electric Cable TV Inc.** for Allentown, Pa. (5m; S-A; E3202).

■ **Mid State Community TV Inc.** for Burwell, Neb. (5m; Comtech; E3203).

■ **United Cable Television Corp.** of Michigan for Woodhaven, Mich. (5m; Anixter-Mark; E3204).

■ **Cable Electronics Inc.** for Anson, Tex. (5m; Anixter-Mark; E3205).

■ **RCA American Communications Inc.** for Cape Canaveral AFB, Fla. (10m; Andrew; E3206).

■ **Satellite Cable TV Corp.** for Scott AFB, Ill. (4.6m; S-A; E3207).

■ **Madrid Cablevision** for Madrid, Iowa (4.6m; S-A; E3208).

■ **Saline County Cable Television Inc.** for Benton, Ark. (4.6m; S-A; E3209).

■ **Community Tele-Communications Inc.** for Glenwood Springs, Colo. (4.6m; S-A; E3210).

■ **Community Tele-Communications** for Monroe City, Mo. (4.6m; S-A; E3211).

■ **Nation Wide Cablevision Inc.** for Poulsbo, Wash. (4.6m; S-A; E3212).

Cable

■ FCC received the following cable service registrations:

■ **Alert Cable TV** of North Carolina Inc. for Orange and Long Beach, both North Carolina (NC0256, 227) new signal.

■ **Satellite Cablevision Inc.** for Johnson, Ind. (IN0253) new signal.

■ **Valley Telco** for Leola, S.D. (SD0062) new signal.

■ **Rockingham-Hamlet Cablevision Inc.** for Rockingham, N.C. (NC0254) new signal.

■ **Cleveland Area TV Inc.** for Broadview Heights, Ohio (OH0863) new signal.

■ **Popshop Three TV Cable Inc.** for Canebrake, W.Va. (WV0681) new signal.

■ **BA Communications Inc.** for Lantanna Cascade, Fla. (FL0521) new signal.

■ **Camelback Cablevision Inc.** for Phoenix, Awahutuckee, both Arizona (AX0115,6).

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

- Primme Cable Marlborough for Marlborough, Mass. (MA0122) new signal.
- Gateway Cablevision Corp. for Broadalbin, N.Y. (NY0926) new signal.
- Continental Cablevision of Ohio Inc. for Wayne, Ohio (OH0372) add signal.
- Campbell Communications Inc. for Plymouth, Mass. (MA0123) new signal.
- Central Cable Corp. for Central City, Neb. (NE0060) add signal.
- Video Link Ltd Inc. for Smithton, Pa. (PA197) new signal.
- Television Association of Coulee Dam Washington Inc. for Coulee Dam, Wash. (WA0315) new signal.
- Citronelle TV Cable Inc. for Citronelle, Ala. (AL0216) new signal.
- Lindsay Cable Co. for Lindsay, Calif. (CA0849) new signal.
- Consolidated Cable Utilities Inc. for North Aurora, Ill. (IL0458) new signal.
- JJD Co. for Arco, Idaho (ID0105) new signal.
- Baystore Cablevision for Highlands, N.J. (NJ0464) new signal.
- Service Electric Cable TV Inc. for Bath, Pa. (PA1974) new signal.
- California Cablesystems Inc. for La Mirada, Calif. (CA0853) new signal.
- Milan Cablevision Inc. for Milan, Ga. (GA0336, 7, 8, 9) new signal.
- Indianapolis Cablevision Co. for Homecroft, Ind. (IN0268) new signal.
- Louisville Communications Co. for Louisville, Ga. (GA0342, 343) new signal.
- Fort Hood Cable TV Inc. for Fort Hood, Tex. (TX0764, 5) new signal.
- Cablevision of Archer City for Archer, Tex. (TX0763) new signal.
- Lake of the Wood CATV for Mahomet, Ill. (IL0459) new signal.
- TV Cable of Waynesboro Inc. for Waynesboro, Miss. (MS0170) new signal.
- TV Cable of Quitman Inc. for Enterprise, Miss. (MS0172) new signal.
- Pike County Cablevision Corp. for Petersburg and Pike, both Indiana (IN0271, 2) new signal.
- First Indiana Cablevision Corp. for Oakland City and Gibson, both Indiana (IN0273, 4) new signal.
- United Video Cablevision Inc. for Whitewater, Ohio (OH0867) new signal.
- Noblesville Cablevision Inc. for Cicero, Fishers and Arcadia, all Indiana (IN0267, 270, 269) new signal.
- Televenst of Colorado Inc. for Moffat, Colo. (CO0157) new signal.
- Pine Grove TV Cable Inc. for Pine Grove, Pa. (PA1975) new signal.
- Metro Vision of New Port Inc. for Newport, Ky. (KY0485) new signal.
- Newburyport Cablevision Corp. for Newburyport, Mass. (MA0125) new signal.
- Quincy Cablevision Corp. for Quincy, Mass. (MA0126) new signal.
- Eaton Rapids Cable TV Inc. for Hamlin, Mich. (MI0488) new signal.
- Clearwater Cable Vision Inc. for Clearwater, Kan. (KS0263) new signal.
- Sierra Communications Systems Inc. for Lake Widwood, Calif. (CA0784) add signal.
- Alert Cable TV of North Carolina Inc. for Newland, N.C. (NC0225) new signal.
- Muncy TV Corp. for Penn and Shrewsbury, both Pennsylvania (PA1586, 1585) new signal.
- Twin Lake Television Corp. for Berryville, Eureka Springs and Green Forest, all Arkansas (AR0041, 42, 43) add signal.
- Prime Cable of Portland Ltd. for Portland, Tex. (TX0759 & 760) new signal.
- Cox Cable TV for Jacksonville Beach, Fla. (FL0515) new signal.
- Marengo Communications Inc. for Marengo, Ill. (IL0452) new signal.
- Sooland Cablecom for Sergeant Bluff, Iowa (IA0140) new signal.
- Olympic TV Cable Inc. for Silverdale and Kitsap Lake, both Washington (WA0315, 252) new signal.
- Service Electric Cable TV Inc. for Nockamixon, Pa. (PA1970) new signal.
- Cox Cable TV for Neptune Beach and Atlantic Beach, both Florida (FL0516, 517) new signal.
- Essex Nineteen Hundred Eighty-Two for Forest Home, Kearney, Helena and Kalkaska, all Michigan (MI0482, 483, 484, 485) new signal.
- Portes County Cable Inc. for Porter, Ind. (IN0254) new signal.
- Cablevision Systems Long Island Corp. for Garden City, N.Y. (NY0925) new signal.
- Cablesystems for Eden Prairie, Edina, Hopkins, Richfield and Minnetonka, all Minnesota (MN0196, 197, 198, 199, 200) new signal.
- Centel Cable of Illinois Inc. for Lake Zurich, Ill. (IL0451) new signal.
- Scoland Cablecom for North Sioux City, S.D. (SD0061) new signal.
- Cable Vision Service Inc. for Exeter, New Hampton and Deering, all New Hampshire (NH0087, 88, 89) new signal.
- Cable Vision Inc. for Breckenridge and Ithaca, both Michigan (MI0480, 481) new signal.
- Consolidated Cable Utilities Inc. for Elgin, Ill. (IL0131) new signal.
- Olympic TV Cable Inc. for Bremerton, Lake Symington and Lake Tahyua, all Washington (WA0229, 311, 312) new signal.
- LaFourche Communications Inc. for LaFourche, La. (LA0206) new signal.
- Cablevision Systems Long Island Corp. for Cedarhurst, N.Y. (NY0924) new signal.
- Community Cable Inc. for Webberburn and Hunter Creek, both Oregon (OR0244, 245) new signal.
- John Boria for Paradise Park, Calif. (CA0705) new signal.
- The Meca Corp. for Clear Lake City, S.E. Houston, Santa Fe, Alvin, Friendswood, Cooperfield, Northwest Green, Mission Bend, Houston, and Nassau Bay, all Texas (TX0747, 748, 749, 750, 751, 752, 753, 754, 755, 756) new signal.
- West Texas CATV Associates for Semindle, Seagraves, Denver City, all Texas (TX0125, 161, 033) add signal.
- Matmoras Video Cable Inc. for Westfall (town) and Westfall (township), Pa. (PA1968, 1969) new signal.
- Honesdale TV Service for Texas, Pa. (PA1967) new signal.
- Continental Cablevision of Michigan Inc. for Jackson and Blackman, both Michigan (MI0038, 37) add signal.
- Lincoln Cablevision for Lancaster, Neb. (NE0082) new signal.
- Multi Net Inc. for Sunquest Apts. (Pima county), Ariz. (AZ0114) new signal.
- Warner Amex Cable Communications Inc. for Danville, Ill. (IL0449) new signal.
- Hillsborough Cablevision Inc. for Hillsborough, N.J. (NJ0463) new signal.
- Telcom Cablevision Inc. for Woodson Terrace, Mo. (MO0255) new signal.
- Rhode Island CATV Corp. for Providence, North Providence and Pawtucket, all Rhode Island (RI0003, 4, 5) new signal.
- Zimmerman Electronics for Wood, Robertsdale, both Pennsylvania (PA1965, 1966) new signal.
- Astro Cablevision Inc. for Findlay, Pa. (PA1971) new signal.
- Servierville Cable Communications Inc. for Servierville, Ind. (IN0189) new signal.
- Seemore TV Inc. for Philadelphia, Miss. (MS0001) add signal.
- Cablevision of Chicago for McCook, River Forest and Country Club Hills, all Illinois (IL0455, 456, 457) new signal.
- Capital Cable Inc. for Cedar Park, Tex. (TX0766 & 768) new signal.
- RV Cable TV Inc. for Hull, Iowa (IA0146) new signal.
- Cloverport Cablevision for Cloverport, Ky. (KY0486) new signal.
- Warner Amex Cable Communications of Cincinnati Inc. for Cincinnati, Ohio (OH0866) new signal.
- Crest Communications Inc. for Maize, Kan. (KS0264) new signal.
- Eddie Pena for Thoreau, Minn. (MN0094) new signal.
- Wisconsin Cable TV for Hallie, Wis. (WI0249) new signal.
- Gulf Breeze Cablevision Inc. for Gulf Breeze, Fla. (FL0519) new signal.
- Wadley Cablevision Inc. for Bartow, Ga. (GA0344) new signal.
- Gray Cablevision for Wadley, Ga. (GA0346) new signal.
- Wadley Cablevision Inc. for Bartow, Ga. (GA0346) new signal.
- Crest Communications Inc. for Rose Hill, Oaklawn and Sedgwick, all Kansas (KS0265, 266, 267) new signal.
- Family Cablevision Inc. for Etna, Calif. (CA0828) new signal.
- Watisburg TV Cable for Dixie and Washtucna, both Washington (WA0318, 320) new signal.
- Multivision Northeast Inc. for Baldwin, Ga. (GA0061) new signal.
- Franklin Cablevision Corp. for Anthony, Tex. (TX0634) add signal.
- Franklin Cablevision Corp. for Anthony, N.M. (NM0089) add signal.
- Derry Decater TV Fine Inc. for Mifflinburg, Pa. (PA1392).

Call Letters

Applications

<i>Call</i>	<i>Sought by</i>
New AM's	
KMOM	Tri-County Radio Inc., Monticello, Minn.
WRZK	Dean & Cravens, Algood, Tenn.
KTXZ	SCAN Communications Inc., West Lake Hills, Tex.
New FM's	
WIKX	Composite Communications Inc., Belpre, Ohio
KFMJ	Lindavox, Grants Pass, Ore.
Existing AM's	
KVOI	KEVT Tucson, Ariz.
KSAX	KLIV San Jose, Calif.
WHTX	WGTW Mount Dora, Fla.
WVGO	WVIC East Lansing, Mich.
KGNM	KUSN St. Joseph, Mo.
WVBC	WNVC Herndon, Va.
WRPO	WBOO Baraboo, Wis.
Existing FM's	
WBYI	WAQA Grasonville, Md.
KEZB	KPAS El Paso, Tex.
WNBK	WLIH-FM New London, Wis.

Grants

<i>Call</i>	<i>Assigned to</i>
New FM's	
KFFB	Fairfield Bay Inc., Fairfield Bay, Ark.
KNCO-FM	Nevada County Broadcasters, Grass Valley, Calif.
New TV's	
WMCF-TV	Christian Life Broadcasting Inc., Montgomery, Ala.
WKJL-TV	Jesus Lives Inc., Baltimore
Existing AM's	
WTAK	WVOV Huntsville, Ala.
KGEO	KGAM Bakersfield, Calif.
KBRQ	KTLK Denver, Colo.
Existing FM's	
WZRK	WMPL-FM Hancock, Mich.
KZOR	KYKK-FM Humble City, N.M.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales Manager, who can do it all—sell, lead, recruit sales staff, promote, merchandise, entrench in community affairs... who's seeking greener pastures, and greener dollars. Reply Box E-1.

Station manager for group owned profitable automated single station market class IV AM in the Northeast. Must have strong sales background. Send resume and references with first reply to: Box E-13.

Director of Radio Activities America's highest rated Public Radio station seeks new leader. BA/BS in communications or administration plus significant management and radio programming experience required. MA and/or teaching experience preferred. Salary: \$22,000-\$25,000. Apply before June 30, 1981, to Dennis Haarsager, General Manager, Edward R. Morrow Communications Center, WSU Pullman, WA 99164. An EO/AA Employer.

Station Manager Sunbelt growth market seeks Manager. Proven sales and administration ability, able to develop sales people and motivate. References a must. Sell yourself in reply. Box E-97. EOE.

General Manager for major Northwest FM, 18-34 station. Resumes to Box E-179.

New Owners (pending FCC approval) of AM daytimer in N.E. very good small/medium market desire ambitious sales oriented individual to exploit market. Send resume and references to Box E-162.

Wanted: Station Manager—5000 Watt AM non-directional with construction permit for 100,000 Watt FM. Opportunity to buy in plus percentage of profit. Golden opportunity for the right person. St. Ignace, Michigan. Call nights 517—321-1763.

Ron Fischmann Radio Sales Seminars is expanding. We're looking for someone to help us conduct sales seminars in USA and Canada. Send resume and recent photo. All replies confidential. 4050 Kelly Drive, Durham, North Carolina 27707.

Working Partner Wanted. Assume department management/part owner role in Midwest radio station. Need degree or equivalent experience in broadcasting. Ability to speak Spanish desirable. Resume to Box F-6.

Losing Sales Manager due to relocation in 90 days, need experienced replacement for immediate hire. Beautiful music format, top ratings. Minimum 5 years sales experience, RAB trained, proven track record. Send resume Cleve Brien WREZ-FM. PO Box 5000 Montgomery Ala. 36192.

Station Manager AM-FM Station, small mid-Texas market. Salary and bonus plan. Resumes to Schindler Broadcasting, 3901 Westheimer, No. 190, Houston, Tx. 77027.

Challenging Opportunity for general manager in Ohio. Must have proven track record in local and regional sales. Equal Opportunity Employer. Send Resume and References to Box F-35.

AM/FM station manager needed immediately in Hayward, Wisconsin. Strong sales and good references necessary. Call Bill Landgraf, 312—584-1248, after 7 pm CST.

Staff Assistant Development Director specializing in fund raising with foundations and corporations. Must be articulate, experienced in private-sector fund raising, and must project responsibility and integrity. Salary: up to \$16,750. Deadline: July 15, 1981. Send one-page statement of philosophy plus resume to Robert S. Goldfarb, General Manager, WFCR Radio, University of Massachusetts, Amherst, MA 01003. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

FM Radio Station looking for aggressive salesperson. Excellent growth opportunity. Salary commensurate with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

Excellent Opportunity for aggressive radio salesperson in beautiful Northwest Connecticut. Excellent pay and top benefits to right person. Equal opportunity employer welcomes resumes to attention: William Knudson, General Manager, WNSG Radio, Box 657, Torrington, CT, 06790.

Successful sales pro in small to medium markets with Sales Manager potential. 5 KW 24-hour modern country. Beautiful Rocky Mountain city with excellent four-season climate. Close to great skiing, fishing and hunting. EOE/MF. Dick Ryall, General Manager, KLTC, Box 65, Twin Falls, Idaho 83301.

Your Chance to join US-1, the Florida Key's only FM adult rocker. Past sales experience or past work for one of our competitors preferred. If you're not aggressive, hungry and hard working don't bother to write John Galanses, WWUS, Big Pine Key, FL 33043.

Opening For Salesmanager at successful station in beautiful Smoky Mountains. Position will lead to station management and more. You must be a top salesperson looking for a permanent position with a real future. Contact Bob Noel, WBHN, Bryson City, N.C.

Quality Mid-West Station looking for Aggressive Salesperson. Experience Preferred. Excellent Opportunity for Growth. E.O.E. Resume to: Box F-11.

Ownership Opportunity Available for General Sales Manager with first class full power FM. In the third fastest growing market in the nation, El Paso, Texas. We invite aggressive individual whose desire is to get ahead with an expanding broadcast group. Complete responsibility for entire local and national sales effort. Must have sales management experience in recruiting, sales training, co-op, merchandising and day-to-day supervision of sales staff. Salary and sales history, references and resume requested, EOE. To PO. Box 10341, El Paso, Texas 79994.

K-Joy, Oklahoma City's Schulke II, wants experienced adult music salesperson. Send resume to G.M., KJYO, Box 1000, OKC 73101. E.O.E.

Looking For Sales Manager with expertise for AM station located in small Southeast market. 25 to 30,000 salary, stock options and joint ownership negotiable. Box F-30.

One of Houston's dynamic and respected radio stations is expanding. Two professional sales executives needed—experienced direct and agency accounts. \$30,000.00 first year, immediate openings. Send resume to KCOH, 5011 Alameda, Houston, Tx. 77004 or call Sales Manager, 713—522-1001. EOE.

Regional Rep—Now interviewing Qualified Professional Broadcasters and individuals in related fields, must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company 2714 Union Ave. E. Memphis, TN 38112.

Minnesota: We have one opening for an experienced radio salesperson. We offer above average income, ongoing sales training and a good station to work for. If interested call Don Wohlenhaus KRWC Radio Buffalo, Minnesota 612—682-4444.

HELP WANTED ANNOUNCERS

WANS-FM (Greenville-Spartanburg's 100,000 watt contemporary hit station) is looking for announcers to join our winning team. Good production skills required. Send your best to Bill McCown, WANS-FM, Box 211, Anderson, South Carolina 29622 or call 803—224-3424.

Announcer/News. Experienced & mature sounding Staff Announcer for "Beautiful Music" station. Must also have the skill necessary to function as News person. Tape, resume & news writing samples to: WSRSS, West Side Station, Worcester, MA 01602 EOE.

Would you like to become a morning institution? We are a major midwestern station. We are looking for a morning man to continue a long tradition of leadership. If you can combine information and humor into a believable, human on-air presentation, you are the person we're looking for! Please send several examples of your work, along with resume and references to Box E-146. An equal opportunity employer. M/F.

Florida Metro Market Top 40 format. Fast creative production plus airshift. Production must be very outstanding. Send tape and resume to PO. Box 216 Fort Myer, Fla. 33902. \$400. a week to start. Equal opportunity employer.

Great Bucks for the right consistently funny, community-oriented, give a damn morning man. South U.S. Send resume with at least 3 professional references to Box E-115.

Mature C & W Music Director-Announcer. No beginners. Midwest background. Box E-163.

Can you communicate with your audience? If you can, then apply for this staff position with one of the midwest's top small market stations. Excellent pay, benefits. No beginners, please. EOE. Box E-168.

Immediate Opening for person who can do air shift, gather and write news. Experience a must. Prefer applicants from Oklahoma or surrounding states. Send resume, references and tape. 5 Day work week. George Wilburn, KWHW AM/FM, Altus, OK 73521. EOE.

Morning Drive/Production Director. Emphasis on voice, creativity. Experienced. AC/informational CBS affiliate. Tape and resume to KHAS-AM, Box 726, Hastings, NE EOE.

10,000 watt country station seeking talented, provocative individual to shine on our all-night random talk show. Must become aware of all community aspects. Salary negotiable. EOE. Rush tape and qualifications to Brian Cole, WJAC Box 38 Johnstown, PA 15905.

NYC Suburban, Adult Format, seeks experienced, professional, drive time air personality. Send resume to Box F-32. EOE.

Experienced announcer for MOR adult format. Send tape and resume to: WLDR, Box 1168, Traverse City, MI 49684.

HELP WANTED TECHNICAL

Engineers Wanted All levels of experience. Excellent opportunities for the right people. Southern market, AM and FM, competitive salary, excellent working conditions. 1st phone. Personal and professional references required. Most important is a professional attitude and the ability to communicate and work with management and other engineers. Box E-137.

Needed immediately, 1st phone engineer to handle complete operation of full-time AM/FM in medium market sunbelt community. Must be experienced in directional AM, automation, FCC rules, strong on maintenance and remote systems. Send salary requirements and resume to Box E-194, EOE.

Great Upstate New York Stations Need Chief Engineer. Class IV-AM, Automated-FM. Excellent Opportunity For Qualified Individual. Resumes to Box E-167.

Expanding Northern California Coastal radio chain, has opening for a top flight technician that knows and loves equipment, both RF and Audio. Work for management that cares, in beautiful part of the West. Contact John Detz, Box 1712, Santa Rosa, Calif. 95402.

HELP WANTED TECHNICAL CONTINUED

Experienced Chief Engineer wanted for AM/FM in large midwestern city. Excellent salary, benefits, engineering staff. Must be experienced with DA's and newest audio equipment. Must also be very experienced with operating and capitol budgeting process. We're an equal opportunity employer. Box E-190.

Chief Engineer for AM/FM station in Southwest. Must have working knowledge of FCC regulations and practical experience in XMTRS, DA, STLs, Audio Processing and Automation. Good salary. Excellent conditions with good stability. E.O.E. Send resume to Box F-28.

Radio Chief Engineer for Upstate NY automated AM/FM stations. Also, good expansion possibilities in adjoining area. Contact Michael Guidotti, c/o WLIR, 175 Fulton Ave, Hempstead, NY 11550. 516-485-9200.

Dallas, Texas. Rare opening in five-man engineering staff, KLIF 50KW AM, KLPX 100KW FM. High energy, competitive operation! Opportunity for small or medium market chief to move up. First class license, experience, good ears, enthusiasm, and desire to be part of winning team required. Apply in confidence by resume, including salary history and cover letter to David Briggs, 411 Ryan Plaza, Arlington, TX, 76011. EOE. 817-461-0995.

HELP WANTED NEWS

The University of Florida College of Journalism and Communications and WRUF AM and FM have made available two graduate assistantships for Fall semester 1981. If you are an experienced radio journalist seeking an advanced degree, you may qualify for one of these \$4,500 assistantships. Inquire about U.F.s Masters program before June 5, 1981. Contact the graduate division 904-392-6557 for an application packet.

Radio News Faculty position. Supervise reporting, writing, producing, broadcasting of radio programs in newsroom environment. Advise students, conduct classroom lectures and discussions on principles of broadcast journalism. Develop and maintain contacts with leaders in broadcast journalism. Extensive radio newsroom editing experience, solid record of accomplishments and excellent recommendations required. Master's degree and teaching experience preferred. Equal Opportunity Employer. Contact: Roger Gafke, Chairman, Broadcasting Department, School of Journalism, Room 276 Gannett Hall, University of Missouri-Columbia, Columbia, Mo. 65211.

WCVS/WFMB has opening for experienced newscaster. Gather, write and announce in busy capitol city. Good staff, good benefits, good area. Tapes and resumes to: Greg Thomas, PO Box 2989, Springfield, IL 62708. EOE/MF

News Director for AM/FM facility in town of 50,000. 3 or 4 yrs. experience preferred. Gather edit and report local news for one of N.C.'s finest operations. Send tape and resume to: Rick Roberts, WCEC/WFMA PO. Box 4005 Rocky Mount, N.C. 27801. 919-442-3108. EOE.

News Director with outstanding voice and delivery. Also, newscaster needed in New York State. Send resume to: Box F-37. E.O.E.

61 WGIR, New Hampshire's leading news station, seeks aggressive broadcast journalist with strong delivery, crisp, informative writing and positive attitude. We're an award-winning team in the state's finest facilities. Send tape, resume and references to Paul Jacobson, News Director, WGIR, Box 610, Manchester, New Hampshire 03105. A Knight Quality Group Station and EOE.

KKXL adding third news person. No beginners but ability more important than years. Tape, resume and writing samples to Tim Burke, Box 997, Grand Forks, ND 58201.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top production skills needed. If you can fill this need and run an automated shift, there's a good opportunity waiting for you in New York State. Send resume to: Box F-36. E.O.E.

Near Genius Wanted: Producer/Writer who revels in writing and producing radio works of art. If imagineering and audio technique are your game, we want to hear from you. '79 Billboard Station of the Year, 9 AP Awards, etc., etc. One of the country's best stations offers excellent salary, benefits, and life-loving working environment in our new \$1.2 million building shared with our sister newsmagazine. Send resume, writing samples, and tape to: GENIUS, WDFW Radio, Box 10,000, Marion, Ohio 43302 EOE.

Promotion Director for AM/FM in Northwest. Resumes to Box E-180.

Program Director for major market FM rocker in Northwest. Successful track record required. Resumes to Box E-181.

"1090/KBOZ, Bozeman, MT has an immediate opening for an experienced PD/Morning personality. Format is adult contemp and very community oriented. Currently have a 40% share in a 10 signal market. Salary starts at close to \$20,000/year. Call Paul V. Ehls at 406-586-5466.

Metromedia's KRLD in Dallas is seeking an Operation/Program Manager. Minimum experience 10 years. Contact Carl Brazell, Vice-President-General Manager KRLD 7901 Carpenter Frwy, Dallas, Texas 75247. Equal Opportunity Employer, M/F.

KUDE/KJFM—Immediate opening for operations director, fully automated, first class operation. Copyrighting and some production. Must be able to lead and supervise competent staff. No beginners. We need a real experienced pro to live and work in Southern California's finest area. E.O.E. Call Lyle Richardson, 714-757-1320 Now.

Assistant Program Manager—Responsible for: public affairs, production, remote broadcasts; on air experience necessary. EEO/AAP Employer. Send resumes and tapes to - WOWO-Radio, 203 West Wayne Street, Fort Wayne, Indiana 46802 Attention: Bob Darling

Operations Supervisor for public radio to direct master control, T&C, production, and student training. Required: BA, should have 2 years of commercial or public station operations, including master control, transmitter and announcing, and experience in either T&C or production. Desirable qualifications include MA, experience in classical and/or jazz programming, features production, college level teaching, and bilingual. Salary: \$12,500 minimum with university benefits. Deadline: June 22, 1981. Start date: August 3, 1981. Send resume, references, tapes and or other materials to Karen Holp, GM, KRWG-FM, Box 3J, New Mexico State University, Las Cruces, NM, 88003. NMSU is an equal opportunity/affirmative action employer.

SITUATIONS WANTED MANAGEMENT

General Manager seeks position with equal opportunity employer, sales, programming, administration budgeting, FCC. expertise urban contemp and black oriented formats, result oriented, currently employed excellent references. Box E-87.

Successful radio veteran seeks management/ownership opportunity. Interested in medium or larger markets. Strong leadership, solid background, can share ownership. Box E-134.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box E-119.

Sales oriented manager I've got what it takes to make your station successful. I could train and hire salespeople. Give me your best I'll give you mine. Box F-15.

Bottom Line Oriented. 28 years, sales, management, construction, ownership. BA, 1st phone, advanced amateur radio, FCC, 20 years present position. Owner-manager, Prefer small market. Box F-17.

Manager ... twelve year broadcaster, six years management, revenue oriented, station operations, programming, technical, First Phone, SBE, College, family. Looking for G.M. position that requires a shirt-sleeve manager. Box E-106.

Sales Oriented Manager—available now. High achiever, strong organizational and management skills, co-op, programing, all aspects of small and medium market management. Looking for aggressive organization with lots of opportunity. Preferably West or Northwest. Contact right away. Will re-locate soon. Know you'll like my success story. Box F-8.

Northeastern GSM wants GM position in medium market in East. Over thirteen years of solid experience in radio. Excellent credentials. Reply in confidence Box F-34.

SITUATIONS WANTED SALES

Aggressive Salesman. Experienced. With strong production. Self-starter. Seeking more competitive market and better income. Box E-158.

GSM looking for small market growth opportunity, especially GSM/GM combo. Tough street fighter, fully experienced with national, regional agencies, reps. FCC, operations, PD, air, news and PBP experienced. Strong community involvement. Want to raise my family in All-American town. Box F-18.

Account Executive, six years experience, including programming, seeks opportunity in Top 50 Market. Management is ultimate goal. Box F-10.

SITUATIONS WANTED ANNOUNCERS

Bright Young Female AOR jock with experience looking for more. Board shift and programming desired. For tape and resume call Karen Kellenberg 312-253-6354.

Catch It! That is: the ability and talent of a hard working, dependable Top 40 Jock. I love music and public relations. I got it together: so put me on. Have wheels: will go. Tape and resume available. Amy Jay, 410 Ironwood, Glen Ellyn, IL 60137.

Here I Am Top 40 DJ with talent and a desire to work. Have job will travel. For tape & resume call Steve Michaels, 312-758-3850.

Look no further. I'm the D.J. you want. Take a chance on me. For tape and resume, write: Fred Sal Denton, 5756 S. Monitor, Chicago, ILL 60638 or call: 312-585-3542.

Responsible, Dependable male, knows music, wants to work at progressive station, any format. Will start immediately. For tape and resume call 312-388-6244 or 312-263-6690.

For Rent: announcer, maintenance, switcher, news, whatever. 1st ticket, ham, cb, mars. Single. Ready in 2 weeks. Joe Riley, 4350 Paradise, Apt. 818L/V, 89109, Phone: 1-702-733-3900, Ext: 818.

Hits-I Play Only The Best. Dependable, creative and hard working. I love radio, any format. Especially afternoon drive. Tape and resume available. Please call Greg Anthony 312-343-4234 or 312-544-6048 814 N. 19th Melrose Park Ill. 60160.

Radio sportscaster—eleven years experience covering high school, Jr and major college programs—exciting style—PE. grad.—Call Rob Williams—515-233-3117.

Anncr. 5 yrs. exp. looking N.E. 1st phone, needs full time opening at features oriented station. 207-882-7395, Box E-195.

Dial-A-Jock, news, writer, production talent. Trained confident broadcaster. Here me, hear my tape! Get immediate feedback by phoning 212-877-3722, Evenings. Joel Michel 161 W 74 St. 3A New York, NY 10023.

All Purpose Sports, PBP, news, talk, music, prod. Two years major college sports. Some pro experience. N.E. or Midwest. For T&R call Steve after 5 PM. at 609-877-2115.

I Love Small markets! Female D.J. Newscaster, Trained by pros in performance and control board. Tape, resume available. Phone Lisa 212-388-6890.

Premier Talker. Top-rated talk show host in Pacific N.W. Funny, imaginative, informed. Ready to move. Rick 503-635-5190.

N.Y. Jock wants out! Seeks AM, PM drive or night slot. Top 20 market. Top 40 format, 10 years radio/music. Personality, fun, guaranteed ratings. Letter gets aircheck. Confidentiality a must. Box F-21.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Talk Show Host—Currently No. 1 in Eastern State National Award Winner. Genuine Pro, (mature, educated, personable, witty, versatile). Handle any format. Wizard on phones. Expert Interviewer. Prefer Major markets, but will consider all offers. Box F-14.

14 years experience. Good voice, 1st phone. Looking for congenial, small to medium market station. News, production, copywriting, administrative. Easy. Nostalgia, MOR, C&W. Box F-7.

Inject Fresh Life into your station. Enthusiastic pro jock. Top 40, Adult Contemp. 4 years experience. Excellent references. Joe Bartosch, 4701 N. Ozanam Ave. Norridge, IL 60656. 312-456-4219 Afternoons.

'80 Syracuse grad with beautiful music announcing, all-news producing/reporting background desires full-time position. Will relocate. George 215-643-1967.

8 years experience in all formats. Dependable. Excellent references. Pro stations only! Call Mike 904-255-6950.

Hard work and dedication are my ways of doing business. Currently afternoons and production. Prefer Northeast, will consider other offers. Keith 414-769-6966.

Don't Pay Me—until you're satisfied I'm the right guy. Love small markets. Friendly, intelligent sounding D.J.—news, good production, hard worker with a "Have it your way attitude." Call Chris 212-362-6050; 212-799-9190.

Friendly Personality, experienced in programming, production, management, sales. Creative, dedicated. First phone. Available now. Box F-27.

Have Headphones Will Travel—After five years in Dixie, experienced DJ/MD and potential PD seeking secure position and good environment in Northeast, Midwest, or Southwest Market. Other areas considered. Hard-working, dependable family man with strong production, good music knowledge and ideas to help your station GO! Country, MOR, Oldies preferred. Ready Now! Let's talk. Mike Daniels 803-534-6724.

SITUATIONS WANTED NEWS

Aggressive, experience, sports director, unique play by play, excellent production, looking for medium market break. Write Box E-151.

PBP/Sportscaster. 8 year football-basketball PBP veteran looking for major college position for Fall. 29, M.S. Communications, owner sports production company that has been originating college football and basketball the past two years. Tom 316-231-9200. Box E-186.

Attention New England News, Sports talk, PBP professional. (Degree Journalism) Excellent references. Available immediately. Hank Holmes 617-679-6957.

Small Market Sports Director ready for a bigger league. Ten years of play by play experience at the high school and major college level. Call Dennis Gordon after 6 p.m. weekday 614-666-5242.

Weathercaster. Do you want a clown? Then, don't call me! But if you need urbane wit, I'm anxious for first job. Science background, tape available. Charles 804-353-6587.

'80 Syracuse grad with beautiful music announcing, all-news producing/reporting background desires full-time position. Will relocate. George 215-643-1967.

News Director in small California market. Seeking a step up. Good voice, BA Journalism. Prefer California. Box F-5.

If you're looking for an aggressive pro, and are willing to pay \$15,000 per year to get him, I'd like to talk to you. Before 1pm—Doug Cummings 913-272-5765.

Female—Newscaster. With great voice—can work any shift. Tape and resume available. Ann Jones—312-787-8220; 233 East Ontario, Suite 902, Chicago, IL 60611.

Dan Rather works for CBS. I'd rather work for you. Experienced, motivated, stable, male with college degree. Midwest only. Please Call 419-352-6492.

Serious-minded Newscaster eager to demonstrate communicative skills. For tape and resume, phone after 5 PM. at 312-477-5427.

Sportscaster—Exceptional PBP ability. Top quality sportscasts as well. Five years experience medium and major markets only. 516-781-0037, Gary.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Radio Networks! Nine years experience—Program Research Development. Can relocate. Hardworking. Full of ideas. Box E-127.

Specialist—over 20 years talk-show and major-college and pro sports. Employed 50 KW. Need realistic family income. 303-245-8747.

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Heavy operations responsibility with incentives a must. Group owners only Box F-13.

TELEVISION

HELP WANTED MANAGEMENT

San Francisco TV station has immediate opening for a Director of Video Services. This executive-level position will be responsible for the marketing and sales of station video production facilities. Requirements include experience as a producer of video programs or the equivalent; high-level marketing management expertise in the production services area; excellent management and communications skills. Minimum salary \$36,000. For immediate consideration send resume to Box F-38, by June 17, 1981. EOE.

HELP WANTED SALES

Experienced radio or TV salesperson needed to develop new business in small northern California coastal market. Pioneer VHF television station, CBS affiliate. Number one in two-station market. Year round moderate climate, hunting, fishing, outdoor, academic and cultural activities. Must be aggressive, self-starting, familiar with TvB and Coop. Long-term commitment and leadership qualities necessary, leading to management training. Write KIEM-TV, 5650 S. Broadway, Eureka CA 95501.

Account Executive: WJAR-TV seeks an experienced account executive. Excellent opportunity for strong candidate. Must have television sales experience. Send resume to Larry Sylvia, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

Sunbelt NBC Affiliate seeks experienced local television account executive. Must be strong self-starter and heavy on serving agencies and direct accounts. Send resume to Box F31.

HELP WANTED TECHNICAL

Television Engineer: Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

Film Transfer Operator: Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CA 90028. 213-467-5103.

Southern California Opportunity. Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's and CMX editing systems required. Also seeking qualified CMX editors and 1" videotape operators. Salary negotiable. Send resume or call Dick Wellman or Rich Thorne, The Post Group, 6335 Home-wood Avenue, Hollywood, California 90028, 213-462-2300.

Chief Engineer. Major market public television station in the southwest. Emphasis on systems and production. BSEE or equivalent combination of experience and education. Send resume and salary requirements to Box E-189. Replies confidential. EOE.

Assistant Chief Engineer for a top ranked VHF, CBS affiliate in the Midwest. Supervisory experience preferred. Staff of 23. Ampex 2000's, VPR-2B's, ACR 25's, Sony 3/4's, RCA 45's and 76's, vital SWT, and RCA Transmitter. Submit resume, references and salary history to: Bill Huey, Chief Engineer, KCCTV-TV, P.O. Box 7111, Grand Station, Des Moines, IA, 50309. EOE.

The University of Alabama has an opening for an experienced TV maintenance person for its public broadcasting production center. Requires good trouble shooting and maintenance experience with studio and ENG camera, switching, recording (U-matic, 2 inch and quad) and editing equipment. There is a minimum requirement of four years related experience and an FCC 1st Class license. This position has responsibility for maintenance of equipment and supervision of engineering personnel. In return we offer a creative and happy staff and generous benefits, including 22 days annual leave, 2-3 weeks of paid holidays, sick leave and retirement plans, tuition reduction for staff and dependents (after 3 years employment) and a schedule for which night and weekend hours are the exception, not the rule. The salary is \$17,000. For further details call Joe Stuckey, 205 348-6210. To apply send full resume to Employment Office, Box 6163, University, Alabama 35486. AA, EOE/MF.

Career engineering opportunities with South's leading commercial production facility. We are expanding and need experienced, quality-oriented maintenance engineers for state-of-the-art video equipment. Pleasant environment; small staff; excellent company benefits. Salary commensurate with experience. Send resume and salary history to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202, 904-354-7000.

Maintenance Engineer—Opening for an engineer with a minimum of three years full time experience on studio and transmitter equipment. Must have first class license and want to live in southern Calif. E.D.E. Contact John Wilson, Chief Engineer, KEYT, Drawer "X" Santa Barbara, Cal. 93102.

TV Engineering Supervisor, WGTE-TV, Toledo, Ohio. Requires 1st class FCC license, H.S. diploma and 2 years college electronics or equivalent, 6 years experience in broadcast TV operations and maintenance. Supervisory experience helpful. \$16,265-\$21,050 depending on qualifications. To apply, call Dan Niedzwiecki, 419-255-3330. Equal Opportunity Employer.

Technical Supervisor-Production Responsible for all technical aspects of studio production from pre to post. Knowledgeable and capable in all areas including camera, 1" and 2" VTR, SMPTE editing and audio. Consult on lighting. Must be capable of delivering consistent high quality product. Limited field work, maintenance. Supervisory experience required. Salary commensurate. Contact Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. An equal opportunity employer.

California Station seeks a chief engineer with strong maintenance and people skills. Experience with UHF Transmitter, RCA Kart machines, Sony 1", and Ampex Quad is extremely helpful. Send resume to Box E-184. An Equal Opportunity Employer.

Director of Engineering—Immediate opening at new post production and production facility nearing completion in San Francisco Bay Area. CMX, 1" VTR's, Quantel Digital Effects, GVG Switchers. Applicant should have demonstrated skill and experience with sophisticated television and digital systems. Full technical responsibility for all aspects of facility, including hands-on maintenance and willingness to handle operating responsibilities. Stable organization, excellent fringe benefits. Salary open. Send resume with salary history to: Box E-93. An Equal Opportunity Employer M/F

Maintenance Engineers needed at major New England production facility. EE Degree with 3 years experience in state-of-the-art Digital and Analog necessary. Be a part of a top team. Send resume to: WGBH Personnel Dept. (A-88), 125 Western Ave., Boston, MA 02134. Equal Opportunity Employer.

WGBH Is Seeking Good engineers. This major production facility has immediate full-time openings for experienced, versatile operating engineers. Top pay and benefits. Send resume to: WGBH Personnel Dept. (A-88), 125 Western Ave., Boston, MA 02134. Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Television Maintenance Engineer needed for small market CBS affiliate on California's north coast. Capable of advancing to chief engineer position, familiar with transmitter operation, microwave, quad, 3/4" and mini-cam. Pleasant coastal living, great hunting and fishing. Excellent benefits. Write Don King, Operations Manager, KIEM-TV, 5650 S. Broadway, Eureka CA 95501.

HELP WANTED NEWS

Meteorologist, Group seeks experienced, personable person. We are the leaders in state of the art equipment, and growing. If weather excites you, then send resume, and salary required to Box E-56. Degree, experience required. E.O.E.

Director—position open today. We produce highly paced visual newscasts. If you are creative and work well with others, and can switch your show let me know. Resume and salary requirements to Box E-58. Experience required. E.O.E.

Photographers—expanding staff has 4 new positions open immediately. Strong commitment to telling the story, with video emphasis on quality shooting and editing and post-production. Must work well with others to join current staff of 10 ten photographers with state of the art equipment. If you want to join an aggressive team of dedicated journalists, send resume to Box E-57. Experienced required. E.O.E.

Two people to staff an investigative unit. Must be strong in both reporting and photographic skills. Investigative experience preferred. Medium market station. Send resume to Box E-129, including salary requirements.

Newsroom Supervisor/Broadcast Journalism faculty member. We need an experienced television journalist to help supervise the newsroom of our commercial network affiliate, KOMU-TV, and teach broadcast journalism in the University of Missouri School of Journalism. Masters degree and teaching experience preferred; extensive experience in commercial television news required. Equal opportunity employer. Contact: Dick Nelson, News Director, KOMU-TV, Highway 63 South, Columbia, Mo. 65201.

Reporter, minimum experience of three to five years. Send 3/4 inch cassette tape to Capital Broadcast News, 400 First, N.W., Washington, D.C. Immediate opening.

Reporter. We're looking for hard-nose investigative type who won't take no for an answer. Minimum two years street experience. Send tape & resume to Jim Cairo, WNGE TV 2, 441 Murfreesboro Road, Nashville, TN. 37210. EOE.

Sports Reporter. Top 50 market right in the middle of the ACC seeking Sports Reporter with anchor potential. ENG and on-the-air experience required. EOE. Send tape and resume to Woody Durham, Sports Director, WPTF-TV, 410 S. Salisbury Street, Raleigh, N.C. 27602.

News Director for aggressive ABC-TV sunbelt affiliate with outstanding people, production, and promotion. Resume to Jerry Condra, WPDE-TV, Box F-15, Florence, S.C. 29501.

Television Sportscaster needed for growing market in Western Colorado. Some broadcasting experience necessary. Responsibilities include ENG reporting, editing and on-air work on Weekdays, plus occasional radio sports reporting. Send tapes and resumes to Becky Franko, News Director, KREX-TV, Box 789, Grand Junction, Colorado, 81501, 303-242-5000. EOE.

TV News Director. Excellent opportunity to direct a news operation in a small but influential TV market with excellent acceptance. We are looking for a person with a good news background and the ability to deal effectively with people. Excellent opportunity to grow within our company. Send resume to Box F-3. An equal opportunity employer. M/F

Weathercaster: News/Community oriented Texas station in rapidly expanding market wants mature/personable person with meteorology background, degree preferred, TV experience required. Excellent salary, benefits and working conditions. EOE. Call News Director: 214-592-3871.

Reporter/anchor for No. 1 team in 73rd ADI. Tape with first letter to: Jon Janes, News Director, KFVS-TV; P.O. Box 100; Cape Girardeau, Missouri 63701.

Reporter. Forty-first market station needs a reporter with a flair for feature stories. Minimum two years experience required. No telephone calls please. Send tape and resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

TV News Reporter. Position for an aggressive, creative reporter with a B.A. degree or comparable and 2 years TV reporting experience. Send resume and tape to: Billye Gavitt, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M/F

Meteorologist—Bask in the Florida sun in beautiful Central Florida. Our Meteorologist has unexpectedly hung up his thermometer and we need a good replacement fast. On-airability a must—experience necessary—no beginners please. Tape, resume, and salary requirements in first letter to: News Director, WDBO TV, Box 1833, Orlando, FL 32802. EOE. No phone calls.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager. Western Network Affiliate is searching for a strong, creative manager. Must have experience in all facets of production and managing people. Send resume and reference to Box E-136. E.E.O.

Promotion/Creative Director: Western Network Affiliate is searching for a strong creative person. Must have experience in production, writing, layouts, newspaper and outdoor. Send resume and references to Box E-135. E.E.O.

On-Air Promotion Coordinator Must be highly creative and knowledgeable in aesthetics of audience development. Must have solid producing/directing background and familiarity with all aspects of editing, clip selection and exploitation of state-of-the-art equipment. Send resumes to Box E-176. An Equal Opportunity Employer.

Graphics Artist. On-air and print design experience necessary for state-of-the-art television design department. Must be a clear-thinking self-starter. Send resumes to Box E-175. An Equal Opportunity Employer.

Promotion—Program Director Cable Satellite Network seeks experienced person skilled in program scheduling and the development of a bright, sophisticated "on air look." Knowledge of the performing arts essential. New York area location. Send resume to Rainbow, Att: Director of Programing, 100 Crossways Park West, Suite 200, Woodbury, New York 11797.

Senior Producer/Director to develop, produce and direct remote production in 43' fully equipped mobile production unit. Degree plus 5 year's remote experience including sports, public affairs, events and entertainment. Must be management-oriented to control major production crews, budgets, and see that deadlines are met. Must be able to deal effectively with a wide range of outside contacts. Knowledge of post-production is essential. Send resume and tape to: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: June 19, 1981. WYES is an equal opportunity employer.

Hosts (male and female) for sophisticated public affairs magazine series airing on the Minneapolis/St. Paul PBS station. Must have outstanding interviewing and writing skills, plus ability to interact spontaneously and engagingly on live television. Solid journalistic credentials required. Television experience preferred, but will consider people with radio or journalistic backgrounds. Salary—20's, negotiable depending upon experience. Send resume, videotape or audiotape, and writing samples to: Gerald Richman, Executive Producer, KTCATV, 1640 Como Ave., St. Paul, MN 55108. (EEO/AA employer).

Graphic Designer/Illustrator: Small mid-west market net affiliate seeks graphic artist with broadcast design experience. Knowledge of on-air graphic production techniques a must. Heavy print emphasis. Good photographer. Decent materials budget. Work with commercial/sponsorships departments. Salary \$8,000-\$10,000 based on experience. Nice location. EEO/AA employer. Box F-20.

Person w/air operations and commercial clearance background—thorough knowledge FCC rules & regs. 5 yrs. + experience — Sunbelt market. Box E-183.

Wanted: A Pro-Commercial Production Chief. Must have thorough knowledge of time code editing. (AE 600 system preferred). Will operate Chyron II, TR 600, VPR-2, NEC DME, DRC switcher, and handle 5 person crew. Must be disciplined and creative. Three years experience as director necessary. Salary based on experience and ability. Sent resume to Mrs. Lee, KRIS-TV, P.O. Box 840, Corpus Christi, Tx. 78403.

Assistant Promotion Manager Indianapolis, Indiana. CBS affiliate seeks college graduate with degree in Broadcasting. Requires experience in writing and producing on-air and print promotion. Must be skilled in the editing of 3/4 inch video tape. Send resume and tape to Phil Michael, Promotion Manager, WISH-TV, P.O. Box 7088, Indianapolis, Indiana 46207. M/F Equal Opportunity Employer.

TV Producer. Applicant must have experience supervising production of TV station's major news programs. This person will also work with news reporters on mini-documentaries and special reports, and handle a variety of production assignments. Applicant must have experience in working with hour news format. In our newsroom we look for strong writing ability. Prefer, college degree and minimum of 3 years experience commercial television news. Letter and resume to Box F-9. An E.E.O. Employer. M/F

SITUATIONS WANTED MANAGEMENT

General Sales Manager looking for new challenge. Station owners are prepared to talk about my outstanding record. National representative will give good recommendation. Looking for larger station with challenging sales problems. Will consider trouble shooting for group operation. Box E-142.

SITUATIONS WANTED TECHNICAL

Conscientious First Phone broadcast production engineer, striving perfectionist, Box 2391, Warminster, PA 18974.

Mountain State & Great Northwest: Experienced switcher with first phone. Extremely proficient in all aspects of TV station operation: switching, VTR, ACR-25, projection, audio, Chyron, etc. Excellent references. 28 years old, very conscientious. Available for summer employment on June 15th. All markets considered. Ed Solomon, P.O. Box 30, Syosset, NY 11791. 516-367-3771.

Energetic Individual seeking break in position experienced in control track editing, ENG camera operations, audio, technical directing, lighting, studio camera operation, floor directing, photography. Currently working as radio announcer minority, first class license, 209-465-7739.

SITUATIONS WANTED NEWS

Experienced TV reporter, interested in top 30's markets. Send replies c/o M. Cain, 350 Trowbridge, Detroit, Michigan 48202.

ENG Photog and Editor with 2½ years exp. Looking for stable position. Currently working in Top 30 Market. Box E-188.

News Director—Am playing "second fiddle" as assignment editor in medium market television news operation. Have been called "news director of tomorrow" ... But, I'm ready today!!! Box E-166.

Currently Employed weekend sports anchor in top 90 seeking medium market with dedicated sports coverage. Strong on air, creative, good packaging, top notch writer/producer. Not a clock-watcher! Box E-169.

O&O feature reporter/writer/producer: Kuralt-style, multiple award-winner ... critically-acclaimed as best in the country ... tired of being dumped on by uncaring management. Looking for a horizon where quality and creativity are important. Reply to Box E-172.

ENG Photographer/Editor dedicated, aggressive worker, 3 years exp., hard news, "PM" Magazine, Dennis Prewitt, 8721, Town Park No. 1283, Houston, Texas 77036. 713-749-1571. Resume/Tape.

SITUATIONS WANTED NEWS CONTINUED

Syracuse University grad seeking entry-level position on news desk. Have ENG camera and editing experience. Call 201-647-3396.

Sports Director. Talented and proven professional seeks challenge of stable operation in major market. Available immediately. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box F-33.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Limited Time Only: Self-starting, quality-conscious college graduate with 5 years experience encompassing television, radio, print and film seeks Producer position. Proficient shooter, editor, writer and manager. Box F-4.

Mistake-Free Directing is my specialty. Producer/Director with six years experience directing newscasts, sports remotes, special events, and commercials is ready for a new challenge. Reply Box E-12.

Energetic producer-writer with major market experience in Europe and California, looking for new challenges. Contact: C. Toscan, P.O. Box 1742, Oakland, Calif. 94604 or 415-834-4590.

Bright, Young, Personable Talk Show Host with network and major market experience. If you are looking for a class act with high viewer appeal, call Richard Jensen 308-236-6737. You'll see extraordinary video!!

Hard Working, Creative, Talk Show Assoc. Producer with field and studio experience looking for challenging position. Currently working in top TWENTY market. Call Trish 301-467-3000 or evenings 301-679-0656.

CABLE

HELP WANTED TECHNICAL

Studio Engineer wanted for unique cable local origination facility. Must know latest 3/4" editing systems, engineer cameras, studio cameras and studio components. Must have on site repair experience. Challenging position. Contact: Jerry Voss, GUAM CABLE TV, 530 West O'Brien Dr., Agana, Guam 96910.

HELP WANTED NEWS

Strong reporter with experience being sought for unique award winning Cable News Operation. Must have experience in television news. Degree in Journalism helpful. Please send tape and resume with salary requirements to: Jerry Voss, GUAM CABLE TV, 530 West O'Brien Dr., Agana, Guam 96910.

ALLIED FIELDS

HELP WANTED SALES

Regional Rep—Now interviewing Qualified Professional Broadcasters and individuals in related fields, must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company 2714 Union Ave. Ext. Memphis, TN 38112.

HELP WANTED INSTRUCTION

Instructor—Assistant or Associate Professor to teach broadcast courses, organize and manage FM station. MA plus professional experience or PHD. Tenure track position in rapidly growing progressive department. Send letter of application with support material to Dr. Jack Bowman, Performing Arts Department, Cameron University, Lawton, OK 73505 no later than June 30. AA/EEO employer.

Instructor/Assistant Professor to teach broadcast journalism, radio-TV production, and related courses. Knowledge and experience with ENG and masters degree necessary. Tenure track, September, 1981 opening. Salary range based upon professional experience and academic degrees. Send resume, transcripts, and four letters of recommendation to: Dr. David Eshelman, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. Affirmative Action, Equal Opportunity Employer.

Oklahoma State University seeks Asst/Assoc Professor to teach television production, writing and promotion. Tenure track. Ph.D. (ABD) preferred, Masters mandatory. Teaching experience desirable, professional experience necessary. Application deadline: July 15, 1981, begin Sept. 1, 1981. Salary \$18,000 for 10 months. Send resume and references to Dr. Ed Paulin, Chairman RTVE, Oklahoma State University, Stillwater, Oklahoma 74078. AA/EEO employer.

Radio Television—Morehead State University invites applications for a tenure-track faculty position in radio-television. Duties include undergraduate teaching and supervision of student TV news operation. Master's degree with teaching and/or commercial television experience required. Doctorate preferred. Academic year appointment available Aug. 15. Rank and salary based on qualifications. Letter of application, resume and references by June 30 to Radio-TV Search Committee, Morehead State University, UPO Box 912, Morehead, KY 40351. MSU is an Equal Opportunity, Affirmative Action Employer.

Broadcast Faculty member needed starting late August to teach radio, TV basics, production; other Journalism areas a plus; \$16,000 for nine-month appointment. Master's required. Great outdoors location. Write: William R. Lindley, Department of Journalism, Idaho State University, Pocatello ID 83209. AA/EEO.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used Microtime 2020. Call 202-638-6722.

Instant Cash For Broadcast Equipment: Urgently need UHF Transmitters, Microwave, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

3 RCA TR-600 video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen, Chief Engineer, Fred Niles Communications, 1058 West Washington Boulevard, Chicago, Illinois 60607. 312-738-4181.

Video Production Switching Systems: Vital VIX-114-10A featuring encoded chroma keyer; downstream keyer; Telemet decoder; AFV package. In good condition: \$12,000 or best offer. Cross Point Latch 6112 four base switcher with two independent mix effects systems; encoded chroma keyer; downstream keyer; quadruple re-entry. In good condition: \$5,000 or best offer. Contact: National Video Industries, Inc. 15 West 17th Street, NY, NY 10011. 212-691-1300.

2.5KW FM Harris 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

3.5KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

5KW FM CSI 5000E w/direct FM exciter, like new, on air w/warranty. Call M. Cooper, 215-379-6585.

10KW FM Gates 10G w/exciter & stereo, many spares, on air, will warranty, also RCA BTF 10D1, good cond. w/proof. Call M. Cooper, 215-379-6585.

1KW FM Gates FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

1KW AM RCA BTA-1R1 on air w/proof, also CSI T-1-A like new w/proof. Call M. Cooper, 215-379-6585.

For Sale Gates BC-1F 1-KW AM transmitter on 1270 kHz. Used as Auxiliary until January 1981. \$1,000 FOB Rochester, MN. Contact Rod Hughes 507-288-3888.

Videotape Recorder. Sony 3/4" BVU-200 Broadcast Editing U-matic Videocassette Recorder. Includes separate time code track, frame-lock servo, and standard broadcast audio levels and impedance. An industry standard. \$8000 or best offer. Videotape Recorder. Sony 3/4" BVU-100 portable. Broadcast quality in this field companion to the BVU-200. Provides framing pulse, or time code with optional portable time code generator, CG-110. BVU-100, \$4000 or best offer. CG-110, factor option time code generator, \$1300 or best offer. Character Generator. 3M D-3016 Datavision. A complete self-standing multi-page titling facility with Helvetica and Video Gothic fonts. \$5000 or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

Ampex AG-660 and Ampex 602 Mint with Manuals—Offers After 5:00 p.m. 205-821-1491.

ITC Cartridge Reproducers WP Mono Three Cue. Five available. All Mint Condition—\$650.00 each. After 5:00 p.m. 205-821-1491.

Microwave TV Downconverter. Receiver, antenna, power supply kits. All three, \$95.00! Enberg Electronics, Box 55311, Indianapolis, IN 46205.

VPR 1-C with AST and variable shuttle control. Just completed Ampex factory conversion. Call Steve Ulrich at 502-583-5732.

McMartin tells us our BF-25K (worth more than \$40,000) blew up because of a problem unique in the history of broadcasting. They will fix and warrant it for \$4,400. Your bargain price: \$20,000. KDNO 805-725-2599 or 209-757-3124.

Lighting package and color cameras complete Kleig with switching panel. 4 RCA's with zoom. 803-833-6892.

TV Transmitter 10KW RCA tuned to your channel also 400 ft. 6 1/8" coax Trades considered 803-833-6892.

Ampex VPR 20 complete with all latest modifications plus batteries, charger, sync track and packing case. Machine has very low hours and is in excellent physical and operating condition. For further details contact Ira Goldstone, Director of Technical Services, WCVB-TV, Boston, Mass. 617-449-0400. Ext. 242.

2 Hitachi FP1212 Studio Cameras. Excellent condition, well maintained. Excellent buy for educational, industrial or local origination applications. Reasonable prices. Contact: Jerry Voss, GUAM CABLE TV, 530 West O'Brien Dr., Agana, Guam 96910.

Sony 3/4 inch Editing Systems 2260's, 2960's RM430's. Good condition, all maintenance records available. 4 systems available. Several 3/4 inch recorders also available. Contact: Frank Salas, GUAM CABLE TV, 530 West O'Brien Dr., Agana, Guam 96910.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

AM Transmitter -one owner - used, excellent condition, BTA 1R1 RCA bought new in 1965. WEZQ Winfield, AL. Call J. Self 205-921-2161.

Used Equipment Bargains: GE TT57 30 KW UHF Transmitter \$65,000; RCA TT-10 AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-22 Hi-Band VTR \$12,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; IVC 500 Color Camera \$4,500, CVS 504B Time Base Corrector, CDL VSE-741 Switcher \$2,500. Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$146,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

New 5 KW Hi-Band VHF Transmitter: Never used, in factory crates. Standard electronics model No.'s AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$40,000. Call 800-241-7878. Bill Kitchen or Jim Herring, Quality Media Corporation. (in GA call 404-324-1271).

**FOR SALE EQUIPMENT
CONTINUED**

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$1,200 ea.; Sony RM-400 Editor \$800; Convergence ECS-1 Joystick Editor \$2,500; Sony VO3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation. 404-324-1271.

COLLINS 732-A 1kw fm transmitter. Re-built with spare tubes/parts. \$1900.00 CAPITOL BROADCAST EXCHANGE 209-957-1761. Less exciter.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV," TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

RADIO PROGRAMING

Treasure Vaults, Changeable pushbutton locks, for sale, \$200. Tested promotion. Info: Eli Jenkins, collect: 813-522-6896. Box 84, St. Petersburg, FL 33731.

Audio Animation: Now you can afford unique and entertaining radio spots that deliver results ... and CLIOS!" Each spot is fully produced from conception to completion. Demo available. O'Brien & Hutchinson Creative Services, 11811 Lake Avenue, Suite No. 108, Cleveland, Ohio 44107.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

San Francisco, FCC License, 6 weeks 6/22/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

Announcer/Broadcaster/"Entertainer"—We placed over 95% of our graduates last year. Instructor positions open if you are able to keep high interest level and relate the real world to your students, not the collegiate ivory tower disney world. You need at least 2 years experience in broadcasting ... no experience in teaching required. First Phone ... we also have an opportunity for you. American Academy, 833 Chestnut Street, Phila., PA 19107 215-922-0605.

EMPLOYMENT SERVICES

Let professional representatives sell you to the best stations in America. All Radio & Television positions. Reasonable rates. Initial consultation \$15.00. Mail fee and materials to: North American Media, Box 3523, Quincy, Illinois 62305.

BUSINESS OPPORTUNITY

Investor's/Partner wanted to purchase bargain Class B-FM. Northeast Major Market plus coverage of 2nd major. Up to 50% ownership available for \$500,000. Ownership Tax Advantages. 716-837-3898.

CONSULTANTS

MJO News Associates. Consulting services that meet station and market needs. Box 11043, St. Louis, MO 63135. 314-522-6325.

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

**Help Wanted Programing,
Production, Others**

WMCA New York

Conversation Station
is looking for a

PROGRAM DIRECTOR

to join its
top management team
immediately.

If you have a track record in
information or telephone talk
programming

—or even if you don't—

but do have a lot of energy
and the will to win
let us hear from you.

R. Peter Straus
WMCA New York
(212) 586-5700

**For Fast Action Use
BROADCASTING's
Classified Advertising**

RADIO
Help Wanted Management

**Help Wanted Management
Continued**

**SMALL MARKET
SOUTHERN NEW ENGLAND**

Needs sharp sales manager who wants to make things happen.

Great Opportunity For Salesperson Who's Looking For First Chance To Move Up To Management. Good Salary. Great Benefits. Bonus Incentives. E.O.E., M/F

Reply Box E-125

**BUSINESS MANAGER
WLUP-FM CHICAGO
WIKS-FM INDPLS
HEFTEL STATIONS**

Radio Stations looking for a person with 2 to 3 years Broadcast Accounting, plus Supervisory and General Ledger experience with good communications skills. Send Resume to L. Wilson Heftel Broadcasting Corp., 875 North Michigan Ave., Suite 4102, Chicago, Illinois 60611. No phone calls please. E.O.E.

Help Wanted News

MISSOURI VALLEY PLAY BY PLAY

WJBC in Bloomington, Illinois, is looking for a sports director to do a good job of digging and reporting local sports, handling all Illinois State University football and basketball play by play, plus a large number of other events. This may be the best radio sports job in the nation, outside the major markets. It will take an exceptional person to fill it. No phone calls, please. But send a tape (football and basketball pbp, plus a sportscast) to Don Munson, WJBC, Box 8, Bloomington, Illinois 61701. An equal opportunity employer.

Situations Wanted Management

GENERAL MANAGER—RADIO

Hard working, dedicated, experienced, successful General Manager and group manager. Strong credentials in all areas of radio station management, including excellent bottom line history. Also available for sales consulting.

Box E-114

BROADCASTING EXECUTIVE

Solid background in station management, sales, programming and engineering. Presently employed as manager on West Coast seeking opportunity in California, Washington, or Oregon. Well qualified with excellent references. Contact Box E-107 today!

Situations Wanted News

RADIO-TV P.B.P PROFESSIONAL

Seeking major college or pro-play by play in basketball, football, baseball. Communications college degree, 5 years P.B.P. experience, 25 years old. Excellent references, tapes available. Research well done before each broadcast. Call Collect 304-242-0522. George Kellas Jr.

Situations Wanted Announcers

!GOOD MORNING!

Dynamic AM Drive personality/program director looking for a place to settle. Major market on-air and programming success, both AC and Country. All locals and market sizes considered. Available immediately. Call (817) 261-3769.

I do Morning Radio like you

MAKE LOVE

I'm an artist; radio is my art form. It's that simple. I've done talk, news, MOR, rock, a/c; I've programmed, managed, owned incredibly successful stations. I ALWAYS did the morning show. At 36 I retired; at 39 was back doing mornings at a Pittsburgh FM (No. 2 women 18-34, No. 3 men 18-34, No. 3 adults 18-49—Arbitron, A/M '80). But I wanted more. I quit and moved to New York. I've been looking at the phone for 4 months. I understand and love Morning Radio more than anything in the world. In the New York area, or a major market, I'll prove it to you. Write Box F-1.

TELEVISION

Help Wanted Management

General Manager Pacific Island Network TV, AM, FM

A great opportunity for sunbelt oriented GM with TV sales background. KUAM on Guam serves this 130,000 plus American community with only commercial TV facility and dominant AM & FM radio. Salary and incentive plan will match the right candidate's abilities. We are part of a growing company specializing in Pacific Islands. Write KHVH Inc., 1060 Bishop Street, Honolulu, Hawaii 96813. An Equal Opportunity Employer.

Help Wanted Technical

Assistant Chief Engineer

New UHF Television Station now under construction in New Hampshire. Strong maintenance and UHF transmitter experience. **FIRST PHONE REQUIRED.** Send resume and salary requirements to: Leo Demers, Chief Engineer, 8 Raymond Street, Hudson, NH 03051.

Help Wanted Technical

TOWNSEND ASSOCIATES

The successful introduction of our new product line including solid state klystron pulsers, VHF transmitter, revolutionary Low Power Television transmitter designs and all solid state MDS transmitters has made available several new positions in this dynamic television transmitter company. We need the following experienced personnel:

Field Service Engineers: Responsibilities include installation, test, and proofing of all types of television transmitter equipment. Must be willing to travel internationally and must have a first class F.C.C. radiotelephone license.

Low Power Television Product Manager: Responsibilities include product development, advertising, scheduling of manufacturing and contract administration.

Experience and education are important but we give consideration to young engineers who can demonstrate ambition, ability, and a rich interest in the industry and in the company.

Please send resume or contact:

ROBERT BROMLEY c/o TOWNSEND ASSOCIATES
PO. Box 1122
Westfield, MA. 01086
(413) 562-5055

SENIOR ENGINEER MAINTENANCE & TECHNICAL OPERATIONS

Challenging and diversified position in a company producing closed captioned television for the hearing-impaired. You will be totally responsible for maintenance and operation of the Los Angeles technical facility.

The individual we are seeking MUST:

- Be knowledgeable and competent in operation, trouble shooting and repair of state-of-the-art digital electronics, including computers, microprocessors, computer peripherals and broadcast related equipment.
- Have an Associate's or BS degree in electronic engineering or equivalent experience.
- Have a minimum 3 years experience in broadcast operations and maintenance.

This is an exceptional growth opportunity with a service oriented organization. Knowledge in communicating with the hearing-impaired helpful but not essential. Excellent salary & benefits. For immediate consideration please send resume and salary requirement in confidence to:

National Captioning Institute Inc.
5203 Leesburg Pike 15th floor
Falls Church, VA 22041
Attn: Personnel Manager
Equal Opportunity Employer M/F/H/V

Help Wanted Technical Continued

Oldest Five Million Watt UHF Station

in Northern California needs a Chief Engineer. Must be experienced as Chief or Assistant. Send resume to KCSO, Post Office Box 3689, Modesto, California, 95352. For further details telephone (209) 527-3060. EOE.

Help Wanted

Television transmitter maintenance/operator for top southwest television station. Must have experience, first phone, and thorough knowledge of television transmitter. Top pay, good working conditions. Contact: Rudy Garrett, KATV, Little Rock, AR (501) 372-7777, Equal Opportunity Employer.

ELECTRONICS—TV ENGINEER

Our Video Systems Division is seeking fully training personnel for the position of Video Service Engineer. We offer a challenging opportunity in an established and rapidly growing company. Your work will involve state-of-the-art video systems and equipment used in broadcasting, government and industry with factory training provided. Competitive salary and complete fringe benefits package. Advancement based on your initiative and performance. If you are a diligent worker interested in an exciting career in video systems, Call Tom Burton at (301) 530-9580 or write to: PEIRCE-PHELPS, INC., 10215 Fernwood Road, Bethesda, Maryland, 20034. Equal Opportunity Employer M/F

Help Wanted News

TV NEWS PRODUCERS

We're looking for sharp, creative producers ready to move up to a medium sized, rapidly growing sunbelt market. Strong journalism credentials a must. Two openings in expanding news department. Send resume and salary requirements to: Personnel Department, KMOL-TV, P.O. Box 2641, San Antonio, Texas 78299.

TV NEWS ANCHOR DO YOU WANT TO BE ON THE FIRST TEAM?

If you're a secondary anchor in a major market who's been waiting too long for a break, why not make your own break to a major sunbelt city? A small move down in market size could mean a big move up in professional opportunity. Like our thriving city, we're a news department on the way up. We're looking for an anchor to match our commitment and one whose credentials include professionalism, energy and warmth. We welcome inquiries from all. Send your resume and salary requirements to: Personnel Department, KMOL-TV, P.O. Box 2641, San Antonio, Texas 78299.

REPORTER

Major aggressive midwest television news dept. 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 F-36. E.O.E.M/F

Help Wanted Programing, Production, Others

PROMOTION & ADVERTISING DIRECTOR

Top sunbelt market station searching for a creative and aggressive department manager ... marketing and sales promotion skills are required. Must have experience in graphics, layout, design, writing and on-air promotion concepts and production. Send resume and salary requirements to Personnel Department, KMOL-TV, P.O. Box 2641, San Antonio, Texas 78299.

ELECTRONIC MAINTENANCE ENGINEERS

The National Broadcasting Company presently has several excellent opportunities for experienced Electronic Maintenance Engineers for our corporate headquarters in New York and our owned and operated Washington facility.

The successful candidate should possess at least 3 years hands-on service experience, preferably from a broadcast station or related activity. Consideration will be given to individuals with good working knowledge of any of the following: 3/4 inch, 1 inch and 2 inch video tape recorders, studio cameras, audio and video equipment, Quantel, ADDA, Chyron and RF equipment, ENG cameras, mini computers and peripheral equipment.

AAS or BS degree in electronics desirable. Digital experience preferred. Some travel may be necessary.

We offer an excellent benefits package including tuition assistance. Salary commensurate with experience. Please send resume and salary history in confidence to:

Ms. Val Branker/BC
Electronic Maintenance Staffing Specialist
NBC
30 Rockefeller Plaza
New York, New York 10112

An Equal Opportunity Employer M/F



WNEW-TV New York is looking for a co-host for our very successful **PM Magazine**. This person will join our newly hired male co-host in the second exciting year of this prime-time show. Candidates must have heavy PM Magazine producing experience as well as being the best on-air talent available. If you meet our criteria, please send a resume and a 3/4-inch videocassette of your work (no phone calls, please) to:

Steve Schwartz, Producer
PM Magazine
WNEW-TV
205 East 67th St.
New York, N.Y. 10021.

Metromedia is an equal opportunity employer.

**Help Wanted Programing,
Production, Others
Continued**



Accepting applications for PM Magazine Hostess; work alongside top male talent in market; top-rated show in time period; must have PM/evening magazine experience; send resume to:
Box F-26

Graphic Designer

Major market network affiliate has an opening for a graphic designer. Applicants should have graphic design experience, good understanding of color theory, 2 and 3 dimensional design layout, typography and photography. Must have working knowledge in perspective drawing and some illustration. Must be able to prepare finished art for print and spec type.

College degree or equivalent experience preferred. Send resume to: Magda Mourad, Art Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.



KTVI/ST. LOUIS

PM Magazine debuts in St. Louis in mid-September. We are looking for co-hosts, field producers, photographers and editors. Must be experienced, aggressive and production conscious. Hiring is already underway. If you want a hand in getting this challenging project off the ground, send tape and resume to:

CHUCK NEFF Producer
KTVI
5915 Berthold Avenue
St. Louis, MO 63110
NO PHONE CALLS, PLEASE
AN EQUAL OPPORTUNITY EMPLOYER

Situations Wanted News

FOR PROGRESSIVE G.M.'S ONLY:

One of the nations most experienced anchors, who has solid credentials with Emmy-award-winning street reporting ability wants opportunity to work with you as News Director and Anchor or Anchor/Executive Producer. Presently anchoring Top 10 market. Will move for medium-size network affiliate in Sunbelt. All inquiries answered.

Box F-2

**Situations Wanted Programing,
Production, Others**

WHY LOOK ANYWHERE ELSE!

Experience-Commercial and Program Production, ENG, Quad-Cassette editing, News Directing, Creative Copy, Award Winner. 914-241-1640 or 914-666-5038, and leave message.

ALLIED FIELDS

Help Wanted Technical

West Coast Broadcast Equipment

Manufacturer is seeking experienced management oriented engineer with proven supervisory skills. Must be able to evaluate RF linear circuitry and be familiar with FM transmitter and receiver design techniques as well as digital circuitry, hardware and software. Background should include commercial or cost factor experience. Replies held in strict confidence. Reply to Box F-29.

**Help Wanted Technical
Continued**

CHIEF VIDEO SYSTEMS ENGINEER

Familiar with all phases of audio and video systems. Including design, maintenance, installation, supervision, and client liason, certification desirable.

Resume and salary requirements to:

Alpha Video and Electronics Company
28 East Mall Plaza
Carnegie, Pa. 15106

**Help Wanted Programing,
Production, Others**

**VIDEOTAPE DIRECTOR & TECHNICAL
DIRECTOR**

Rapidly expanding major East Coast videotape production facility located in suburban Philadelphia requires videotape director with creative commercial and industrial background; technical director with knowledge of CMX & DVE systems. Quality conscious individuals with major production experience only may forward resumes to:

E.J. Stewart Inc.—Attn: Hal Lipman
525 Mildred Ave.
Primos, Pa. 19018

Help Wanted Sales

**SALES ENGINEER—VIDEO
SYSTEMS**

Knowledgeable in all phases of broadcast television. Must have proven track record. Salary, commission, car and liberal benefits package.

Resume and salary requirements to:

Alpha Video and Electronics Company
28 East Mall Plaza
Carnegie, Pa. 15106

WDVM TV 9 WASHINGTON, DC

is looking for a **CO-HOST** for **PM MAGAZINE**.

Candidates must have at least 2 years on-air experience—good writing skills and the ability to produce entertaining feature stories.



Send your tape and resume to:

Len DePanics, Producer
WDVM TV 9
4001 Brandywine Street, NW
Washington, DC 20016

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Special Discount—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$10. If you don't need a job now, cut and save this ad.

**AMERICAN RADIO
 JOB MARKET**
 6215 Don Gaspar
 Las Vegas Nevada 89108

Consultants

LOW-POWER TV APPLICANTS

Increase your chances for a successful outcome of your FCC LPTV application. Obtain the services of a long-established, top-quality firm. "Only those applications that are engineered with care and certified by a technically qualified individual will be accepted for filing and processed". FCC Notice JP ASSOCIATES, INC.

3115 Kashiwa St.,
 Torrance, CA 90505 (213) 539-8533

*Knowing what makes you good at your job
 makes us good at ours.*

J.A. RYMAN 214-696-1353
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RADIO PROGRAMMING & MANAGEMENT CONSULTANTS
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DO IT RIGHT FOR LESS MONEY

My clients receive a complete music library plus new releases at no additional cost.

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 No CHARGE-FREE

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 & Associates, Inc.**

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 Knoxville, TN 37902
 PH 615/521-6464



Consultants Continued

!!! BULLETIN !!!

**ON
 AIR**

**OFF
 AIR**

SERIOUS JOURNALISTS, DO YOU KNOW—
 — WHICH IS THE RIGHT MARKET? THE RIGHT STATION?
 — WHERE YOU CAN FIND COMPENSATION? CHALLENGE? GROWTH?
 — WHAT THE COMPETITION IS DOING BETTER? WORSE?
 WE OFFER INDIVIDUAL ANSWERS. CALL OR WRITE FOR YOURS TODAY.

Television News Talent

239 West Blithedale • Mill Valley, California 94941 •
 415/388-3544

Public Notice

APPLICATIONS FOR CABLE TELEVISION LICENSE HOLDEN, MA

The Town of Holden, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 11:00 a.m. on August 5, 1981. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Holden, Massachusetts. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. William A. Kennedy Jr., Town Manager, Address: Office of Town Manager, 1204 Main Street, Holden, MA 01520.

PUBLIC NOTICE REQUEST FOR PROPOSALS CABLE TELEVISION FRANCHISE

The City of Hazel Park, Michigan, is accepting applications for a cable television franchise. All applications must be prepared and submitted in accordance with the City's "Request for Proposals" and be accompanied by a certified check in the amount of \$3,000.00 which represents a non-refundable application fee. The deadline for filing proposals is Monday, July 13, 1981, at the Office of the City Clerk. The City reserves the right to extend the deadline to all applicants, if necessary. Prospective applicants may obtain a copy of the Request for Proposals and other information from Mr. Dan W. Potter, City Manager, at the address listed below:

City of Hazel Park
 111 E. Nine Mile Road
 Hazel Park, Michigan 48030

NOTICE OF INTENDED SALE

NOTICE IS HEREBY GIVEN that on or about June 19, 1981, the undersigned trustee intends to sell the operating assets of WHET Inc. d/b/a WDLW (as more particularly described in paragraph 4 hereto) on the following terms:

1. The proposed transfer will be a private sale to Arnold Bloom of Boston, Massachusetts or his nominee (hereinafter referred to as "the Purchaser") for a price of Eight Hundred and Fifty Thousand Dollars (\$850,000.00).
2. No brokers are involved and no commissions will be deducted from the sale proceeds.
3. A deposit in the form of a letter of credit issued by the United States Trust Company in the amount of One Hundred and Seventy Thousand Dollars (\$170,000.00) has been tendered to the trustee as a deposit.
4. The assets to be sold (hereinafter the "Property") consists of all the tangible and intangible assets of the Debtor now owned or hereinafter acquired (including the FCC license and certain equipment currently leased to the debtor by Charles River Broadcasting Company) through the time of closing wherever located of whatever kind and description, except cash items, advances, bank deposits, accounts receivables, causes of action, books of account and any tangible or intangible assets used or disposed of in the ordinary course of business through the date of closing and shall be transferred free and clear of all liens and encumbrances except a lien in the amount of \$7,400.00 held by Shawmut Community Bank, N.A. on a mobile studio.
5. This notice is given in order to permit parties in interest to object to the intended sale. Unless such a party files a written objection with the Bankruptcy Court before 5:00 p.m. on June 15, 1981, the intended sale described herein will go forward. Any objections must be sent to:

Clerk
 United States Bankruptcy Court
 District of Massachusetts
 212 John W. McCormack
 Post Office and Courthouse
 Boston, MA 02109

with copies to Jon D. Schneider, Goodwin, Procter & Hoar, 28 State Street, Boston, Massachusetts 02109 and William H. Tucker, United States Trustee, 87 Kilby Street, Boston, Massachusetts 02109.

6. The trustee will entertain any higher bids for the Property in its entirety provided that such bids are in writing and filed with the Clerk, United States Bankruptcy Court at the address above with a copy to Jon D. Schneider, Goodwin, Procter & Hoar, 28 State Street, Boston, Massachusetts 02109, before 5:00 p.m. on June 15, 1981, and provided further, that such bid shall be in a minimum amount of Eight Hundred and Seventy Five Thousand Dollars (\$875,000.00) and shall be accompanied by a deposit to the trustee in an amount no less than twenty percent (20%) of the amount offered, which deposit should accompany the copy of the offer sent to Jon D. Schneider, Esq.

7. In the event any timely objections or counteroffers are filed, a hearing shall be held thereon before The Honorable Harold Lavien, Bankruptcy Judge, in Room 1116, John W. McCormack Post Office and Courthouse, Boston, Massachusetts at 2:00 p.m. on June 19, 1981, at which time and place the original offeror, all counterofferors and any objecting parties shall be expected to appear and be heard.

8. Any party submitting a counteroffer shall be prepared to demonstrate to the trustee and the Court his qualification to become a licensee of a radio station in accordance with applicable rules of the FCC.

9. In the event of a qualified counteroffer, both the original offeror and all qualified counterofferors shall be afforded the opportunity to make one final sealed bid offer in the presence of the Court, the highest final offer to govern.

DAVID J. FERRARI, TRUSTEE
 by his attorneys,
 Jon D. Schneider
 Stuart M. Cable

GOODWIN, PROCTER & HOAR
 28 State Street
 Boston, MA 02109
 (617) 523-5700

Public Notice Continued

PUBLIC NOTICE APPLICATION FOR CABEL TV LICENSE NORTHBRIDGE, MASS. 01588

The Town of Northbridge, Mass. will accept applications for a Cable TV License pursuant to the regulations established by the Mass. Community Antenna Television Commission. Applications may be filed at the address below until 4 p.m. on August 17, 1981. Applications must be filed on the Mass. CATV Commission from 100 and must be accompanied by a \$100.00 non-refundable filing fee payable to the Town of Northbridge, Mass. Twenty (20) copies of the applications are to be filed with the Town and one copy shall also be filed with the Mass. CATV Commissioner. All applications received will be available for public inspection in the Selectmen's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed.

BOARD OF SELECTMEN
NORTHBRIDGE TOWN HALL, Room 3
Northbridge (Whitinsville) Mass. 01588

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series
Program Distributors
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Business Opportunities

INVESTMENT

Young, aggressive and experienced broadcasters are looking to construct several radio properties in Western States. We are looking for financially qualified investors for both majority and minority interests. Inquire Box F-16.

BOSTON AREA

SCA Channel available for long term lease. For info call 617-595-6200, ask for Mr. Paul Feinstein.

INVESTOR WANTED

Successful broadcaster seeks equity partner for undervalued Class B FM with new equipment and excellent signal. Northeast Major with 3.0 million coverage for \$500,000. Low Risk, Tax Shelter Benefits, Excellent Return.

716-837-3898 (9 a.m.-9 p.m.)

For Sale Stations

No. 1 Black programed 5 kw

in mid-South medium market 32 years on air. Priced less than twice a year average gross. Some low interest notes assumable. Phone Miller, 904-434-6507-456-9749.

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

For Sale Stations Continued

Full-time Central Texas AM

station in growing area. A qualified buyer can take over established loan with no money down. \$255,000. Serious, qualified inquiries only. Box F-19.

MAJOR NORTH CAROLINA MARKET

One of North Carolina's finest radio stations will entertain offers in the \$3,750,000 range... less than 10 times cash flow.

Box F-23

Western Sunbelt Fulltime AM/FM

Top twenty exciting growth market, state of the art facilities. Financial qualifications on first letter. \$3.6 million. Illinois.

Box F-22

\$99,000 TOTAL PRICE

Good operating daytimer NE at B/E. Rush replies to Box F-24.

We offer outstanding Radio Stations in the West and Mid West from \$700,000 to \$7,000,000.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
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Lee Wilkins and Associates Media Brokers

TX	AM & FM	750K	Small
OH	Daytime AM	450K	Suburban
NY	FM	635K	Small
AR	FM	350K	Suburban
MS	Daytime AM	295K	Medium
MS	AM & FM	475K	Small
WI	FM	700K	Medium
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IN	AM & FM	600K	Small
IL	Fulltime AM	725K	Small
WV	AM-Downpayment	25K	
SC	AM-Downpayment	25K	

Post Office Box 850/Albany, GA 31702/912-883-4917
3500 S. Phillips/Sioux Falls, SD 57105/605-338-1180

- A majority interest in good daytimer in big town in S.C. California. \$160,000.
- A daytimer near large university town. \$120,000 for 50% of the stock \$60,000 cash required.
- AM/FM in W. Arkansas city. \$390,000.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.
- FM in Big Town in W. Oklahoma \$460,000.
- Powerful daytimer in east Tenn. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Powerful daytimer. Coastal area of Md. \$560,000.
- Fulltime N.W. Alabama City. Alabama's fastest growing area. \$520,000.
- Class C covering large Oklahoma city plus AM daytimer. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- Spanish speaking S.C. California. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Arkansas. \$380,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Term. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- Educational station sacrificed in Witcha. \$170,000.

Let us list your station.

Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued

FM-Class-C
5000 watt full-time AM
 Both in 300,000+ markets, Pacific Northwest, priced with terms for immediate sale at 1.5 mil with 10% down
 Class "C" FM, excellent coverage, northern UT—\$600,000
 Brent T. Larson (801) 621-0234
 4014 Beus Drive Ogden, UT 84403

CLASS C FM
 Medium large market Class C FM available in a sunbelt location. Annual revenues have exceeded \$1,000,000 for the last three years. Valuable real estate included. Asking price \$4,500,000 cash. Seller might consider some terms to responsible buyer. For complete details write Box E-99.

TOP MARKET RADIO
 Profitable, top five market radio station for sale. Station has ten year profitability history with revenues and profits running 20% ahead of 1980. Excellent signal and equipment. Seller desires financially qualified cash buyer. Write Box E-101.

Stan Raymond & Associates
 Broadcast Consultants & Brokers
 Has stations available in Ga., Fla., N.C., & S.C. Call or write now.
 1819 Peachtree Road, N.E.
404-351-0555 Atlanta, Georgia 30309

WALKER MEDIA & MANAGEMENT, INC.
 William L. Walker
 President
 Suite 417, 1730 Rhode Island Avenue, N.W.
 Washington, D.C. 20036
 (202) 223-1553
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H.B. La Rue, Media Broker
RADIO • TV • CATV • APPRAISALS
 West Coast:
 44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
 East Coast:
 500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

THE KEITH W. HORTON COMPANY, INC.
 For prompt service contact
 Home Office: P.O. Box 948
 Elmira, N.Y. 14902
 24 hr Phone: (607)733-7138
 Bob Kimel's office:
 P.O. Box 270,
 St. Albans, VT 05478
 24 hr Phone: (802)524-5963
 Brokers and Consultants

\$275,000 CASH SPECIALS

New York State AM--small market trading center for wide region. Excellent growth record. Profitable. Priced under five times 1980 cash flow including transmitter real estate.

AM located in active and growing upper mid-Atlantic county. Good performance record. Unique opportunity due to owner's plans.

Contact Dick Kozacko at our Elmira office for details on these fine cash opportunities.



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 Dallas, TX 75225 5944 Luther Ln., Suite 505, 214•696•1022

901/767-7980
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 700 New Hampshire Ave., N.W. • Watergate South
 Suite 1003 • Washington, D.C. 20037

MEDIA BROKER, APPRAISER...
JOHN MITCHELL
 318-868-5409
P.O. Box 1065 Shreveport, LA 71163

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS				CONTACT			
S	Small	AM	\$165K	Cash	Paul Crowder	(615) 298-4986	
MW	Small	AM/FM	\$450K	\$125K	Bill Whitley	(214) 387-2303	
S	Medium	FM	\$260K	\$65K	Dan Rouse	(214) 287-2303	
SCent.	Regional	FT/C	\$1500K	29%	Bill Chapman	(404) 458-9226	
SE	Metro	AM/FM	\$1250K	\$750K	Bill Cate	(904) 893-6471	
MW	Metro	Fulltime	\$1700K	Terms	Peter Stromquist	(218) 728-3003	

To receive offerings of stations within your areas of interest, or to sell your stations, write John Emery, Marketing Manager, Chapman Co., Inc., 1835 Savoy Dr., Atlanta, GA 30341 or call (404) 458-9226.

Fates & Fortunes®

Media



Martin

David Martin, general manager, WDAF(AM) Kansas City, Mo., joins WMAQ(AM) Chicago as VP-general manager.

Keith Moon, VP-general manager, KSBY-TV San Luis Obispo, Calif., named VP-general manager of station's licensee, Blair Broadcasting of California. Blair is also licensee of KSBW-TV Salinas,

Calif. **David Cox**, VP-operations manager, KSBW-TV, succeeds Moon.

Ben Strickland, local sales manager, WAPT(TV) Jackson, Miss., named VP-general manager.

David Barrett, general manager, KWK(AM)-WWWK(FM) St. Louis, named VP of station's licensee, Doubleday Broadcasting.

Kim Colebrook, VP-general manager, WERE(AM)-WGCL(FM) Cleveland, assumes additional duties as president of stations' licensee, GCC Communications of Cleveland.

Thomas Lamarche, program director-station manager, WWLP(TV) Springfield, Mass., named station manager for co-owned WKEF(TV) Dayton, Ohio. **William Pepin**, VP-general manager, KSTU(TV) Salt Lake City, succeeds Lamarche as station manager.

Robert Allen, from Word Records, Knoxville, Tenn., joins WYRD(AM) East Syracuse, N.Y., as general manager.

Kent Steele, operations manager, KQTV(TV) St. Joseph, Mo., joins noncommercial WUFT(TV) Gainesville, Fla., in same capacity.

Bernie Moody, from WJMO(AM) Cleveland, joins KSOL(FM) San Mateo, Calif., as operations manager.

Bob Burke, controller for Gannett's radio division, Detroit, joins ABC's WLS-AM-FM and ABC Radio Network, Chicago, in same capacity.

James Zuratt, controller, WJZ-TV Baltimore, named to same post at co-owned KYW-AM-TV Philadelphia.

Prince Wooten, audio engineer-producer with New Jersey Public Television, Trenton, named assistant to executive director of NJPTV.

Gaye Bagwell Brooks, director of financial analysis, operations, and **David Metz**, director of operational analysis, Times Mirror Cable Television, Irvine, Calif., named assistant VP's of operations. Brooks will be responsible for Western and Midwestern operating divisions, and Metz will be responsible for Eastern and Northeastern divisions.

John Flanagan Jr., CATV division controller, Teleprompter, New York, joins Essex Communications Greenwich, Conn.-based cable operator, as VP-finance and accounting.

Kevin Dorney, director of general accounting, Teleprompter, New York, joins Tribune Com-

pany Cable, Mahwah, N.J., as director of accounting.

Advertising

J. Michael Leahy, management supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

David Pyle, management supervisor, Benton & Bowles, Houston, named senior VP.

Named VP's, Kenyon & Eckhardt, New York: **Noreen Palardy**, associate media director; **Susan Smollens**, director of corporate media research, and **Amy Steiner**, associate research director.

Gary McCammet, director of research, Keller-Crescent, Evansville, Ind., named VP of marketing research and planning.

Keith Miller, VP of Norrito Advertising Inc., New York, joins Shaller Ruben Associates there as account supervisor.

Sheila Paterson and **Geoffrey Clarkson**, with Ted Bates & Co., New York, named management representatives.

Michele Deutschman, associate media research director, Wells, Rich, Greene, New York, joins Marschalk there as director of media research. **Frank Holland**, media director, Martin, Landey, Arlow Advertising, New



Marco-Polo award. John W. Kluge, president and chairman of station group, Metromedia Inc., based in Seacaucus, N.J., was honored May 19 by the Marco Polo Club at its headquarters in the Waldorf-Astoria, New York. Kluge (l) received the club's annual Marco-Polo award for distinguished service to the national media. Presenting the award was President of the club, Lowell Thomas (r), and Mrs. Douglas MacArthur, widow of General MacArthur and a member of the club's board of governors. Metromedia owns six AM's, seven FM's, seven TV stations, Metro TV Sales, Metromedia Producers Corp., and Metrotape West.

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York, joins Marschalk as associate media director. **Ikuo Komae**, from Foote, Cone & Belding, New York, joins Marschalk as media supervisor.

Elizabeth Campbell-Ward, graduate, Wichita (Kan.) State University, joins Associated Advertising Agency there as production administrator.

Bob Einhorn, director of TV research, Katz Television, New York, named VP. **Dick Williams**, director of market development-East, Katz Agency, New York, named general manager of Katz's Probe/Marketing. **Leslie Sutcliffe**, research analyst, Katz Television Continental's silver team, New York, named TV sales research team manager. **Renee Kabchefskey**, sales assistant, Katz TV Continental's, bronze team, succeeds Sutcliffe. **Bob French**, manager of Detroit Office, H/R Stone, and **Judy Houston**, sales manager, RKO Radio Sales, Atlanta, join Katz Radio, Atlanta, as account executives.

Joseph Eisberg, national sales manager of Seltel's independent team, New York, named VP.

Thomas Cosgrove III, account executive, CBS-owned KCBS(AM) San Francisco, named manager, CBS-FM National Sales, San Francisco. **Sally Sliger**, account executive, WJR-FM Detroit, joins CBS Radio Spot Sales there as account executive.

Marie Hagerty, marketing project coordinator, Blair Television's Market Development Division, New York, named marketing services director. **Suzanne Stewart-Englert**, account executive, WXLO-FM New York, joins Blair's Market Development Division as marketing manager.

Andre Woodson, with Metro TV Sales, New York named account executive. **Robert Bee**, media buyer, Media Communications, New York buying service, joins MTVS as sales trainee.

Frank Fallon, account executive, KDKA(AM) Pittsburgh, joins Radio Advertising Representatives, New York, in same capacity.

Kevin Dunn, account executive, Independent Television Sales, Boston, joins WLVI-TV there as general sales manager, succeeding Gerald Walsh, named general manager ("Fates & Fortunes," April 13).

Stephen Soule, general sales manager, Radio Advertising Representatives, New York, joins WBZ(AM) Boston in same capacity.

Allan Thompson, general sales manager, WWSW-AM-FM Pittsburgh, joins KWK(AM)-WWWK(FM) St. Louis in same capacity.

Edward Bee, sales representative, Peters, Griffin, Woodward, New York, joins WTVW(TV) Evansville, Ind., as general sales manager.

Craig Thomas, from KFSD-FM San Diego, joins KMLO(AM) there as sales manager.

Glenn Jones, general sales manager, WJRZ(FM) Manahawkin, N.J., joins WHWH(AM) Princeton, and WPST(FM) Trenton, both New Jersey, as advertising consultant.

Lyle Dunst, account executive, WPIX-FM New York, named national sales manager.

Stephen Peskin, VP-national sales manager, WTTG(TV) Washington, named VP-local sales manager.

Paulette Williams, account executive, KHTZ(FM) Los Angeles, joins KWST(FM) there as

local sales manager.

Sean O'Callaghan, station manager, KARM(AM)-KFIG(FM) Fresno, Calif., joins KNTV(TV) San Jose, Calif., as local sales manager.

Dick Kvale, from TeleRep, Minneapolis, joins WHBQ-TV Memphis, Tenn., as national sales manager.

Jerome Gilels, local sales manager, WBBF(AM) Rochester, N.Y., joins WXLO(FM) New York as retail sales manager. **Joan Kanter**, account executive, WSTC(AM)-WYRS(FM) Stamford, Conn., joins WXLO(FM) in same capacity.

Emeline Davis, financial analyst, WCBS-TV New York, named manager of sales and financial analysis, for co-owned KNXT(TV) Los Angeles.

Named account executives, WKHK-FM New York: **Jeffrey Coleman**, account executive from WCBS-FM New York; **Ingrid Morgan**, account executive, from John Blair, New York, and **Phyllis Katz**, account executive, from WNEW-FM New York.

Peg Kelly, account executive, WCBS-FM New York, joins WNBC(AM) there in same capacity.

Named account executives, KOAX(FM) Dallas-Fort Worth: **Carolyn Brinkmann**, director of program advertising and account executive, from Dallas Civic Opera; **Scott Vowinkle**, account executive, from WKSS(FM) Hartford, Conn.; **Andrew Kazen**, account executive, from WCTC(AM) New Brunswick, N.J., and **Clyde Boyce**, media planner, from Ogilvy & Mather, Houston.

Steve Nagelberg, account executive, WMT(AM) Cedar Rapids, Iowa, and **Cindi Angelini**, account executive, KTRH(AM)-KLOL(AM) Houston, join KBZT(FM) in same capacities.

Shelley Hall, sales representative for *Nursing Pulse*, Boston magazine, joins WHDH(AM) there as account executive.

Cheryl Bullock, director of advertising, Ross Advertising, Fort Washington, Pa., joins WPHL-TV Philadelphia as account executive.

Ron Rojas, account executive, KOIT-FM San Francisco, joins KTVU(TV) there in same capacity.

Dorothy Levy, manager of major accounts, *Kansas City (Mo.) Star Times*, joins WDAF-TV there as account executive.

Jerry Reynolds, from WFDR-FM Manchester, Ga., joins WDHN(TV) Dothan, Ala., as account executive.

Dale Miller, mall manager, Lebanon (Pa.) Plaza Mall, joins WLYH-TV Lebanon, Pa., as account executive.

Named account executives, WXEX-TV Petersburg, Va.: **Wanda Benton**, regional sales manager, from WRVQ(FM) Richmond, Va.; **Ed Munson Jr.**, from WBKO(TV) Bowling Green, Ky., and **Ron Gaynor**, from WROC-TV Rochester, N.Y.

Pete Coldson, sales representative, Mediastat, Silver Spring, Md. rating service, and **Maureen Moss**, from WPRW(AM) Manassas, Va., join WGMS-AM-FM Rockville, Md., as account executives.

Janet Carroll, local sales manager, WKZE-FM Orleans, Mass., joins WSNY(AM)-WHUE(FM) Boston as account executive.

Programing



Perkins

James Perkins, president of Washburn Associates, Inc., Chicago advertising agency, and creator of cable's *The Home Shopping Show*, joins Hearst/ABC Video Services, New York, as president-chief operating officer. In new post, Perkins is to have overall responsibility for management of joint venture between ABC Video Enterprises and Hearst Corp., which is developing BTA womens' cable service and is later to assume programing duties for ARTS cultural service. Perkins' background includes stints with own marketing and advertising agency, Perkins, Bernstein, New York and corporate executive duties for Times Mirror Co., New York.

George Snowden, VP of programing and operations, WOR-TV New York, joins Madison Square Garden Communications Network, New York, as VP, responsible for station relations and programing development for cable, pay and commercial TV.

Christina Friedgen, VP-post productions, Time-Life, Los Angeles, joins Columbia Pictures Television there in same capacity. **Stephen Girard**, VP, Columbia Pictures Television, named VP-creative affairs. **Christine Foster**, executive in movies and miniseries division, named VP of series programs. **Fernando Roca**, production executive, named VP of movies and miniseries. **Kathleen St. Johns**, executive assistant named director of current programing. **Fran Bascom**, casting director, MTM Enterprises, Los Angeles, joins CPT, as director of talent and casting. **Gary Khammar**, sales representative, Columbia Pictures Home Entertainment, New York, named regional sales manager.

Dennis Pearce, sales manager, WMAD(FM) Sun Prairie, Wis., joins FirstCom Broadcast Services, Dallas radio production company, as Midwest representative, based in Monona, Wis.

Jack Steng, New York group manager, TeleRep, joins On The Air, programing syndicator there as VP-station sales.

Ed Grower, executive VP, Centrex Productions, New York, joins Reeves Teletape there as sales VP.

Roger Blaemire, Midwestern regional manager, American Educational Television Network, Irvine, Calif., named senior VP of sales and marketing.

John Figueroa, director of marketing, Broward Cablevision, Fort Lauderdale, Fla., joins GalaVision, New York, as director of affiliate marketing.

Roslyn Lisbona, administrative assistant, non-theatrical division, Telepictures, New York, named director of syndication operations for its domestic television division.

Larry Boothby, with Scene Three Video, Nashville production company, named video production coordinator.

Ruby Beck, office manager, Naegle Outdoor Advertising, Charlotte, N.C., joins Raycom there as sales secretary. Raycom produces regional radio and TV sports programs.

Carol Witherspoon, executive producer-production manager, WCMH-TV Columbus, Ohio, joins Vanguard Productions there as producer-director and client coordinator.



Owens

Gary Owens, Los Angeles radio and television personality for more than 25 years, 19 of which he spent at KMPC(AM) Los Angeles as host of weekday afternoon program, named creative director for station's licensee, Golden West Broadcasters there. He will advise Golden West stations on variety of pro-

gramming topics.

Marty Haag, executive news director, WFAA-TV Dallas, named director of programming.

Chuck Martin, program director, KHJ(AM) Los Angeles, joins KWST(FM) there in same capacity.

Barry Mayo, program director, WGCI(FM) Chicago, joins WXLO(FM) New York, as assistant program director.

Burce Cannon, account executive, KTAC(AM) Tacoma, Wash., named program director.

Don Williams, operations director, WWJF(FM) Fort Lauderdale, Fla., named director of programming for co-owned WFTL(AM) there and WWJF. **Jim Gilbert**, with production department, WFTL and WWJF, named production director.

Barry Brenesal, program director, noncommercial WCBU(FM) Peoria, Ill., joins noncommercial WUFT-FM Gainesville, Fla., in same capacity. **Norman Gilliland**, classical music director, WRUF-FM Gainesville, joins WUFT-FM as music director.

John Chester, producer-air personality, WILL(AM) Urbana, Ill., joins WGMS-AM-FM Rockville, Md., as assistant program director. **Calvin Le Compte**, with WGMS-AM-FM part-time, named music director.

Tim Starr, air personality, WVSI(AM) Jupiter, Fla., named program director.

Claude Pelanne, producer, WCVB-TV Boston, named executive producer.

George Andrus, producer-director, KGTV(TV) San Diego, named to newly-created position of production manager.

Ken Terres, air personality, WTMR(AM) Camden, N.J., named program director.

Ted French, from Cox Broadcasting, Atlanta, joins Cox's WSOC-TV Charlotte, N.C., as director of research and program development.

James Ziegler, senior coordinating producer, Group W's *PM Magazine*, San Francisco, named national feature producer.

Named air personalities, WKHK-FM New York: **Bob Wayne**, from WHLI(AM) New York; **Steve Warren**, air personality, from WDAE(AM) Tampa, Fla., and **Robin Shine**, air personality, from WEEP(AM) Pittsburgh.

Neil Ross, air personality, KHTZ(FM) Los Angeles, joins KNX-FM there in same capacity.

Ed Rodriguez, production director, WASH(FM) Washington, named air personality. **Josh Cohen**, from WXAM(AM) Charlottesville, Va., succeeds Rodriguez.

News

John Miller, news producer, WFAA-TV Dallas, named news director.

Appointments, news department, KDKA-TV Pittsburgh: **By Williams**, general manager, from TPC Communications, Pittsburgh production company, to news assignment manager; **John Buchin**, from WCBS-TV New York, to feature reporter; **Jamie Moss**, former press secretary for Pennsylvania Congressman Joseph McDade, to general assignment reporter; **Sam Brown**, anchor, from WATE-TV Knoxville, Tenn., to reporter-anchor, and **Lenni Todd**, from WSTV(TV) Oklahoma City, to news photographer.

Gil Buettner, news director, WEAU-TV Eau Claire, Wis., and co-owned WAYY(AM)-WAXX(FM) Chippewa Falls, Wis., joins co-owned WOKR(TV) Rochester, N.Y., in same capacity. **John Hoffland**, radio news editor, WAYY, succeeds Beutner.

Gail Fendley, news writer, WJLA-TV Washington, named news producer.

Ed Murray, weekend sports anchor, WBBH-TV Fort Myers, Fla., named sports director-weekend sports anchor. **Uke Washington**, from WTVR-TV Richmond, Va., joins WBBH-TV as weekend sports anchor.

Jack Pagone, reporter, WJIM-TV Lansing, Mich., joins KALB-TV Alexandria, La., as sports director.

Bill Nieves, producer with SIN National Spanish Television Network, named executive producer of *Noticiero Nacional SIN* (SIN National News), weekday half-hour newscast that airs today. Program is being produced in Washington. **Guillermo Descalzi**, national correspondent for SIN's *Destino 80* year-long project to encourage Hispanics in U.S. to vote, named national correspondent of *Noticiero*. **Guillermo Restrepo**, news director of Spanish-language WXTV(TV) Paterson, N.J., joins SIN as national anchor for *Noticiero*.

Miri Day, news writer, KFMB-TV San Diego, joins WJZ-TV Baltimore, as associate news producer.

Sara Robert, associate news producer, WJZ-TV Baltimore, joins co-owned WPCQ Charlotte, N.C., as news producer. **Merle Purvis**, reporter-weekend anchor, WLBT(TV) Jackson, Miss., joins WPCQ-TV as general assignment reporter.

Mark Craft, reporter-documentary producer, WVEC-TV Norfolk, Va., joins WHBF-TV Rock Island, Ill., as news producer. **Dean Adams**, reporter, WTWV(TV) Evansville, Ind., joins WHBF-AM-FM-TV in same capacity. **Larry Mulholland**, meteorologist, KOAM-TV Pittsburgh, Kan., joins WHBF-AM-FM-TV in same capacity.

Parri Ordoubadian, news producer, WFRV-TV Green Bay, Wis., joins WKRC-TV Cincinnati, in same capacity.

Johnny Holliday, sportscaster-air personality for ABC's WMAL(AM) Washington, named sportscaster for ABC FM Network, based at WMAL.

Susan Banks Brady, weekend anchor-reporter, WKBW-TV Buffalo, N.Y., joins WNAC-TV Boston as weekend co-anchor.

Mike Pintek, news director and public affairs director, WKBO(AM) Harrisburg, Pa., joins WASH(FM) Washington as news anchor.

Dan Streeter, from ABC Information Radio Network, New York, joins WXYZ(AM) Detroit as news anchor.

Jack Gregory, sports anchor, WICD(TV) Champaign, Ill., joins WOWK-TV Huntington, W.Va., in same capacity.

Ken Lancaster, from WNUS(AM) West Springfield, Mass., joins WOGB(AM) West Yarmouth, Mass., as evening editor and weekend anchor.

Jacqueline Adams, **Rob Armstrong**, **David Jackson** and **Steve Kroft** reporters, CBS News, New York, named CBS News correspondents. Adams is based in Washington, Kroft in Dallas, and Armstrong and Jackson in New York.

Tim Hillard, general assignment reporter for Fisher Broadcasting's KOMO-TV Seattle, named correspondent for Fisher's Washington bureau, reporting for its one AM and two TV stations.

Randy Baker, assignment editor, KSBY-TV San Luis Obispo, Calif., named correspondent for Santa Barbara, Calif., bureau. **Mark Hayes**, news director, KPRL(AM)-KPRA(FM) Paso Robles, Calif., succeeds Baker.

Richard Krantz, from WHAS-TV Louisville, Ky., joins KTVI(TV) St. Louis as investigative reporter.

Alberta Slavin, former chairman, Missouri Public Service Commission, Jefferson City, joins KMOX-TV St. Louis as consumer editor.

Saida Pagan, reporter, KRDO-TV Colorado Springs, Colo., joins WFSB(TV) Hartford, Conn., in same capacity.

David Burns, documentary producer-reporter, noncommercial WXXI(TV) Rochester, N.Y., joins WROC-TV there as reporter.

Larry Mendte, from WPEN(AM) Philadelphia, joins KIEM-TV Eureka, Calif., as reporter-co-anchor.

Melvin Reddick, attorney, CBS Records Group, New York, named director of business affairs, CBS Sports there.

Bryce Zabel, correspondent from Cable News Network's Los Angeles bureau, joins noncommercial KCET(TV) there as investigative reporter-producer.

Nancy Shafran, from Cable News Network, Atlanta, joins WJXT(TV) Jacksonville, Fla., as news producer. **Glenn Farley**, reporter-anchor, KOMU-TV Columbia, Mo., joins WJXT, as general assignment reporter.

Robert Melisso, public affairs writer-producer, WMAR-TV Baltimore, joins WHTM-TV Harrisburg, Pa., as news producer.

Gail Anderson, talk show host, WTNH-TV New Haven, Conn., joins WPLG(TV) Miami as general assignment reporter.

Steve Schwaid, from WHIO-TV Dayton, Ohio, and **Meg MacDonald**, from WGHP-TV High Point, N.C., join WSOC-TV Charlotte, N.C., as reporters.

Chris Lee, assistant news director, KTYD(FM) Santa Barbara, Calif., joins KMST(TV) Monterey, Calif., as reporter.

Tracy Gray, weekend anchor-political editor and reporter, WTOG-TV Savannah, Ga., joins WCPO-TV Cincinnati as general assignment reporter.

Carol Le Beau, co-anchor, WMBD-AM-FM-TV Peoria, Ill., joins KGTV(TV) San Diego as co-anchor-general assignment reporter. **Paul Magers**, anchor-general assignment reporter,

KATU(TV) Portland, Ore., joins KGTV as general assignment reporter.

Timothy Wurtz, general assignment reporter, WKRC-TV Cincinnati, joins WKEF(TV) Dayton, Ohio, in same capacity.

Technology

Steve Diener, executive VP, CBS International, Latin American operations, New York, joins Magnetic Video, Farmington Hills, Mich., videotape duplicating firm, as executive VP and chief operating officer for Magnetic's Magnetic Video International, based in New York.

Robert Montgomery, group leader, Sperry Univac's customer engineering department, Dallas, joins UPI as telecommunications manager for its technical system center there. He will also be responsible for UPI's worldwide communications system. While at Sperry Univac, he supervised installation of systems at Dallas Center.

Sam Andolina, chief engineer, Teleprompter's El Paso, Tex., cable system, named system manager for Teleprompter's recent franchise award in Irving, Tex.

Bill Lowery, regional manager, Magnovox, Dallas, named sales manager for Magnovox's Los Angeles division.

Bob Alexander, engineer, Reeves Teletape, New York, named manager of engineering.

Eugene Goldberg, senior sales engineer, ITT Cannon Electric, Des Plaines, Ill., joins Switchcraft, Chicago, as product manager from firm's board electronic connector lines.

Michael Arnold, assistant chief engineer, non-commercial WDCN-TV Nashville, joins Scene Three Video, production company there, as chief engineer.

Doug Daniel, video maintenance and operations director, WJLA-TV Washington, named group I operations supervisor in engineering department.

PR and Promotion

Mark Rosenker, director of public relations, Electronic Industries Association, Washington, named staff VP of public affairs.

Anna Carbonell, coordinator-editor of employe news wire, International Paper Co., New York, joins WABC-TV there as manager of press information.

Cathy Czerwinski, assistant director of creative services, WXYZ-TV Detroit, joins WKBD-TV there as promotion manager.

Peter Barnes, creative services producer-director, WISN-TV Milwaukee, named audience promotion manager.

Linda Esterline, promotion administrator, WLVI-TV Boston, joins WSNY(AM)-WHUE(FM) there as promotion director.

Joseph Buchman, from WHAS-TV Louisville, Ky., joins WATU-TV Augusta, Ga., as director of creative services.

Richard Krolik, in charge of broadcast promotion for 1981 Presidential Inaugural Committee, one-time special assistant to chairman of House Communications Subcommittee and before that VP, Time-Life Broadcasting, named manager, Washington office of Braun & Co., Los Angeles-based PR firm.

Named group supervisors, Harshe-Rotman &

Druck, Chicago: **James Horton**, with HRD; **Jerry Lawrence**, from Credit Union National Association, Washington, and **Mary Kay Oswald**, from Reynolds Metals Co., Richmond, Va.

Howard Boasberg, principal with Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., leaves to form own public relations firm there. The Boasberg Company. Joining Boasberg from BR&B, in same capacity: **Brooke Poirier**, public relations director; **Christopher Carter**, account executive, **Bonnie Lake**, writer; **Gini Wharton**, publicist; **Nea Fennel**, executive secretary, and **Marianne Miroslaw**, department secretary.

Vivian Kemp, president, Vivian Kemp Associates, Boston public relations firm, joins PR./America there as director. PR./America is division of Arnold & Co. **Sandra Goldfarb**, media liaison for Massachusetts Office for Children, Boston, joins PR./America as account executive.

Allied Fields

Dwight Ellis, president of Capital Press Club, Washington and VP of National Association of Broadcasters, elected to board of National Press Foundation there.

Arthur Harding, associate with Fleischman & Walsh, Washington communications law firm, named partner of firm.

Joseph Philport, senior staff consultant, research department, Arbitron Co., Beltsville, Md., named Eastern division manager, Arbitron Television Advertiser/Agency Sales, New York.

Andrew Bragg, manager of budget and finance analysis for *Washington Star*, joins Gannett Satellite Information Network (GANSAT) there as controller.

Edward Hymoff, director of communications and public affairs, Corporation for Public Broadcasting, Washington, joins Arthur D. Little, Boston, as manager of editorial services.

Jim Topping, news director, WABC-TV New York, and **John Bobel**, executive producer, KOA-TV Denver, joins McHugh & Hoffman, communications consultants, McLean, Va., as account executives.

Elected officers of International Radio and Television Society: **Ave Butensky**, Ed Libov Associates, president; **James Rosenfield**, CBS Television Network, first VP; **Charles A. DeBare**, ABC owned AM Radio Stations, **Walter Schwartz**, Blair Television, **Arthur Watson**, NBC Sports, **Sherrill Taylor**, Bonneville International Corp., and **Jerome Feniger**, Horizon Communications, VP's. **Jerome Boros** with Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, New York law firm, continues as secretary.

Elected officers, Ohio Associated Press Broadcasters Association: Ed Cox, WHBC-AM-FM Canton, president-elect; **J.B. McCampbell**, non-commercial WGTE-FM Toledo; **Mary Margaret van Diest**, WNRE-AM-FM Circleville, **Lou Prato**, WDTN(TV) Dayton; **Sam McKibbin**, WPAY-AM-FM Portsmouth, and **Bob Long**, WHLO(AM) Akron, named VP's.

Elected officers, Concert Music Broadcasters Association: **Robert Conrad** from WCLV(FM) Cleveland, president; **Lee Hanson**, from WQRS-

FM Detroit, VP; **Elise Topaz**, from WNCN(FM) New York, treasurer, and **Roxanne Allen**, from KHFM(FM) Albuquerque, N.M., secretary.

Elected officers, Alabama Cable Television Association: **M.M. Victory**, regional manager, Liberty Communications, Birmingham, president; **Sid Burgess**, manager, American Television Corp.'s Birmingham Cable Communications, VP, and **Larry Trammell**, manager, Phenix City CATV, Phenix City, secretary-treasurer.

Deaths

George Jessel, comedian whose career included stage, screen and radio, died of heart attack, May 24 at UCLA Medical Center, Los Angeles. Mr. Jessel, whose career began at age 9 in vaudeville, worked in early days of radio, appearing in and producing such series as Mutual's *Thirty Minutes in Hollywood*, NBC Red Network's *For Men Only*, and *George Jessel's Jamboree*, for WJZ New York. However, Jessel achieved prominence for his stage career and as movie producer and writer. In his later years, he was invited to appear at many dinners, as host, and was called "toastmaster general" of America. He is survived by two daughters, two grandchildren and great grandchild.

Boris Sagal, 58, television director, currently filming NBC-TV movie, *World War III*, was fatally injured May 22 on location in Timberlute Lodge, Ore., when he walked into spinning rear rotor blade of helicopter there. Sagal had used helicopter for filming of movie starring Rock Hudson and David Soul, about Russian attack on Alaskan oil pipeline. Sagal had also directed, recently aired ABC-TV mini-series, "Masada." Other shows he directed included *A Case of Rape*, *The Oregon Trail*, *The Dream Makers*, and *Ike*. He is survived by his wife, Marge.

Herb Lubalin, 73, graphic designer who won prominence for his work in advertising and broadcasting, died of cancer May 24 in New York University hospital. In broadcasting, Lubalin several years ago designed logo for PBS and completed design assignments for CBS, NBC and public station WNET(TV) Newark, N.J. He had been VP-art director and creative director of Sudler & Hennessy, New York, before starting his own industrial design firm, Lubalin, Peckolick Associates, New York. He is survived by his wife, Rhoda, two sons by former marriage, Peter and Robert.

Hiram Neuwoehner Jr., board chairman, president and chief executive officer, Batz-Hodgson-Neuwoehner, St. Louis-based advertising, marketing and public relations agency, died of heart attack May 18. Neuwoehner was one of founders of BHN formed in 1950. He is survived by his wife, Mary, two daughters and son.

Dave Peterson, 32, air personality-program director, KBAM(AM) Longview, Wash., died May 12 there. According to coroner's report, Peterson died of natural causes with no explanation for his sudden death. Peterson had been with KBAM for 12 years. He is survived by his parents, Arne and Maurine and three sisters.

Adaline Macloskie, 75, retired secretary from National Association of Broadcasters, Washington, died May 22 of cancer at Georgetown University hospital there. Macloskie had been with NAB for 20 years. She is survived by her niece and two nephews.

Profile

NCTA's Creech: Tom Wheeler's Tom Wheeler

The career of Kathy Creech can be measured in federal cable rules, or, more precisely, the lack of them. Since joining the National Cable Television Association in 1972, Creech has spent her time chipping away at the set of FCC regulations that was issued that same year.

And as the burden of federal cable regulation has lightened over the past nine years, Creech's responsibility and status has grown larger and larger. Hired off the street as little more than a secretary, she has risen to senior vice president, industry affairs. She now resides along with Bob Ross, senior vice president, law and government affairs, on the second level of NCTA's pyramid management structure, answering only to NCTA President Tom Wheeler.

When Wheeler took over the presidency in August 1979, he said that he and his "two number two's," Ross and Creech, would be "interchangeable parts who speak with the same authority." And that is the way it's been.

Besides continuing to make substantial contributions to NCTA policymaking, Creech manages administration and book-keeping, operator services, convention planning, the technology department and research. Questions pertaining to any of these areas can be directed to and are answered by Creech.

Just shy of 30 years of age, Creech seems quite young for her job until one remembers that few at NCTA are over 40 and Creech has more seniority than anyone in top management. She has worked closely with Wheeler over the years, reporting to him almost exclusively, even during the days when Robert Schmidt was president. And Wheeler is lavish in his praise of her. To Wheeler, Creech is the "Renaissance woman." There is nothing she can't do—and do well he says. "She has terrific abilities in public policy analysis, in policy formulation and advocacy."

That Creech is involved at all in the cable industry is something of a fluke after tiring of being a "poor" fine arts student, Creech says, she returned to her hometown of Washington and began visiting potential employers with the guidance of an employment agency. One of the stops was the NCTA, where Don Anderson (now with Turner Broadcasting System) was in desperate need of a research assistant. Creech says he found in her all the necessary qualifications: She knew what cable television was and she knew how to



Kathryn Hilton Creech—senior vice president, industry affairs, National Cable Television Association; b. Kathryn Annette Rogers, Sept. 8, 1951, Washington; BA, George Mason University, Fairfax, Va., 1976; research assistant/secretary, NCTA, 1972-74; NCTA director of research, 1974-76; NCTA vice president, research and planning, 1976-79; present position since August 1979; m. Victor Herman Creech, Aug. 11, 1979.

Creech took the job for its potential. "The workload was so great," Creech says, "you had the opportunity to move into a lot of different areas and there were no areas you could not step into."

As she gradually increased her bailiwick and her value to the association, she returned to school at George Mason University in the Virginia suburbs. After attending classes "two nights a week forever," she says, she was graduated with her degree in economics in 1976.

Creech got the most out of her college classes by specializing in the economics of the communications industry and writing a thesis on cable regulation. The experience served her well, she thinks, in her professional task of dismantling the cable regulations. "It gave me a lot of ammunition," she says. She found that all the evidence that existed at the time the rules were adopted pointed to the conclusion of cable's having no negative impact on broadcasting. She says the underpinnings of the rules were entirely arbitrary: "The commissioners would say things like 'Well, I'm sure it's going to cause harm; I don't care what all the economic studies say. It's just common sense.'"

Until her appointment as senior vice president in 1979, Creech was NCTA's chief researcher, first as staffer, then department head and finally vice presi-

dent. And Creech has always perceived the role of researcher as policymaker. She believes any policy is little better than the support underneath it and that support is built through research. "In doing your research," she says, "you will be going down one road and suddenly you discover there is a better way to go so you bring that to the table." In effect, she says, the researcher makes policy.

Creech rejects the idea that a research department has to be an appendage to some other part of an organization, particularly legal. "You don't have to be an attorney to think analytically, you don't have to be an attorney to write and you don't have to be an attorney to argue."

As Creech has matured professionally she has become more keenly aware of the political nature and ramifications of her work. Early on, she says, she would get so involved in the "correctness of the research" she would forget that there are political issues that had to be considered. It wasn't until she was named vice president of research and planning, she says, that she became fully aware of "the whole project and began to structure things that were politically acceptable as well as being correct."

Creech has also grown into a full-fledged manager with apparent success. After being named head of research in 1974, she says she was apprehensive about the prospect of directing even a small staff. "The scariest thing is to have people sitting there with no projects because you can't think of something to do."

But Creech found then and later she had plenty of good ideas to keep her staff busy and, she says, she had acquired some of the toughness you have to have as a manager and can assign "tedious" projects without apologizing for them.

Creating a staff has been a joy for Creech. "Finding good people is a challenge," she says. Bringing them in and playing big mama and nurturing them along and seeing them get good is fun," she says. The ones that haven't worked out, she says, have been a vast minority.

Creech's cable future is uncertain. She thinks she's an entrepreneur "in spirit," but admits she lacks the money and the nerve. The most likely scenario has her following many other prominent NCTA managers into private industry. But not for awhile. "I haven't found or been offered any opportunity that offers me the kind of exposure, excitement and the ability to influence policy that I have at NCTA," she says. "I don't want to be at the 12th level in a big company and if I'm lucky, get to go to the convention."

There is no question in the mind of Tom Wheeler what her next job ought to be: President of NCTA.

In address to NCTA convention in Los Angeles yesterday (May 31), **FCC Chairman Mark Fowler addressed theme that has become cornerstone of his communications philosophy—"unregulation."** Said Fowler: "I believe that consumer choice and entrepreneurial initiative should be emphasized over pervasive government control and direction." He characterized cable regulatory program adopted by FCC in 1972 as greatest example of "unbearable arrogance" that results "when any agency acts as if it knows all about how individual technologies ought to operate and how they all should be made to fit into one grand predesigned regulatory scheme." Under his guidance, **Fowler said commission will "eliminate all unnecessary regulations and policies [by holding them all] up against the hard, cold light of present-day realities."** Without citing specific examples, Fowler said he intends to eliminate government action "that infringes the freedom of speech and press." With advent of new technologies, Fowler said **caution must be taken to avoid "careless 'borrowing' of regulatory policies from existing services" to apply to new ones.**

In final negotiating stage is **acquisition of ch. 3 KATC(TV) Lafayette, La., by Loyola University** (WVL-AM-TV and WAJY[FM] New Orleans) for about \$20 million. Acquisition would be through Loyola subsidiary, Abellor Corp., from Acadian TV Corp. KATC, ABC outlet, went on air in 1962. Loyola, tax-exempt as educational institution, is seeking acquisition as investment for endowment purposes. KATC, however, will be fully tax-paying entity. Announcement was made by Thomas H. Clancy, S.J., vice-president of Loyola-Communications, and Mrs. Frances T. Kurzweg, president of Acadian.

Capital Cities Communications has bought WBIE(FM) Atlanta for \$7.5 million. Buyer is publicly traded New York-based owner of seven AM's, six FM's and six TV's as well as Fairchild Publications. Seller is estate of James M. Wilder (75%) and Elizabeth F. Hagood (25%), with no other broadcast interests.

Agreement to sell KWHY-TV Los Angeles for \$5.3 million has been reached. Seller is principally owned by Frederick D. Custer, and three brothers, Wiley D., Robert W., and Hugh R. Bunn. **Buyer is joint venture of stockholders of Selec TV of California Inc. and Harriscope Broadcasting Corp.** Selec TV is Marina del Ray-based subscription television service. Lionel Shaen is president. Harriscope Broadcasting is Los Angeles-based group of two AM's, one FM and five TV's principally owned by Burt Harris.

H. Ross Perot, wealthy computer businessman, claimed in published reports that **NBC had assisted him in plan that led eventually to rescue of two of Perot's employes from Tehran jail** in February 1979. *Dallas Morning News* reported last week that Perot said he was smuggled into Iran posing as NBC cameraman aboard chartered NBC jet. **Spokesman for NBC said "no one seems to know if this actually happened,"** and added **NBC News "has policy of never giving credentials to someone not associated with NBC."**

Sheridan Broadcasting Network President **Skip Finley has been appointed to NAB's Radio Board.** He replaces Thomas E. McKinney, who resigned as president of Sheridan Broadcasting Corp. (BROADCASTING, May 4).

UA-Columbia Cablevision (UACC) announced Thursday it had commenced negotiations with Rogers Telecommunications and major UACC shareholder (27%) United Artists Theater Circuit (UATC), regarding \$90 per share **joint merger offer** latter two firms had made for UACC (BROADCASTING, May 25). News would **suggest victory for UATC** in its efforts to **block \$80 per share joint offer from Dow Jones and Knight-Ridder Newspapers.** Separately, Rogers confirms it and UATC are in process

of discussions with Dow and Knight to resolve "issues arising" from agreements between Dow, Knight and UACC, whose board had already voted approval of \$80 per share offer. Resolution may come shortly.

NAB has revived Deregulation Committee in response to FCC Chairman Mark S. Fowler's stated goal of "unregulation." Richard W. Chapin, KFOR(AM)-KFRX(FM) Lincoln, Neb., will chair committee. Members are Monty Grau, KOMO(AM) Seattle; Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.; Ted Snider, KARN(AM) Little Rock, Ark.; Herb Saltzman, WVNJ(AM) Newark and Joseph Tabback, KAZM(AM) Sedona, Ariz. Deregulation Committee in past worked with FCC chairmen to eliminate outdated regulations but **disbanded when former FCC Chairman Charles D. Ferris declined to meet with committee.**

FCC has canceled June 4 open agenda meeting because commissioners are to testify that day before House Subcommittee on International Operations on preparations for Region 2 conference on AM broadcasting in November. Next scheduled commission agenda meeting is June 16 when items expected to be addressed include CBS petition for declaratory ruling on financial interest rule and what to do, if anything, on RKO General request for remand of FCC decision to strip broadcaster of three television licenses.

House Telecommunications Subcommittee has set new hearing schedule beginning June 10 on so-called premature announcement of election results; June 16, licensing of VHF-TV stations in New Jersey and Delaware; June 23-24, user needs in new telecommunications marketplace; July 9, second hearing on international trade and telecommunications; July 16 and 21, diversity of information; July 23, FCC oversight and July 28, cable franchise investigation. **Subcommittee plans field hearings in Los Angeles and Seattle** on early announcement of election returns.

Satellite Television & Associated Resources Inc. (STAR) announced it is acquiring Starcase, subscription TV service on WQTV(TV) Boston, from USTV Inc., San Francisco, **for \$20 million,** payable \$3 million cash at closing and balance in secured notes due in 1986. Announcement said **new company is being formed to own Starcase** and also, subject to FCC approval, acquire about 80% of WQTV. WQTV official, however, said Starcase deal is still subject to board approval and acquisition of station

RCTV progress report. Arthur Taylor of RCTV and Herbert Schlosser of RCA Corp., in a press conference at the NCTA convention opening in Los Angeles last week, called attention to the new satellite-delivered pay service for cable systems they are helping to create. They did not reveal much that was new about RCTV's "Entertainment Channel," which is to provide a variety of entertainment programming, but they indicated that plans to begin operations next year are on track. Taylor, a former president of CBS Inc., developed RCTV for Rockefeller Center Inc. in December 1980. Schlosser, one time president and chief executive officer of NBC, as executive vice president of RCA, negotiated the agreement under which RCA became an equal partner in RCTV. Taylor said that executives of the new company will be named soon and that marketing efforts to sell the service to cable systems will begin during the summer. He also expressed confidence that necessary satellite transponder time would be available. With 40% of RCTV programming to be provided by BBC, the latter was represented at the press conference by Alister Milne, deputy general manager. Both Milne and Taylor acknowledged that one loose end not yet tied down on either side of the Atlantic is the execution of necessary union agreements, but both said they were sure that there would be no problem in that connection.

Civil servant attractions. FCC Commissioner Robert E. Lee will be living proof after his retirement on June 30 that long-term service in government, particularly at high level, is a smart way to provide for one's later years. His total of 42 years in the government (28 with FCC), combined with his high-year earning average of more than \$50,000, means he will receive an annual pension of \$41,000—which, of course, is indexed for inflation.

Government service must have its charm even for those invited to enter it after earning a healthy income on the outside. For example, Gary Epstein, who will earn \$51,112 as chief of Common Carrier Bureau, is known to have earned about twice that with Arent, Fox, Kintner, Plotkin & Kahn, where he is highly regarded. On other hand, that same government salary will represent a big boost in pay for Peter K. Pitsch, who is to be new head of Office of Plans and Policy. He has been earning about \$15,000 less as a regulatory attorney with Montgomery Ward.

interest is in negotiation. New company is to be owned 50% by STAR and 50% by three STAR directors, Chairman Byron Lasky, Donald Spiegelman and John Sullivan, who were said to have arranged \$10 million institutional loan for down payment and working capital. STAR said "several consents and approvals" will be required but are expected in time for **closing by end of June**. STAR previously acquired STV rights from USTV or Detroit and San Jose, Calif., and operates multipoint distribution services in six other cities.

Striking Writers Guild of America overwhelmingly rejected proposal from major TV and motion picture producers, which latter group had characterized as "final offer." WGA spokesman said proposal was same as one made earlier by major producers, calling for 12%, 10% and 10% increase in TV program fees over three years and same formula in pay television area. **Writers, however, voted to accept offer of 56 independent producers** calling for TV program fee increase of 18% for first 18 months; 11% for next year and 11% for last six months. **In pay-TV sector, agreement with independents was improvement over major producers proposal**, with writers gaining 2.75% of gross after producer recoups \$1 million for each hour of programming. In case of eventual settlement with major producers calls for smaller percentage, that rate will apply to independents on retroactive basis.

Fred Silverman, president of NBC, quoted in published reports **is saying he will leave post** when contract runs out **at end of 1982—if he is kept on**. He said **he thought Thornton Bradshaw**, coming in July 1 as chairman of parent RCA, **should decide immediately whether Silverman or someone else will be head of NBC**. NBC spokesman said Silverman had made similar comments in past.

CBS-TV won May sweeps. National averages for both Nielsen (April 30-May 27) and Arbitron (April 29-May 26) survey periods showed CBS with 16.3 rating and 28 share compared to ABC-TV's 15.7/27. NBC had 15.2/26 during Nielsen days and 15.3/27 during Arbitron's. (Since Arbitron offers only local-market numbers, national figure is based on Nielsen average for Arbitron period.) Numbers showed total network viewing up from last year's May sweep, with combined network ratings at 47.2, up from 46.8. While third-placed, NBC claimed it made largest gain, with 3% ratings improvement over last year's Nielsen period and 5% over last year's Arbitron. NBC said CBS gained 1% in Nielsen and was even in Arbitron while ABC dropped 1% and 2%, respectively. CBS claimed it won despite least original programming. CBS said it had only 49.7% original to NBC's 62.6% and ABC's 78.6%.

A.C. Nielsen Co. has revised its estimate of U.S. TV homes, for use in network ratings, to **79.9 million as of Jan. 1 this year**, up

from 77.8 million. New estimate is based on 1980 census data and is effective immediately. Nielsen also announced **preliminary estimate of 81.4 million TV homes as of Jan. 1, 1982**. This figure, unless revised, will be used starting Sept. 1 this year.

William A. Russell Jr. has been appointed director of FCC's Office of Public Affairs. Before joining commission Russell headed public relations consulting firm and was partner in financial development company, both Washington based. Russell also served in Ronald Reagan's presidential transition team as administrative assistant to new FCC Chairman Mark Fowler.

To accommodate Las Vegas Hilton, **National Association of Television Program Executives has agreed to begin next year's annual conference day earlier** than previously planned. Conference, with meetings at Sahara and suites and exhibition space at Hilton, now will run March 11-15. Exhibition and suite time also will be increased, to 30 hours from last year's 22. NATPE board, meeting last week at Las Vegas Hilton, **also voted for several-hour workshop via satellite teleconferencing** on as yet undetermined day in July; it will address new problems facing programmers. Among other sections, **board recommended that membership approve giving organizational vote to programmers in cable, direct-broadcast satellite and home video fields**. Ballots on recommendation will be sent soon to NATPE's current voting members.

President Reagan will be given lifetime membership in Broadcast Pioneers at White House presentation June 16. Delegation, headed by President Jerry Lee of WEAZ(FM) Philadelphia, will give President, former sportscaster and syndicated radio columnist, **old-style microphone from that era as memento of his ties to broadcast industry**.

Bill introduced in New York state legislature would allow cable operators to turn down "patently offensive violence or obscenity" on leased, public-access or educational channels. Current New York law permits systems no say on those channels. Legislation also covers "indecent and profanity," but according to spokesperson for Assemblyman Melvin N. Zimmer (D-Syracuse), chief sponsor in that house, that part likely will be amended. Bill also has been introduced in state senate. Strong support for bill has come from Teleprompter which says it wants to exercise own judgment over system public-access channels. Among opponents is New York Civil Liberties Union, which is "very concerned" about "possible constitutional problems."

Upcoming

On Capitol Hill: Senate Communications Subcommittee will hold hearings on S. 898, common carrier bill in room 235, Russell Senate Office building on Tuesday 9:30 a.m. □ House Subcommittee on International Operations will hold hearings on U.S. preparations for Region 2 conference on AM channel spacing in room 2200, Rayburn House Office building at 10 a.m., Thursday. **Also in Washington:** Joint board meeting of National Association of Broadcasters will be held at NAB headquarters Tuesday through Friday (see page 39). □ National Video Festival and Student Competition, presented by American Film Institute and sponsored by Sony Corp., will start Wednesday at John F. Kennedy Center for the Performing Arts (see page 96). □ Associated Press Broadcasters annual convention at Washington Hilton gets under way Thursday. □ American Advertising Federation opens its national convention at Hyatt Regency Hotel Saturday. □ *Noticiero Nacional SIN*, first national TV newscast in Spanish, will start as weeknight 6:30-7 p.m. feature today (Monday). □ **In Switzerland:** 12th Montreux International Television Symposium and Technical Exhibition continues today through Friday.

Happy 30th, NCTA

"Don't get hung up on the hardware. Hardware is not the issue."

Those were the parting words of National Cable Television Association President Thomas E. Wheeler as he closed the interview with BROADCASTING editors that occupies a prominent portion of this issue. That sentiment might well have been emblazoned across the front of the Los Angeles Convention Center during this past weekend's 30th annual NCTA convention and exposition—and, indeed, over the portal of the NCTA's handsome new headquarters building in Washington. Or anywhere else media entrepreneurs hang their hats or call their homes.

The issue, Wheeler didn't go on to say, although he doubtlessly could have, is the *service* that hardware makes possible—whether it is an information service, an entertainment service, a journalistic service, a marketing service, a security service or whatever comes next in the Fifth Estate's armory of electronic wizardry. What Wheeler was advising BROADCASTING and its readers—including, importantly, his cable constituents among them—was to keep their eyes (a) on the services to be provided and (b) on the media tools that can best provide them.

Writ large between the lines of his message: DON'T BE MEDIUM-BOUND. If cable's the way to go, go cable. If over-the-air's the way, go over the air. If it's MDS or DBS or STV or LPTV, so be it. Pick the best way to provide the service, but remember that it's the service you provide that will spell your eventual success or failure, not the hardware you use in providing it.

We'll buy that.

Bird season

The television broadcasting establishment has decided on a to-the-death campaign against the authorization of direct-to-home broadcasting from satellites and to wage it on Capitol Hill. Reports in this and last week's BROADCASTING put the television network affiliate associations and the National Association of Broadcasters in the field against any kind of DBS that would compete with the terrestrial service.

The choice of battlefield—the Congress—is understandable. The FCC raised a real question about its capability to handle the DBS issue in a coherent way when it decided to act on Comsat's application for a three-channel DBS subscription service before deciding on permanent use of satellite frequencies that have yet to be apportioned in this hemisphere. In the Congress, the broadcasters can at least hope for a more open-minded consideration of their case.

The broadcasters are also entitled to wonder whether the executive branch has been compromised by the political clout that Comsat seems to have developed in behalf of its Satellite Television Corp. The FCC action came after the secretary of commerce had sent a personal letter urging it. Later on, a White House aide went to a convention of the American Women in Radio and Television with a message from the President himself enthusiastically supporting satellite-to-home service. The aide, Frank Ursomarso, later tried to take back the President's endorsement (BROADCASTING, May 11), but nobody on the outside has found out yet how the message bearing the President's name found its way to the AWRT convention.

For all the fumbling at the FCC and politicking in the administration, there is a need for the government to decide in a rational way what to do about DBS policy, which can be set neither in response to the broadcasters' fears of their incapability to survive

competition nor in a policy vacuum that ignores the impact of DBS on localism. What is needed is a forum where all interests can present whatever claims they may have.

Lost or underplayed in the recent resolutions coming from organized broadcasters is the CBS campaign for the exploitation of high-definition television in the DBS band. HDTV still needs development, especially to reduce the bandwidth now needed to transmit it, but if HDTV can be delivered as a marketable force within reasonable time, it at least deserves serious consideration before DBS frequencies are diverted to something else. Other imaginative suggestions for DBS service may be waiting to be heard.

In the end, the broadcasters may prove that the frequencies now tentatively assigned to DBS could be put to better public use for other purposes. They haven't proved it yet.

All signs go

As forecast by BROADCASTING in its May 18 issue and confirmed in its issue of May 25, a consensus on teletext and videotext standards has been reached by the principal French and North American interests. For the moment, the British and their Ceefax may be out in the cold, but accommodations are at least indicated.

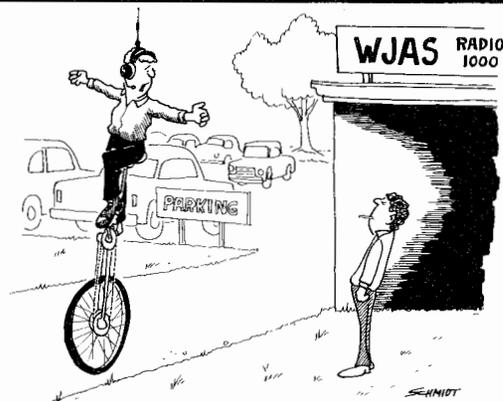
The private agreement goes a long way toward relieving the FCC of the need to make a choice among the AT&T, Antiope and Telidon systems. Unless Ceefax or other interests decide to make a regulatory fight of it, the emergence of standards from the FCC ought to be swift.

At the time CBS first petitioned the FCC to establish standards, in August 1980, an industry committee had just failed to reach the kind of compromise that was announced in Toronto a fortnight ago. It looked as if the rival systems would have to be sorted out by an FCC that has shown a curious ineptitude at that kind of exercise in such disputes as the unsettled AM stereo proceeding. The road to the teletext and videotext marketplace is now immeasurably shortened.

And a very interesting marketplace it promises to be.

Broadcasters are experimenting with the one-way teletext as an auxiliary to their program service. Cable operators, newspapers and newspaper-cable co-ventures are experimenting with interactive videotext. AT&T's technical entry in the market is assumed, whatever the outcome of the intensifying dispute over its provision of content.

The agreement confirmed in Toronto demonstrated true marketplace forces at work.



Drawn for BROADCASTING by Jack Schmidt

"I'll try it for awhile, but I still think you should get another traffic van."

WHAT DO YOU DO FOR AN ENCORE?



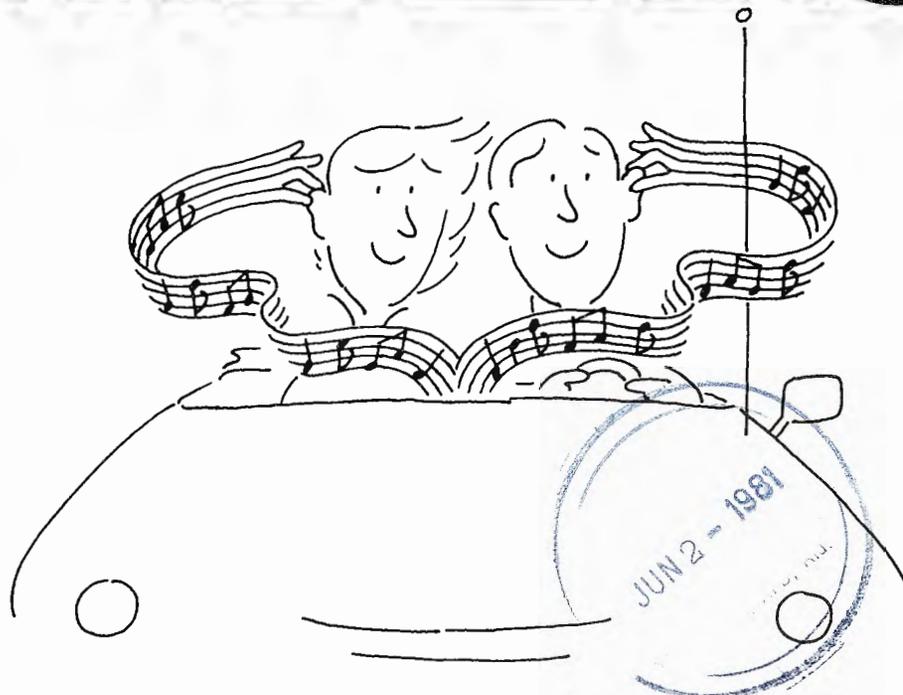
WIN AGAIN!

For the second consecutive year and the fourth time in seven years, the KTVU 10 O'Clock News has won the Emmy for Best Local Newscast in Northern California. That should tell you something about the quality of our news... and our audience. Nothing succeeds like commitment. Bay Area viewers know "There's Only One Two."



KTVU San Francisco
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WE'VE GOT THE 25 TO 34 MARKET BY THE EARS.



The 25 to 34 market is a supermarket. They're the largest single generation in history. They earn more; they spend more. They buy more cars, more cosmetics, more food processors. They eat out more and travel more. They use radio more than other media. And we're Number One with this phenomenal Number One market—outdelivering and outreaching all other FM groups in America.

CBS OWNED FM RADIO STATIONS

WCBS/FM NEW YORK, KNX/FM LOS ANGELES, WBBM/FM CHICAGO,
WCAU/FM PHILADELPHIA, KCBS/FM SAN FRANCISCO, WEEI/FM BOSTON, KMOX/FM ST. LOUIS
REPRESENTED BY CBS FM NATIONAL SALES

Sources: 1980, 6 AM to Midnight, Monday-Sunday, average quarter-hour
on research company estimates, as identified herein, subject to

1979. Audience are based
request