The November sweeps: Reagan, GOP wins reorder Washington media politics

WHAT'S REALLY BEAUTIFUL ARE THEIR NUMBERS 42-30-13-14
(% WOMEN) (% MEN) (% TEENS) (% KIDS)

CHARLIE'S ANGELS
A Spelling/Goldberg Production Available Fall 1981 from
COLUMBIA PICTURES TELEVISION

Source: NTI/RTAD Nov/Feb 76-77
TIME-LIFE TELEVISION presents

TIME LIFE VOLUME 3
20 Major Movies

BREAKING UP
Lee Remick, Granville Van Dusen

MEATBALLS
Bill Murray, Harvey Atkin, Kate Lynch, Russ Banham

HARPER VALLEY P.T.A.
Barbara Eden, Ronny Cox, Nanette Fabray

MURDER BY NATURAL CAUSES
Hal Holbrook, Katharine Ross, Barry Bostwick, Richard Anderson

DIXIE DYNAMITE
Warren Oates, Christopher George

STRANGER IN OUR HOUSE
Linda Blair, Lee Purcell, Jeremy Slate, Carol Lawrence, Macdonald Carey

DEVILDOG: The Hound of Hell
Richard Crenna, Yvette Mimieux, Victor Jory

DISS DYNAMITE
Warren Oates, Christopher George

NIGHT CREATURE
Donald Pleasence, Nancy Kwan, Ross Hagen

OVERBOARD
Cliff Robertson, Angie Dickinson

STREET KILLING
Andy Griffith, Harry Guardino, Bradlild Dillman

TELL ME MY NAME
Arthur Hill, Barbara Barrie, Barnard Hughes
HOLLYWOOD'S BIGGEST STARS
IN
SYNDICATION'S MOST IMPORTANT
NEW FEATURE GROUP

MAJOR THEATRICALS

AVG. FIRST RUN
NETWORK SHARE TO DATE: 33

IMMEDIATE AVAILABILITIES

AVG. RUNNING TIME: 100 Min.

GLASS MENAGERIE
Laurie Hepburn, Sam Waterston, Anna Miles, Michael Moriarty

STRANGERS: The Story of a Mother and Daughter
Bette Davis, Gena Rowlands

THE WILD GEESE
Richard Burton, Roger Moore, Richard Harris, Stewart Granger

GOOD GUYS WEAR BLACK
Chuck Norris, James Franciscus, Dana Andrews, Jim Backus

THE GRASS IS ALWAYS GREENER OVER THE SEPTIC TANK
Carol Burnett, Charles Grodin, Alex Rocco, Linda Gray

SEE HOW SHE RUNS
Joanne Woodward, John Considine, Barnard Hughes

THE SILENT PARTNER
Elliott Gould, Christopher Plummer, Susannah York

TIME-LIFE TELEVISION
SYNDICATION DIVISION
TIME-LIFE BUILDING
NEW YORK, N.Y. 10020
(212) 841-3063

NEW YORK: Chips Barrabee (212) 841-3032
ATLANTA: Thomas N. Todd (404) 993-5084
DALLAS: Deolet S. Emerson (214) 602-3555
ST. LOUIS: Jack G. Garrison (314) 227-7602
LOS ANGELES: Jack Donahue (213) 557-9415
Congratulations and Thank-You
KTLA,
one of the finest television stations
in the United States,
for being the first to acquire
"CHiPs",
one of the finest hours
ever released into syndication.

Metro-Goldwyn-Mayer
A.K.S. GRATIA AGIT.
Television

You’ll be hearing more from us!
NEW BALL GAME IN WASHINGTON □ In wake of Republican landslide, there is general euphoria among broadcasters as they wait to see what incoming administration will bring. PAGE 27. Here's a rundown on those that Carter election brought in and Reagan election will put out again. PAGE 28. Tuesday's massacre puts different faces in power places on Capitol Hill. PAGE 30. Numerous telecommunications issues awaits new Congress. PAGE 31. Almost over before it began, election-night coverage cost broadcasters $20 million and two years of preparation. PAGE 33.

NAB PLANNING □ Association says it will petition FCC to reconsider commission's low-power TV decision, which NAB claims is arbitrary. Also disclosed are projects in connection with proposal to reduce AM spacing, and NAB's executive committee changes dates of radio conference to eliminate conflict with NRBA annual convention. PAGE 32.

A LARGE FREE MARKET IN NETWORKING □ FCC's Krattenmaker and Besen, co-directors of network inquiry report, tell why they took different tack in urging less regulation and more reliance on open marketplace. PAGE 35.

SELLING IN THE 80's □ That is theme of TVB's 26th annual convention this week in Las Vegas and expected to draw 900 people. PAGE 46.

MORE HEAT ON ABC □ Rule's real estate investments are reported under SEC investigation, while Fortune article calls attention to rumor that Arledge pushed for ouster of ABC Inc. president. PAGE 49.

TURNER FUNd-RAISER □ Atlanta-based company registers proposed sale of million shares in search of $15 million to reduce its bank debt. PAGE 50.

REDUCED SPACING comes only from NTIA, NPR and NBMC. PAGE 54.

MARKING DOWN SECOND-HAND FILMS □ Thomopoulos says ABC-TV will pay less for pictures already shown on cable and STV and will rely more on mini-series and made-for-TV movies. PAGE 60.

TO THE MAT ON FORMAT □ Supreme Court hears FCC and broadcasters argue that commission is not empowered to make programming decisions. Public interest groups say that isn't so. PAGE 71.

EEO PROPOSALS □ In comments to FCC, broadcasters argue against what they feel is imposition of needless burdens, while citizen groups push for tougher controls. PAGE 76.

RKO CLAIMS FOUL □ In brief to appeals court, broadcaster charges FCC had no reason to deny renewal of three of its TV licenses. PAGE 82.

TWO BRASS RINGS □ ATC and Warner are leading contenders for cable franchise in Cincinnati. PAGE 88.

THOSE 'BROADCASTING' YEARS □ Facsimile becomes darling in eyes of many entrepreneurs, but Armstrong pushes for FM and Sarnoff puts million-dollar chip on TV. Under new chairman, Anning Prall, FCC promises some house cleaning in broadcasting. And radio gains ground in press-radio war. PAGE 97.

ON STAGE IN LAS VEGAS □ For members of TVB, it will be George Huntington, their executive vice president, operations. He again will be selling television with facts, figures and flair that stems from 34 years in broadcasting and allied fields. PAGE 129.

SFM Holiday Network presents the 1980-81 Schedule

Ivanhoe
MGM - January 16, 17 & 18.
The Big Fisherman
Buena Vista - March 27, 28 & 29.
Jack and the Beanstalk
Columbia Pictures - April 24, 25 & 26.

Margie
20th Century Fox - May 1, 2 & 3.
Blood and Sand
State Fair
20th Century Fox - June 26, 27 & 28.
Thunderhead, Son of Flicka
20th Century Fox - August 28, 29 & 30.

Prince Valiant
20th Century Fox - October 16, 17 & 18.
Flame Over India
The Rank Organization - November 13, 14 & 15.
El Cid
Time/Life - December 4, 5 & 6.

Quality programming for the best of times... all the time!

For more information please contact Stanley Moger, John Doscher, Jack Thayer, John Murphy, Virginia Jucius or Dave Grimm at SFM.
(212) 790-4800.

SFM Entertainment, 1180 Ave. of the Americas, N.Y., N.Y. 10036
Vith upheavals expected

section night coverage and
runterprogramming elsewhere on airwaves
posted HUT (homes using television)
vel about 12% above normal level this
me of year. Nov. 4 prime-time HUT,
ccording to A.C. Nielsen, came out 69.6; 
time-time average during previous week
as 61.9.

The drawing
Onel Van Deerlin (D-Calif.), chairman
House Communications
committee, who was unexpectedly
ated in bid for re-election, is returning
journalism, his original career. He'll
ite column on national politics for San
go Tribune. He's also considering offer
one-year professorship of
communications at San Diego State
iversity, post held in past by number of
sons prominent in communications.
Van Deerlin nemesis, Duncan Hunter,
2-year-old Republican lawyer who ran
against Van Deerlin's record of economy
defense spending and in closing days of
aign sent out mailing that imitated
one company notice and linked Van
erlin and President Carter with
gislation that Hunter said would
ntuple voters' telephone bills. Hunter
n't taken seriously until polls three
ks before election gave him-50% of
ie. Republican National Committee
sent him $40,000 to spend in grand
ale. Vote was Hunter, 77,819 (53.24%);
van Deerlin, 68,354 (46.76%).

i in Chicago
City of Chicago, with 1.25 million homes,
about to set cable franchising machinery
motion. It has engaged pioneer cable
sulting firm of Malarkey & Taylor,
iashing, to draft enabling ordinance
request for proposals and to perform
ier advisory work. Aim is to complete
anchising process by end of 1981.
Yet to be determined is whether city
be offered as single franchise or broken
to separate franchise areas, and, if latter,
ether to let applicants bid for more than
ie.

Jast
With upheavals expected at FCC after
onald Reagan takes office as President
see page 28), there's speculation about
kely candidates for Republican seat when
me opens. Among those mentioned: John
W. (Jack) Pettit, now in private practice,
CFC general counsel during former
Republican regime; Ward H. White,
minority counsel of Senate Commerce
Committee and one-time aide to Senate
Minority Leader Howard H. Baker (R-
Tenn.); Vincent A. Pepper, Washington
communications lawyer, and Richard
Shiben, chief of FCC's Broadcast Bureau.

rs over
CBS is ready to begin major effort "to
xplore and develop new services using
etext" at its owned and operated
KXTV (LA) Los Angeles and possibly at
noncommercial KCET (TV) there during first
quarter of 1981. Number of teletext
ervices including news, sports and
ether will be broadcast to evaluate
peal to consumers. Most important test
will involve CBS's Antiope closed
captioning system. Caption Center at
WBNH (TV) Boston, which now captions
ABC's "World News Tonight" for Public
Broadcasting Service, will set up shop in
Los Angeles to caption CBS programs for
broadcast over KXT. Details of project will
be released at press conference this week
at KXT.

No man
Citizen movement may move into 1980's
by adding new dimension to petition-to-
deny technique it developed in 1960's and
'70's in opposing broadcast-licensure
renewals and transfers. National Citizens
Committee for Broadcasting may oppose
Westinghouse Electric Corp.'s proposed
overup of Teleprompter Corp. NCCB's
Sam Simon, in statement on Cable News
Network, said merger of two media
"giants' should be opposed on ground
merger would be anticompetitive. He did
not say NCCB planned to try to block it.
But it's known NCCB is considering such
action, and will make decision after
applications requiring FCC approval are
filed.

Back to bar
One prominent Republican in Washington
who will not be serving in Reagan
administration is Dean Burch, former
FCC chairman, one-time chairman of
Republican National Committee and
White House aide in Nixon and Ford
administrations. He backed George Bush
when he was seeking Republican
presidential nomination, traveled with him
as senior adviser when Bush was
campaigning as vice presidential
candidate, and is often involved in
Reagan-Bush strategy conferences. But
although he will advise Reagan aides on
communications matters over next couple
of weeks, Burch plans to phase out of
political activity and resume full-time law
practice as partner in Washington law firm
of Pierson, Ball & Dowd.

Opinion spot
With expansion plans under way to give
ABC News' "Nightline" 30-minute slot five
ights a week next year, new feature
seriously being considered is "op-ed page
of the air". Idea is to have regularly
scheduled pieces that go beyond usual
talking-head commentary. Visuals—tape,
film and graphics—would illustrate
opinions of guest contributors. Late-night
news broadcast already is testing waters,
having brought "Washington Post"
television critic Tim Shales on-air few
weeks ago.

Staying on
John S. Hayes, former president of Post-
Newsweek Stations, Washington, and
ambassador to Switzerland under Lyndon
B. Johnson, will continue as chairman of
Radio Free Europe/Radio Liberty for
perhaps another year. Question of
retirement at 70, which he reached Aug.
21, was raised by John A. Gronouski,
irmen of Board for International
Broadcasting, which has oversight
responsibilities for RFE/RL.
Hayes has chaired RFE/RL since 1976.
Number of broadcasters, both active and
retired, serve on boards of stations,
headquartered in Munich with mission to
encourage "constructive dialogue" with
peoples in Eastern Europe and Soviet
Union.

Next spokesman
Who will be President Reagan's Jody
Powell? Odds favor Lyn Nofziger, long-
time press secretary to President-elect, if
Nofziger wants job. Nofziger office would
probably encompass larger duties than
Powell's.

Half way
Enterprise Radio, Avon, Conn., has
signed 17 radio stations as subscribers to
its satellite feed of sports programing and
epects to reach at least 35 in top 50
markets by start of operations Jan. 1.
Christal Co., New York, is Enterprise's
national representative.


Elaine Powers □ Figure salon/two-for-one promotion. Begins this week for one week in 15 markets. Agency: CPM Inc., Chicago. Target: women, 25-54.


Hartford National Bank □ Retirement accounts. Began in early November in Connecticut markets. All day parts.

Electronic sales tool. Television station representative, Harrington, Righter & Parsons will offer electronic availabilities and electronic mail to its 21 clients in 1981. Service, purchased from Data Communications Corporation, is called Buy Line and offers security of data base storage, control of inventory, and electronically sent messages, all as sales aids. Sealing the deal are, seated: (I) John J. Walters Jr., HRP president, and Norfleet R. Turner, DCC board chairman. Standing: (I) Peter F. Ryan, HRP executive vice president, and Stephen H. Raffel, vice president research.
THE BIG WINNER ON ELECTION NIGHT WAS THE DEER HUNTER!!!

In New York (WOR-TV) and Los Angeles (KCOP)
"The Deer Hunter" swamped each of the three networks, and beat all independent stations—combined!* 

"The Deer Hunter," with its 5 Academy Awards and now this record-breaking performance, is ready to set records in your market.

First run, never on any network!

MCA TV

Source: NSI, Nov. 4, 1980. * Only markets where ratings were available. © 1980. Universal City Studios, Inc. All rights reserved.
AdVantage

Made in America. United Auto Workers of America, Detroit, is investing $200,000 in radio and newspaper advertising campaign to promote sales of U.S.-made cars and to argue for restrictions on imported automobiles. Newspaper effort began two weeks ago and radio drive last week in 15 markets where union members are concentrated or where import sales are high. Month-long campaign will run in Detroit, Washington, San Francisco, Milwaukee, Buffalo, N.Y., and St. Louis, plus other markets. Radio jingle stresses quality of American-produced cars (“We make it better in the U.S.A.”) and Americans’ pride in their work (“We’re the UAW people who care about jobs we do in shops and plants and offices from New York to L.A.”). Creative aspects of campaign were performed in-house. Placement of radio advertising was through Waggener & Associates, Kansas City. Mo. UAW spokesman in Detroit said last week that campaign is first phase of continuous advertising undertaking by union. He said that television is being considered for use in 1981.

Red hot revisited. Theme of 1981 industrywide radio advertising campaign sponsored by Radio Advertising Bureau will be modified from current “Radio: It’s Red Hot” to “Radio: Red Hot Because It Works.” RAB board announced after meeting in Phoenix last week. Trout & Ries agency will produce campaign’s print advertising, which is expected to include business press again. Walt Kreeger Creative Services will produce commercials, and RAB President Miles David urged broadcasters to provide even more time for them—in periods likely to reach the largest number of decision-makers” than provided in 1980 drive. Board also heard report from Richard H. Harris of Group W Radio, chairman of RAB Managing Sales Conference to be held in Dallas Jan. 31-Feb. 3. Harris said conference, “first of its kind in industry history” and keyed solely to “increasing sales management professionalism,” will have room for 400 attendees, and registration will be accepted on a first-come, first-served basis.

Big spenders. “Magic of diamonds” is heading for $3 million advertising campaign created by N.W. Ayer ABH International for De Beers Consolidated Mines. Spots will run between Thanksgiving and Christmas in $2 million network TV effort that is expected to reach over 34 million customers. Christmas promotion, intended to stimulate jewelry purchases for gifts, includes products from 43 manufacturers.

Who’s listening? Analysis by McGavren Guild, New York, of spot radio availability for first nine months of 1980 shows that 25-54 age demographic was most sought by agencies, accounting for 20% of all requests. Other popular demographics were 18-49/18-44, with 16%, and 25-49/25-44, also 16%. MG Guild format most often requested was contemporary, amounting to 28% of contracts, followed by good music, 16%, adult contemporary, 15%, and country, 14%.

Wanted: top retail TV spots. Deadline in 13th annual Retail Television Commercials Competition, co-sponsored by Television Bureau of Advertising and National Retail Merchants Association (NRMA), is Jan. 26, 1981. Submissions of tapes may be made by department stores, specialty stores, retail chains and advertising agencies to NRMA. Sales Promotion Division, Television Competition, 101 West 31st Street, New York 10001. Entry blanks are available from TVB at 1345 Avenue of the Americas, New York 10019, fee is $5 for single commercial and $9 for two to three spots.

Roger Carroll and Mark Blinoff present

NATIONAL NEW YEAR’S EVE

PARTY™

A three hour radio special. 9:00pm — Midnight, originating from Disneyland and Walt Disney World.

Free, (barter)

(213) 248-6554

Broadcasting Nov 10, 1980

Target: total men.

Target: adults, 18-49.


Skipper’s Fish ‘n’ Chips restaurants □ Wine & Stein promotion. Begins Nov. 12 for six weeks in nine markets. Morning drive, midday and afternoon drive times.
Agency: Seresco Advertising, Seattle.
Target: adults, 18-49.

Elite □ Big E super premium beer. Begins Nov. 17 for six weeks in Oregon. Morning drive, middays, afternoon drive and evenings, plus weekends.
Agency: Cunningham & Walsh, Los Angeles.
Target: men, 18 and over.


Weisfield’s stores □ Begins Nov. 19 for three weeks in about 25 markets. Morning drive, middays, afternoon drive and evenings.
Target: adults, 18 and over.

Target: teen-agers, 12-17; adults, 18-54.

Agency: Wunderman, Ricotta & Kline, New York.
Target: men, 35 and over.

Control Data Corp. □ Temporary employment. Begins Nov. 17 for two weeks in Minneapolis. Morning drive times and middays.
Target: men, 18 and over.

JUST WHAT
THE DOCTOR
ORDERED...
BRAND NEW FROM SMITH-HEMION AND LORIMAR...

THE DOC SEVERINSEN SHOW

★ Pilot completed!
★ 24 star studded shows
★ For national sponsorship
   and local programming!
★ Available for Fall, 1981!

LORIMAR

Los Angeles  (213) 204-3040
New York    (212) 541-9200
Atlanta     (404) 955-5543
Chicago     (312) 944-7337
Recognizing and advertising to black consumers

It has been 20 years since Amos 'n Andy was the only "ethnic" program available to black television viewers. Almost 10 years have passed since the late D. Parke Gibson published his landmark book, "The $30 Billion Dollar Negro." And three years since Roots attracted the largest audience in the history of television programming.

During this time span, the black American consumer has become one of the world's largest market segments. In fact, it is the fastest growing consumer segment in America, currently spending in excess of $80 billion annually or about 10% of all consumer spending. This consumer segment, numbering more than 30 million, represents America's largest minority group. More important, blacks represent a highly significant portion of the television viewing audience in most major markets.

Thus after 20 years and in view of a preponderance of data, it is extremely difficult to understand the continued attitude of the television and advertising industries toward black consumers. For decades these industries have offered a most nebulous and ever changing list of rationales for the lack of black television programs, stars and advertising messages directed toward black viewers.

Among the sundry reasons offered by the networks was the fear that white viewers would be alienated by such shows. However, by 1980, the few black series and programs that have been permitted have clearly demonstrated that this fear was both slightly irrational and grossly unprofitable.

Such repeated concerns when voiced by today's network programming executives border on the inane. The biggest entertainment business and attraction in America is black creative and performing talent. Black performers are pre-eminent in professional sports, on Broadway and in the music and entertainment industries.

While the majority of the television industry has ignored black consumers, Madison Avenue has constructed its own sandbox in which to bury its collective head. For almost 20 years the advertising industry refused the existence of a black consumer. He was not a second-class citizen or even a degraded stereotype; he simply did not exist.

The television and advertising industries have expended the philosophy of mass marketing and its various techniques. Textbooks have been written, reams of articles published, volumes of research compiled and case histories documented to praise the effectiveness and ingenuity of the American mass marketer.

As has been said before by one of America's greatest figures, "... You can fool some of the people some of the time, but you can't fool all of the people all of the time." Well in 1980, we are witnessing the demise of the mass marketing ideology and the vulnerability of its primary instrument, network television. As is becoming evident to even the most diehard proponent of this system, the American marketplace and society are not the "fabled" melting pot but a pluralistic grouping of various segments.

This reality of a multisegment marketplace is being further underscored by advances in television technology and the proliferation of specialized print and broadcast media. It will be further punctuated by the rapid growth of the cable television industry. An additional factor has been the failure of the least common denominator strategy so popular at the various network programing departments.

If general market audiences are being turned away in droves by the current fare, then most assuredly black viewers need viable programing alternatives. Black television viewers, having little to identify with, would welcome quality black-oriented programing. Strangely enough, despite the overwhelming success of Roots, the networks have refused to develop new programs for black audiences except for a few special entries featuring time-worn stereotypes.

It must be concluded that the networks are neither going to underwrite nor undertake the development of quality product for blacks and incorporate it into their regular programing schedules. In the face of this vacuum and the need to create a quality programatic and thematic environment in which to advertise products specifically designed for black consumers, Lockhart & Pettus and its client, Carson Products, are venturing into the area of television programing.

The expected growth of the cable industry and the resultant dramatic increase in black subscribers, as the major urban markets are established, will significantly increase the demand for quality black programing. The recently formed Black Entertainment Network and Black Television Network are only forerunners of what is to come from the opportunities afforded by cable television.

The segmentation of the national television system will have a pronounced effect upon advertisers seeking to reach the black consumer. This new environment of black television stations offering black-oriented and black-produced programing would demand that advertising be designed to appeal to black viewers. Specifically it would obviate the use of white-oriented advertising campaigns and the so called "black versions" of creative concepts developed with general market consumers in mind. The realities of black life style, culture, and product usage as portrayed in this new environment will only make such attempts much too obvious to black viewers.

Thus not only will the 1980's witness the rapid growth of a viable black television system, but the proliferation of the independent black production companies to develop the needed software for these facilities. It will also call for the growth of black advertising agencies to create and produce the commercials to be aired on the black channels of tomorrow.
This week


Nov. 9-13 — National Black Network affiliates advisory board meeting. Dorado Beach, PR.

Nov. 9-14 — Society of Motion Picture and Television Engineers, 122d technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 11-12 — Cable System Advertising Conference hosted by Cable News Network. Colony Square hotel, Atlanta.

Nov. 12 — Supreme Court will hear arguments in Chandler v. Florida, which involves question of whether broadcast coverage of court proceedings should be barred at request of defendants in criminal trial. Supreme Court, Washington.


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


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

Nov. 14 — FCC deadline for comments on notice of proposed rulemaking on deletion of first class operators licenses (Doc. 20817). FCC, Washington.


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

Also in November

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


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

Nov. 21-23 — Intercollegiate Broadcasting System West Coast conference. Hosted by University of San Francisco's noncommercial KUSP/FlM, Golden Gate Holiday Inn, San Francisco.

Nov. 25 — Federal Communications Bar Association noon luncheon for New York area members. Speaker: Jack Valenti, president of Motion Picture Association of America. Yale Club, 50 Vanderbilt Avenue, New York.

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

Nov. 30 — Deadline for cable companies to file letters of intent with city of Tampa, Fla., for franchise.

Nov. 30-Dec. 3 — National Association of Broadcasters joint board meeting with Canadian and Mexican broadcasters. Williamsburg Inn, Williamsburg, Va.

Nov. 30-Dec. 4 — Institute of Electrical and Electronics Engineers National Telecommunications Conference on Telecommunications in a New Decade. Shamrock Hilton hotel, Houston.

December

Dec. 2 — Advertising, Broadcasting and Communications Industries Division of Anti-Defamation League Appeal dinner honoring John A. Murphy group

ASK ONE WHO OWNS ONE.

"Trident One will work very well for me. For a new company, Trident should be commended for coming out with such an exploitable made-for-television film package."

ERV PARTHE
Program Director, KMCO-TV Kansas City

TRIDENT TELEVISION ASSOCIATES, INC.
540 Madison Avenue
New York, New York 10022
(212) 355-7070
28929 Wight Road
Malibu, California 90265
(213) 457-5833
Murray Oken, Vice President, Domestic Sales
Jim Kraus, Director, Syndicated Sales
"THE COWS IN OUR AREA LOVE COUNTRY MUSIC, BUT THEY SEEM TO GIVE MORE MILK WHEN THE NEWS COMES ON. IS THIS POSSIBLE?"
Oddball questions, on-the-nose questions, send us the questions you've always wanted to ask in a radio news and information listenership survey.

Right now, we're framing up one of the most important radio research studies ever (it'll be ready to go in early 1981). And it will follow on our initial landmark radio research study of 3 years ago.

The last study brought a lot of favorable comment and additional questions, many of which we'll be asking this time around.

So if you have a burning question about what the listener gets out of radio news and informational programming, let us hear about it. We're really interested—and that's no bull.

Write Jay Bowles, AP Broadcast Services, 50 Rockefeller Plaza, New York, N.Y. 10020.

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


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


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

Dec. 9 - Cable Television Administration and Marketing Society cable operators program seminar. Disneyland hotel, Anaheim, Calif. Information: (202) 298-4219.


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


ASK ONE WHO OWNS ONE

"Trident One is the strongest made-for-television film package that I can recall. It's to Trident's credit that their first offering is so well balanced and playable."

TERRY DOLAN
Program Director, WTEM-AM

TRIDENT TELEVISION ASSOCIATES, INC.

540 Madison Avenue
New York, New York 10022
(212) 365-7070

28929 Wight Road
Malibu, California 90265
(213) 457-5813

Murray Oken, Vice President, Domestic Sales
Jim Kraus, Director, Syndicated Sales
THE FOURTH HIGHEST RATED REGULAR NETWORK SERIES OF THE 1979-80 SEASON


<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>AA Rating Season Average</th>
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<tbody>
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<td>1.</td>
<td>60 Minutes</td>
<td>25.2</td>
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<td>2.</td>
<td>Three’s Company</td>
<td>24.5</td>
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<td>3.</td>
<td>M<em>A</em>S*H</td>
<td>23.8</td>
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<td>4.</td>
<td>ALICE</td>
<td>22.9</td>
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<td>4.</td>
<td>Dallas</td>
<td>22.9</td>
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<td>6.</td>
<td>Dukes Of Hazzard</td>
<td>22.1</td>
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<td>6.</td>
<td>Jeffersons</td>
<td>22.1</td>
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<td>8.</td>
<td>Taxi</td>
<td>21.6</td>
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<td>9.</td>
<td>Eight Is Enough</td>
<td>20.5</td>
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<tr>
<td>10.</td>
<td>Archie Bunker’s Place</td>
<td>20.2</td>
</tr>
</tbody>
</table>

...NOW BEING SOLD FOR 1982

Source: National Nielsen (NTI) average audience estimates from fall premiere through the 1st September 1980 report interval. Subject to qualifications which will be supplied upon request.
JOIN THE REVOLUTION!

Now, for the first time, there is an independent sales organization designed and staffed to generate Sales Power for independent TV stations exclusively.
Simply fantastic picture quality. Fantastically simple set-up. Get both with our renowned TK-47.

Press a button, and it sets up automatically. In seconds, instead of hours. File and recall six basic lighting situations, and get great picture quality—instantly—under any conditions.

All RCA cameras are built to extend your creativity, lighten your chores, and deliver the very best on-air product.

Our TK-76C is light, rugged and agile enough to go anywhere and start shooting right away.

Our TK-760 has enough heft for smooth studio work, yet is light enough for easy transport to the field as an EFP camera.

And with them all comes famous RCA TechAlert service to keep you on the air, come what may.

Your RCA Representative can tell you more.

RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.
Canadian capers

EDITOR: Your "In Brief" column of Oct. 27 reported that King Broadcasting and others were upset with the syndication of the Tonight show in Canada. The item reported that King’s president criticized NBC’s Fred Silverman for allowing Tonight show host Johnny Carson to syndicate his variety program within Canada, claiming major competitive damage.

If Canadian networks CBC and CTN were syndicating their most popular programs within the United States, would King Broadcasting be as eager to protect Canadian telecasters from this so-called major competitive damage, or would they purchase the syndicated Canadian shows?—Richard Dodds, Knoxville, Tenn.

Deletion debate

EDITOR: [Contrary to assertions by Richard C. Shepard of WKBW-TV Buffalo, N.Y. ("Open Mike," Sept. 29)] Rogers Cable TV has not done commercial deletion for many years, and all related differences with the Buffalo television broadcasters were thought to be resolved long ago.

Hopefully the new FCC deregulation permits will permit equality of opportunity for television stations outside of Buffalo to be now seen on Buffalo area cable systems.

We have no differences with WKBW-TV and hope to continue to work to improve and extend their signal to many thousands of newly cabled homes.—Be Rogers, vice chairman/chief executive officer, Canadian Cablesystems Ltd., Toronto.

13’s the one

EDITOR: Regarding the story appearing in the Oct. 27 Broadcasting: Why should New York’s channel 9 be moved to New Jersey? The channel to move is 13. It was the original commercial allocation for New Jersey, WTV Newark. If it has now been determined that New Jersey is again entitled to a VHF commercial channel, then channel 13 should operate commercially from Newark.—Albert Bressler, Philadelphia.

First things first

EDITOR: With much interest, I have followed your magazine’s articles on the FCC’s proposal to eliminate radio telephone first class operators licenses.

I must voice my opinion that the FCC has once again “blown it!” It would be ridiculous to eliminate this standard of qualification just because someone was not of “test taking ability.” Perhaps the FCC should re-examine itself. Upon doing so, I wonder if they’ll feel that elimination of the agency would benefit all?—Ron Lambrus, director of media, Dauphin Wayne Baptist Church, Mobile, Ala.

First fifties

EDITOR: May I join the many who salute you on Broadcasting’s 50th anniversary as the “bible” of our industry.

I believe all of us in broadcasting have benefited from your in-depth reporting and analysis, which have truly become an indispensable tool of our business.

Thanks for the last decades, and best wishes for many, many more.—Charles McGregor, president, Warner Bros. Television Distribution, Burbank, Calif.

EDITOR: We’ve always had something in common. One more item. Broadcasting started Oct. 15, 1931, and WKZO started Sept. 10, 1931. Only a month apart, we made our debut.

Really, it’s been a great half century. I only hate to see it fade away along with a lot of our mutual friends. It was a great circle when it held intact to do its pioneer job that the present generation is making so much of. More power to ‘em. Same goes to you.—John E. Fetter, chairman, Fetter Broadcasting Co., Kalamazoo, Mich.

EDITOR: I second the “hearty salute!” Many happy returns of the day—and many, many more.—Jack Hilton, Jack Hilton Inc., New York.

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Or take station WITI-TV in Milwaukee. When heavy snows and cold temperatures froze Milwaukee in its tracks one recent winter, WITI-TV responded warmly with a program called Operation Snow Desk. And saw to it that over 1,300 elderly and infirm were helped during the storm.

Or station KCST-TV in San Diego. They held a four hour Telethon and raised over $350,000 toward rebuilding the Globe Theatre, a city landmark destroyed by fire.

The story is similar at all Storer stations, because community programs like these rate very highly with us. The way we see it, the more involved we are in our communities, the more effective we can be for advertisers, and the more effective we can be for ourselves.
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New brooms are coming

Reagan election cheered by broadcasters; from one end of Washington to the other, media politics are expected to turn upside down; but some still caution that the more things change...

"Euphoria" is not too strong a word to describe some broadcasters' reaction to Ronald Reagan's stunning presidential election victory. There were also feelings of anticipation as broadcasters contemplated what they saw as new opportunities in a Congress where Republicans, after 26 years, would control the Senate. But there was some uncertainty, too, over what a Reagan Presidency would bring—specifically to the FCC. And underlying all other speculation was the iron pointed out by some that at least the basic lines of telecommunications policy laid down under Jimmy Carter might survive: they had come from the free enterprise book to which Republicans subscribe.

Broadcasters, particularly, took grim satisfaction in the prospect of Charles D. Ferris and Michael Pertschuk being replaced as chairman, respectively, of the FCC and the Federal Trade Commission.

Last week, in the wake of the election that will sweep him from the chairman's office and, almost assuredly, from the commission, Ferris was making no apologies: he was proud of what he had accomplished in his three years. "Some interests will disagree with what we've done," he said. "But we confronted every issue—some that had been hanging around here for 10 years—and didn't duck any. And the bottom line is that we turned out a quality product."

But there were all those pro-competitive policies, aimed at increasing the number of radio and television stations in cities across the country—policies that exist if not stimulated by the National Telecommunications and Information Administration under Henry Geller. Clearly, they made broadcasters nervous. So did Ferris's increasingly tough stance on EEO.

Moreover, he is not quite ready to close the books. He said there were two more items on which he would like the commission to complete work by January—the radio deregulation and the children's television programing rulemakings. In any event, the date for Ferris's departure—and Pertschuk's, too, for that matter—are far from set; the machinery of government creaks more often than it whirs. Richard E.

Reagan on the record: Last March, Broadcasting carried a story recalling that Ronald Reagan, then a candidate for the Republican presidential nomination, had made a number of pro-deregulation statements almost 13 years earlier; (on June 15, 1957) when he received a distinguished service award from the California Broadcasters Association. Several weeks later, Reagan wrote the following letter to Sol Taishoff, editor of Broadcasting, in which he reaffirmed that position and brought it up to date. The text of that letter:

DEAR SOL: I read with interest the article in the March 31, 1980, issue of Broadcasting magazine regarding my position on regulation of the broadcast industry as set forth by me in 1967 upon receiving the Distinguished Service Award from the California Broadcasters Association. I wanted to take this opportunity to express my appreciation for the article as well as reaffirm my position that overregulation and regulation by "raised eyebrow" stifles creativity, ingenuity, diversity of programing and allows the government to intrude into sensitive First Amendment areas to the detriment of the public and broadcasters alike. Deregulation reduces such intrusion and produces more diverse programing. I believe that the needs, tastes and interests of the community can be served through more reliance on marketplace forces and less on the heavy hand of government regulation and control.

Because many broadcasters are small-business persons, they can ill afford unnecessary, burdensome and costly regulation and the all too often accompanying administrative delays and backlogs that exist in certain regulatory quarters. I am confident that deregulation would neither foster abuses by broadcasters nor create a lack of sensitivity to the need to address the interests and concerns of all segments of their communities.

For too long, broadcasters have been burdened by a regulatory scheme which inhibits free and full treatment of political, social and economic issues and casts doubt over renewals even where there is a proved record of superior performance. Therefore, I support efforts, such as those of Senator Goldwater, to bring some form of certainty and stability to the renewal process where the record of performance lacks evidence of serious defects.

I know the type of broadcasters we have in California. I was, of course, deeply involved with them during my two terms as governor of that great state. My exposure to broadcasting before and since that time has only served to strengthen and expand my belief in the communications industry—Ronald Reagan.

The broadcasting connection. The President-elect has never fully-severed an umbilical cord to broadcasting that has existed since the early 1930's, first as sportscaster Dutch Reagan for WOC Davenport, Iowa, and its sister station, WHO Des Moines. In his 1937 movie debut in Warner Brothers' "Love is on the Air" he portrayed a radio commentator; and along the way there were other stints, such as director of CBS-TV's "General Electric Theater" in the 1950's. And from 1975 to 1979—until forced to suspend that activity in deference to the equal time law—he did more than 1,100 five-minute radio commentaries that were distributed by syndicator Harry O'Connor with whom he's pictured at right.
Wiley, Republican, remained as FCC chairman for nine months after Jimmy Carter was sworn in as President.

Reagan could give the FCC an entirely new look. He may have as many as four seats to fill by next June 30 (see story below). But veteran observers of the commission urged caution in forecasting the direction the new commission will take. Erwin Krasnow, National Association of Broadcasters senior vice president and general counsel, said it would be "foolhardy" to attempt such a forecast.

Much of the NAB's interest last week was focused on Congress and the possibility for new initiatives offered NAB by the shake-up in both houses.

But it was on the prospect for new copyright legislation—legislation that would subject cable television operators to full copyright liability—that the NAB was focusing its hopes last week. "We hope to sell the idea of free and fair copyright liability for all users of programming, including cable and videotapes," said NAB President Vincent Wasilewski. "The time is ripe for a new look at the copyright law."

The role that the new Reagan administration will play in these and other matters involving telecommunications remains to be defined. Dean Burch, the former FCC chairman who was senior adviser to Vice President-elect George Bush during the campaign and has had a role in Reagan-Bush advisory councils, said Reagan aides "are well aware" of the telecommunications issues. "Considerable attention will be paid to them in the next month or so," he said, adding that he would work on the matters himself. But for now, he said, speculation on Reagan attitudes in those areas is "premature."

Critical as many in the communications establishment have been of Ferris, several tended to agree with Geller that the policies between the two parties on telecommunications matters "are not different." Geller noted the Republicans supported the administration on common carrier issues in Congress. And John Eger, who served as acting director of the old Office of Telecommunications Policy, who is now practicing law in Washington, said, "Telecommunications matters tend to be apolitical."

Fifth estate insiders are not the only ones wondering what the Reagan victory means in communications. There's also the citizen movement, which flowered in the Nixon days and generally welcomed the Ferris FCC. In the end, its members opposed many of the deregulatory moves that were initiated, but at least they had easy access to the decision makers. "That is now lost," said Sam Simon of the National Citizens Committee for Broadcasting. But he does not consider that entirely a negative. As in the early days of the movement, Simon said, "we will be engaged in an arms-length relationship with government. We will return to more traditional ways of affecting policy, through on-the-record pleadings."

During the Carter administration, with so many ex-citizen-group allies in government, there was a tendency to hold back on complaints. "That feeling will be gone." And that, he said, will be healthy.

### REVERSING THE FIELD

The outs who were in are back out again

Jimmy Carter's election brought to power a band of antiestablishment activists; his defeat will scatter them; Ferris, Pertschuk, Geller lead the long line into exile

Like guerrillas who had come out of the mountains after scoring a final triumph, they had taken over those areas of government they had once hoped only to influence. They were for the most part members of or supporters of the consumer movement, Ralph Nader types. And those were heady times, three and a half years ago. But as became evident last Tuesday when early election returns indicated a smashing win by Republican presidential candidate Ronald Reagan, they will soon be leaving government, or at least the positions of power they now hold.

It's not only the Henry Gellers and Mike Pertschuk's and Al Kramers and Frank Lloyds and Tracy Westens who will be surrendering power, of course. Charles D. Ferris, the one-time top Senate and House aide who became one of the most activist chairman ever to serve at the FCC, will likely be moving on, as will members of his immediate staff and some of those commission staff members who played key roles in agency policymaking. And among those leaving employment at the White House will be Rick Neustadt, a member of the Domestic Policy Staff who helped shape administration policy in the communications area.

But the impending changes in personnel at the FCC will be the most far-reaching of any in the government areas of concern to broadcasters and others in the communications industry. Ferris, who will be replaced by a Reagan appointee, has told reporters he does not know whether he will serve out the remaining four years of his term as commissioner. No one who knows him expects him to.

But it isn't only Ferris's seat that will be available for Reagan to fill. The new President will have two, and possibly three, more FCC appointments to make by next June 30. James H. Quello's fate as a commissioner remains to be settled, four months after his term expired. (Quello, a Democrat, would have a better chance for the reappointment he wants if Ferris were to resign and afford Reagan the chance to name a fourth Republican to the seven-member agency.) And Commissioner Robert E. Lee, a Republican who has served on the agency 27 years, longer than anyone has served on any federal agency, plans to retire when his present term expires, on June 30.

The possible third seat is the one now occupied by Democrat Tyrone Brown, who joined the agency to fill an unexpired term three years ago but whose present term runs to June 30, 1986. He denied a space of rumors last week that he planned to resign, but didn't rule out a resignation within the next several months. Brown indicated his decision would be influenced by the climate he finds at the FCC after a new chairman takes over. "I'll do the job as long as I enjoy it and feel useful in it," he said. Brown, who left a private tax law practice to join the commission, noted that he never made a commitment to serve a specific length of time. The cost of living could also be a factor. Brown, who is married and has two young sons, one of whom has entered a private school, has told friends that living on a commissioner's salary of $52,750 is a "struggle," although one he has said he could continue.

Speculation over whom Reagan would appoint as chairman began about the same time NBC projected Reagan as the winner Tuesday night. Commissioner Anne Jones's name was mentioned, and she allowed as how it "could be terrific" to serve as chairman. But she thought her selection "highly improbable." On the plus side of such speculation is that Reagan might feel such an appointment would be useful in mollifying those who have criticized him for his position on the Equal Rights Amendment. On the negative side are some of her votes that have concerned, if not frightened, some broadcasters—on the RKO General Inc. decision, for instance. But Jones took nothing back. "If I hurt my chances with that vote," she said last week, "then I hurt my chances. I'd do it again."

There also were reports that Reagan aides had approached Lee with a suggestion that he serve as chairman "on an interim basis" until his term ends next June. Lee said he "would be happy to serve on an interim basis"—but denied that anyone had made such a suggestion. And Dean Burch, the former FCC chairman who was a top aide to Republican vice presidential candidate George Bush during the campaign and is a key figure in the Reagan-Bush councils, scotched such speculation. Talk of FCC appointments, he said last week, is "premature."
Outward bound. FCC Chairman Charles Ferris was still smiling last Tuesday night at a CBS party at which 600 invited guests shared an elaborate buffet, plentiful spirits and the election returns. But, even as he posed with CBS Washington Vice President William Lilley III (left), he knew Carter had lost and change was on its way. Pictured below: FTC Chairman Michael Pertschuk (left) and NTIA chief Henry Geller, whose careers at the top of policymaking also are about to go into eclipse.

Aides have yet to focus on the issue.
Apart from commissioners' departures are the almost certain departures of key staff people. Frank Lloyd, the one-time director of the Citizens Communications Center who is administrative assistant to the chairman, is expected to leave with the Ferris chairmanship. Then, there are Robert Bruce, general counsel; Nina Cornell, head of the Office of Plans and Policy, and Stephen Lukasik, who left a job as chief scientist of the Rand Corp. only 18 months ago to take over as chief scientist for the FCC and head its newly created Office of Science and Technology (formed from the old Chief Engineers Office). They are in noncareer status and therefore vulnerable to replacement for political reasons. Bruce, who left the Washington law firm of Hogan & Hartson to join the commission, and Cornell, a former senior economist at the Council on Wage and Price Stability, as well as Lukasik, as of last week had not yet begun fully to consider their next employment.

Nor are they all. Philip Verveer, the former Justice Department antitrust lawyer who has served as chief of the Cable Television Bureau, then chief of the Broadband Bureau and is now chief of the Common Carrier Bureau, although not in noncareer status, is reported to be planning to leave. He declined last week to comment on those reports, other than to say he is not making "career decisions on the basis of the election." Two law firms are said to have expressed an interest in him.

One key staffer who is in a career status and plans to remain at the commission is Richard Shiben, chief of the Broadcast Bureau. And he would appear to stand a reasonably good chance of keeping his present job. A new chairman could ask him to stand aside for someone else. But Shiben is not only a Republican; he is a survivor. He has risen to his present post after 18 years of service under both Democratic and Republican administrations.

That kind of security is not known to others who have worked on communications and consumer type matters in Jimmy Carter’s Washington.

Henry Geller, for instance, the one-time FCC general counsel who later became guru to a generation of public interest lawyers, said last week he was making "a few phone calls" to begin planning for the future. He is now assistant secretary of commerce for communication and information, a job that carries with it responsibility for running the National Telecommunications and Information Administration and for serving—through the secretary of commerce—as the President's principal adviser on telecommunications matters. An August job, but, as he said last week, "I'm a dead duck." He has never had an appetite for private law practice; he would like to hook on with a foundation or university and do the kind of work he did before joining the Carter administration, when he was with the Aspen Institute—fil ing pleadings with the FCC and friend-of-the-court briefs with the courts.

Over at the Federal Trade Commission, Michael Pertschuk, the one-time general counsel for the Senate Commerce Committee and archetypal consumerist who drove broadcasters, advertisers and, finally, to his misfortune, Congress to distraction with activist policies, will see the chairmanship pass to a Reagan appointee—but not his seat. He plans to continue to serve on the five-member agency until his term expires in September 1984.

"The purpose of the minority," he said, "is to keep track of the excesses of the majority."

Of course, since Pertschuk will remain on the commission, Reagan will not be able to name a Republican and thus give the agency a Republican majority until September, when Paul Rand Dixon's term expires. And that means Reagan will be limited to the two Republican members of the commission—David A. Clayton and Patricia Bailey—in searching for a candidate for chairman.

But when Pertschuk steps down, two old-time public interest communications lawyers whom he recruited for service in the agency will leave—Albert H. Kramer, who founded and was the first director of the Citizens Communications Center, and who is director of the FTC's Bureau of Consumer Protection, and his deputy, Tracy Westen, who ran the Stern Community Law Firm in Washington and then moved to Los Angeles where he headed the communications law program at the University of California at Los Angeles. Neither has plans for the future yet, but they know, as Kramer said, "I assume a new chairman [or chairperson] will insist on his [or her] own staff."

Rick Neustadt is similarly unclear about his future. A lawyer before he joined the Carter campaign in 1976—he was with Wald, Harkrader & Ross, a Washington firm—he would like to return to law, preferably to a firm where he could use the communications expertise he has picked up since he assumed responsibilities in that area for the Carter campaign.

But he is aware that he is not alone. There are many other veterans of the Carter administration who now know that politics, when it comes to jobs, is a two-edged sword. Contemplating the job hunting that lies ahead, Neustadt, summa cum laude, Harvard College, 1969, and cum laude, Harvard Law School, 1974, and, for what it’s worth, assistant to Walter Cronkite in the CBS anchor booth at the Democratic and Republican conventions in 1976, remarked, "It will be a tough time."
Tuesday’s massacre on Capitol Hill: Democrats out in Senate, Van Deerlin out on House side

There will be new players in all the key positions with which fifth estate deals

Last Tuesday’s election altered dramatically the prospective make-up of congressional committees and subcommittees empowered to initiate legislation and oversee communications activity in the next Congress.

By reversing majority leadership in the Senate and eliminating eight leading members of the House Committee on Foreign and Interstate Commerce—including Lionel Van Deerlin (D-Calif.)—chairman of the Communications Subcommittee—the election has opened new prospects for those working toward communications legislation.

On the Senate side Republicans will control the Committee on Commerce, Science and Transportation for the first time in 26 years. Bob Packwood (R-Ore.) is expected to chair 17-member body, taking over from Howard Cannon (D-Nev.).

Ten Democrats and seven Republicans currently sit on the Senate Commerce Committee. In the next Congress, it could be nine Republicans to eight Democrats, unless majority leader Howard-Baker (R-Tenn.) and the Republican Conference decide to change the size of the committee. On the House Committee on Interstate and Foreign Commerce, the ratio of Democrats and Republicans will be determined by Majority Leader Tip O’Neill (D-Mass.) and Minority Whip Bob Michaels (R-Ill.).

The Commerce Committee will lose one of its most powerful members (and a long-time former chairman), Warren G. Magnuson (D-Wash.), who was defeated last week. It also will lose Adlai Stevenson III (D-Ill.), who has retired. Democrats re-elected last week were Chairman Cannon and members Russell Long (La.), Ernest Hollings (S.C.), Daniel Inouye (Hawaii) and Wendell H. Ford (Ky.). Three other Democrats—Donald W. Riegle (Mich.), James Exon (Neb.) and Howell Heflin (Ala.)—were not up for re-election this year. Arizona Senator Barry Goldwater, who with Packwood was one of two Republican committee members up for re-election this year, won narrowly after a race that was undecided for two days. Republicans not up for re-election were Harrison Schmitt (N.M.), John Danforth (Mo.), Nancy Kassenbaum (Kan.), Larry Pressler (S.D.) and John Warner (Va.).

Chairmanship of the Senate’s Communications Subcommittee could go to Goldwater, as he is currently its ranking minority member. As a senior senator, however, Goldwater is said to be facing many options for committee and subcommittee chairmanships in the coming Congress.

If Goldwater should decide not to chair the Communications Subcommittee, Schmitt—who co-authored communications bills S. 622 and S. 2827 with Goldwater—is a possibility for that role. Contacted last week, Schmitt said he expects to continue on the Communications Subcommittee next year, but that he is also interested in chairing a subcommittee dealing with defense. As a member of the Senate Appropriations Committee, he feels he is in a position to do so.

Other Republican senators currently on the Communications Subcommittee are Danforth, Pressler and Warner. Democrats are Hollings (the present chairman), Magnuson, Cannon, Inouye, Ford, Riegle and Exon.

The proportion of Republicans to Democrats on congressional committees is determined by the number of seats each of those parties holds in each house. The size of subcommittees is determined in the full committee caucus.

Although the election’s major impact on the Senate Commerce Committee and Communications Subcommittee will be in handing control to a different party, it is a different story in the House of Representatives. There, leadership of the Committee on Interstate and Foreign Commerce underwent a considerable shake-up.

Committee Chairman Harley O. Staggers (D-W.Va.) has retired along with committee members David Satterfield (D-Va.), Samuel Devine (R-Ohio) and Tim Lee Carter (R-Ky.). Van Deerlin, John M. Murphy (D-N.Y.), Bob Eckhardt (D-Tex.) and Richardson Preyer (D-N.C.) were all defeated in re-election bids.

Representative John Dingell (D-Mich.) is expected to chair the Commerce Committee in the new Congress. He also would like to continue his chairmanship of its Subcommittee on Energy and Power. He told BROADCASTING last Thursday that he will not decide on whether he will pursue both chairmanships until staffs have been organized and he is more knowledgeable about workload issues.

Dingell also said the “need for a strong chairman—one of the other subcommittees” could influence his preferences in the full committee caucus next year. Reorganization of the jurisdiction of the Communications Subcommittee may be a result of that caucus. Dingell said he hopes the full committee will look into finding a better structure and allocation of resources for the present Communications Subcommittee.

Last year, according to several committee and staff members, heavy demands from the Energy and Power Subcommittee overtaxed members, who were permitted to serve on two subcommittees. Combining communications with consumer protection and finance into a single subcommittee has been discussed, according to several sources.

Representative Timothy Wirth (D-Colo.) conferred late last week with Dingell and several other committee members and has decided to run for chairmanship of the subcommittee that will include communications. Wirth is expected to announce his intentions this week. Wirth is likely to remain a member of the Energy and Power Subcommittee as well.
Telecommunications issues await in the new Washington

On the Hill: GOP-led Senate, Democratic House will find number of key legislative possibilities left over from 96th Congress

There’s little chance that communications legislation will be advanced during the lame-duck session of the Senate that opens this Wednesday (Nov. 12). The Republicans have nothing to gain by allowing Democrats to move on legislation introduced during the current session. They would rather wait for the new session and the arrival of their new colleagues and their ascendancy to the heads of all committees and subcommittees.

The majority staffs of committees were in disarray last week in the wake of election day events. Many staffers were more interested in finding new jobs than in pushing legislation. Minority staffs, meanwhile, were busy trying to make sense out of things and preparing for expanded roles in the future.

What work is done will probably have to do with budgetary matters that have been lingering for several months. And even there, the Congress could choose to defer hard decisions until conditions are more stable by passing a continuing resolution, which would fund the federal government for the next quarter at the existing level.

When the new Senate is solidly in place next year, it will confront a new reality. Not only will Republicans be in control of the flow of legislation through their roles as committee chairmen, but the Republican majority will give a new tilt to the Senate. What was unspeakable under the older order might be possible under the new, and vice versa.

The new Senate should brighten considerably the prospects of comprehensive telecommunications legislation from that side of the Congress. The existing bill, S. 2827, has floundered over the last several months. Although it enjoyed wide support, S. 2827 got nowhere after Commerce Committee Chairman Howard Cannon (D-Nev.) called for hearings, but never scheduled them.

The bill was co-sponsored by three powerful Republicans who have become even more powerful with the Republican takeover: Goldwater, Schmitt and Packwood. All three profess interest in communications legislation. If S. 2827 dies, it is expected to be reborn in the next session and to take on some of the characteristics of the more Republican, more conservative Senate. It also will have the endorsement of another important conservative: Ronald Reagan. In a letter to Broadcasting, Reagan referred to S. 2827, declaring support for "efforts, such as those of Senator Goldwater" (see box, page 27).

Some think there could be some action on S. 2827 in this Congress. Robert Ross, senior vice president, law and government, of the National Cable Television Association, said he "wouldn’t be surprised" if Communications Subcommittee Chairman Ernest Hollings (D-S.C.) tried to move S. 2827, stripped of its broadcast and cable provisions and left only with common carrier components. Senator Schmitt said he expects Cannon to hold hearings on S. 2827 this fall for the purpose of adding to the record information that might aid in the preparation of legislation next year when the Republicans move in.

The situation in the House, where the Democrats lost more than 30 seats but held a majority and the committee chairmanships, is more stable than in the Senate, but the immediate prospects for communications legislation look dim.

The most important communications legislation in the House when it recessed last month was the common carrier bill—H.R. 612 (of Representative Lionel Van Deerlin of New York), who lost his bid for reelection. The legislation was approved by the Commerce Committee July 31, but Representative Peter Rodino (D-N.J.), chairman of the Judiciary Committee, interceded it on its way to a vote on the House floor and all but killed it by reporting it out of his committee "adversely without prejudice." Although no one was quite sure what that oxymoron meant, indications before recess were that the prospects for action on the bill were slim. After the recess, with the bill’s chief backer gone, the prospects appear hopeless.

That is not to say that the bill will not be resurrected in some form next year. Van Deerlin’s likely successor to the chairmanship of the Communications Subcommittee is Timothy Wirth (D-Colo.), who was much involved in the formulation of the Van Deerlin bill and worked hard for it. NCTA President Tom Wheeler said: "Whoever follows Van Deerlin will realize the need to update communications policy." Wheeler said Van Deerlin’s defeat doesn’t mean "the death of reform of communications policy." What it means, he said, "is the birth of a new approach." Wheeler was unwilling to speculate on what the new approach of Wirth and the other survivors and newcomers on the subcommittee would be.

Also affecting telecommunications legislation is the fate of the subcommittee, which has been the hatchery of ambitious communications legislation over the past few years. There is talk that the Commerce Committee will undergo significant reorganization, possibly directly affecting its Communications Subcommittee (see story, page 30).

One telecommunications bill has gone down the drain with its sponsor. Andrew Maguire’s (D-N.J.) bill that would require the FCC to insure that each state have at least one commercial VHF station is headed for oblivion. Although the Commerce Committee approved the legislation just before recess, it was never scheduled for action on the floor, and it is doubtful it will be during Maguire’s remaining days. It is also doubtful that anyone else will pick up the controversial cause next session in Maguire’s absence.

Representative Richardson Preyer (D-N.C.) also lost, but it is likely that his bill to outlaw unauthorized reception of radio transmissions will live on. The bill has been strongly opposed, but important advocates of the bill, namely pay cable and STV interests, who are troubled by piracy, are sure to find a new name to attach to it.

One of the big battles that may be fought in the next Congress could be over copyright law. Broadcasters and movie producers want a new bill. Cable operators want to preserve the Copyright Act of 1976. The House Judiciary Subcommittee on Courts and Civil Liberties headed by Robert Kastenmeier (D-Wis.) has called for hearings on possible new copyright legislation, and he and other key members of the subcommittee will be back next session.

There also is cause for optimism among new-law proponents, stemming from the Republicanism that will pervade the federal government. Ken Schanzer, National Association of Broadcasters senior vice president for government relations, said: "I would like to think that one of the elements of a conservative philosophy is the appreciation of the right to control one’s property," a right that Schanzer and his allies argue is being trampled by the old copyright law.

Help for a new law might also come from Reagan, who has, as Schanzer said, "long-standing contacts in the movie and broadcasting businesses.

The cable industry doesn’t see any reason for its opponents’ optimism. NCTA Chairman Doug Ditrick doesn’t think the changes in Congress or at the White House will affect the status quo. He predicted "no new bill” and commented that a leading advocate of such action—Jack Valenti, president of the Motion Picture Association of America—will not “have as much political strength" in a Republican Washington.

At the FCC: Broadcasters and cablecasters may have difference of opinion on ‘conservative’ orientation of Reagan-appointed leadership

In a Reagan administration the FCC is expected to become more “conservative.” But conservative can be an ambiguous term, with different meanings for broadcasters and cablecasters. Two groups often sides at the FCC. Broadcasters are hopeful that a conservative FCC will put a halt to or at least slow down the proliferation of new technologies and ideas that threaten to undermine the present system of local broadcasting. They would hope
that conservative can be defined in its most literal way—to preserve the status quo.

Cablecasters, however, expect a conservative FCC to continue along the same course followed under Chairman Charles D. Ferris, as far as cable television is concerned. Steve Effros, executive director of the Community Antenna Television Association, said Ferris has a "strong bent for deregulation" and that many of the policies advanced by his commission were "inexorable."

Admittedly, the cable industry's view of the FCC is narrow. It has already made most of the gains it has sought and even an FCC most sympathetic to broadcasting would be hard pressed to reimpose cable regulations that the Ferris FCC has taken off. Cable will keep a close eye, however, on how the new FCC approaches telephone companies and their relationship with cable. That is one area where cable interests, too, might opt for the more literal interpretation of conservative.

In the past several months, Ferris has been, if nothing else, aggressive in pursuing his goals. When the new commission takes its place, a declaration may be expected as to whether any of the rulemaking policies are re-examined. Some of the issues and policies now on the agenda and how they may be affected by the change:

Children's television—A Reagan-permitted FCC is less likely to follow Ferris's seeming inclination toward mandatory program requirements for children's television as an FCC rulemaking has proposed and as several public interest groups have advocated. FCC has displayed reluctance to involve itself in programming content. That reluctance should continue and perhaps grow stronger under a Reagan administration.

EEO—Last June the FCC voted unanimously to initiate a rulemaking aimed at creation of more stringent EEO reporting requirements for all stations with five or more employees, and broadcasters have expressed their displeasure with many of that rulemaking's proposals (see page 76). With Reagan appointed, the FCC will probably pursue rulemaking, but the rules that finally fall out may not be as stringent. Politically, Reagan owes nothing to minorities or feminist groups; he won the Presidency without them.

Low-power television—The prospects are good that the low-power television rulemaking will lead to the creation of more stations but perhaps under some restraints not now in sight. The rulemaking was adopted by a unanimous FCC. There are, however, many rules to be considered in the proceeding that can be affected by a Reagan commission.

Direct broadcast satellites—Nina Cornell and her Office of Plans and Policy staff presented a model for DBS regulation that is an acceptable concept of marketplace regulation. In adopting a notice of inquiry that uses the model as the focus of comments, most of the commissioners made clear that they in no way endorse the nonregulation concept. Ferris, however, indicated that Cornell's approach was in accord with his own feelings. Without Ferris and Cornell, the advocates of easy-entry DBS and hands-off regulation have lost valuable allies.

Radio deregulation—There has been more talk than action. At the National Association of Broadcasters, Ken Schanzer, senior vice president of government relations, wants to know why Ferris has managed to move quickly on so many issues detrimental to broadcasting, but hasn't been able to get a rulemaking on radio deregulation, highly prized by broadcasters, ready for FCC adoption. Regardless of who is appointed to fill FCC vacancies, radio deregulation should move forward under a Reagan-oriented FCC.

VHF drop-ins—A single commissioner sympathetic to the conventional broadcast view could tilt the FCC away from such drop-ins. The commissioners approved the creation of four drop-in allocations and adopted a rulemaking proposing 139 more last September over the protests of Lee, Washburn and Quello. Another vote with those three could put drop-ins back on some dusty shelf—where NAB and the Association of Maximum Service Telecasters think they belong.

9 kHz—The proposal to reduce AM channel spacing from 10 kHz to 9 has proved unpopular with broadcasters, but what impact even a commission sympathetic to the point of view could at this date is questionable. The United States has already proposed adoption of 9 kHz spacing in North and South America at the Regional conference in Buenos Aires last March and reversing that position at this date may be sticky. The reluctance of other Western Hemisphere nations to go along with the channel-spacing reduction may in the final analysis be the U.S. broadcasters' greatest ally.

NAB-wise: Another shot at low-power, moving out of the way for NRBA

The National Association of Broadcasters will petition the FCC to reconsider its decision to authorize low-power television stations on the basis of the rulemaking on the issue. The NAB, which also will ask the commission to stay all interim authorizations already granted, will contend that the standards the commission has established for the interim operation are arbitrary and discriminatory.

NAB Senior Vice President and General Counsel Erwin Krasnow explained the decision to file—taken last week during the NAB's monthly executive committee meeting—noted that Sears, Roebuck and Co., which "is a larger company than CBS," is "free to apply for applications for 109 low-power stations, while the networks are barred from applying for any."

Krasnow also observed that radio station licensees may operate cable systems in the same market but may not apply for low-power outlets there. And he said minority group members are given preference in a contest for a low-power authorization even if the community to be served does not contain minority groups.

Krasnow also said NAB will file an opposition to FCC interim authorizations of direct broadcast satellite service. The commission, which has not yet begun to consider regulations for that service, said it would consider requests for authorizations on an interim basis as they are received. The NAB will argue that such authorizations would be premature until the commission deals with the major domestic and international issues involved.

In other matters, NAB officials disclosed several contract projects underway. The NAB is conducting an U.S. survey of the countries of the Western Hemisphere to reduce AM channel spacing from 10 kHz to 9. Dataworld Inc. of Washington was given a contract (not to exceed $100,000) to do a computer study of the technical problems stations would face in moving their frequency a minimum of 5 kHz and a maximum of 9 kHz, as proposed in a Canadian radio conference. Gross & Clay, a Washington consulting firm, was given a contract (for a price NAB officials declined to divulge) to do two studies. One is of the nontechnical costs involved in a frequency shift—advertising and lost air time, for instance. The other is to aid NAB in preparing a report on the demand for and viability of stations that could be established, technically, under the plan to reduce channel spacing.

The NAB technical committee will study the technical possibility of establishing new stations in the top 25 markets under either the Canadian or U.S. kHz channel spacing plan. Canada says its plan, which would require stations to move a maximum of 9 kHz, would permit the establishment of new stations in major markets. Some U.S. engineers say the U.S. plan, which would require stations to move no more than 4 kHz, would not permit any new stations in the largest markets.

The execution of this proposed conflict between the dates of the 1981 NAB Radio Programming Conference and the National Radio Broadcasters Association convention, and indicated again the NAB's determination to resolve what it considers the "dilemma of diverse representations of the radio industry." (Broadcasting, Oct. 27)
Electronics anticlimax

Election night coverage, on which networks had spent two years and $20 million, was almost over before it began; NBC’s early calls controversial; CBS wins ratings prize in dull race

The major networks spent two years and $20 million getting ready for an election night with a main event that was in doubt for no more than an hour or two.

The sweeping Reagan victory in what had been universally billed as a tight presidential contest was signaled at the outset of their coverage at 7 p.m.—in some cases earlier—in reports on results of the “exit polls” they had conducted among thousands of voters as they left their polling places.

NBC News formally projected a Reagan victory at 8:15 p.m. NYT—and drew flak from its rivals for doing so. CBS News did not formally project victory for the GOP nominee until after President Carter had conceded his defeat—and NBC’s projection barely got under the wire of his concession.


Both CBS and ABC were critical of NBC’s early call, not only of Reagan’s national victory but of the outcome of the presidential race in many states. NBC, they contended, relied essentially on the results of its exit polls, without waiting for enough actual returns. CBS claimed that in 19 states, NBC projected victory within two minutes after the polls had closed.

NBC itself said it was the first to project Reagan victories in 30 states. These included Connecticut at 8 p.m., when the polls closed; Ohio at 7:31, a minute after the polls closed, and Florida at 7:02, when by some accounts some polls were still open.

An NBC spokesman also said NBC made no projections for any state until at least some of the state’s polls had closed—and he charged that ABC, too, despite its claim of waiting till polls closed, had also made some projections in states where voting was still in progress.

But NBC officials contended they did not rely on exit polls alone in making their calls, but took voting returns in key precincts into account as well. The trend toward Reagan was “unmistakable,” an NBC spokesman said. “We felt it was news, and we don’t withhold news.”

After NBC’s John Chancellor (co-anchoring with Tom Brokaw, a substitute for David Brinkley, who was recovering from gall-bladder surgery and served as a commentator rather than co-anchor) projected the Reagan victory, both CBS and ABC took steps to tell their viewers—without mentioning the NBC projection—that it was too soon for a formal call.

ABC’s Ted Koppel, co-anchoring with Frank Reynolds, told viewers that ABC was not projecting the outcome in any state before its polls closed. CBS’s Walter Cronkite, anchoring his last election night before his retirement next year, also stressed that the outcome could not be projected until 270 electoral votes had been amassed by actual count or projection—but added that it appeared to be a Reagan landslide.

Whatever their projection times, all three networks let their viewers know almost from the beginning that it looked like a Reagan night. Well before its state calls gave Reagan the necessary 270 electoral votes, for instance, ABC was talking about his possible cabinet appointments. And CBS’s Dan Rather was saying: “It’s close to ‘turn out the lights’” for Carter, to which Cronkite added that it seemed “almost impossible for Carter to come back.”

And almost two hours before its formal projection of Reagan’s election, CBS had Bill Moyers on camera talking about possible effects of a Reagan Presidency. (Among Moyers’s observations: “The Moral Majority will arrive in town waving the 10 Commandments instead of the Bill of Rights. Watch [for] some of them to show up on the FCC and in the Department of Education, if the Department of Education isn’t declared a contaminated area.”)

This kind of talk on all three networks—and specifically the projections of a Reagan sweep—that did not sit well in the West, where polls were still open. A host of complaints arose, charging that thousands had failed to go to the polls because they had been told the election was over. President Carter also was criticized by political leaders in the West for the timing of his concession. Coming while voting was still in progress, they said, it imperiled if it didn’t actually block the chances of many state and local candidates by keeping voters away from the polls. Between the network projections and Carter’s early concession, one high California official said, “our turnout dropped to practically nothing” in the last hours.

California Secretary of State March Fong Eu estimated that 450,000 Californians had failed to vote as a result of the network projections and Carter’s concession. And she backed a bill to do something about it. The bill would establish California voting hours as 4-8 p.m. (7-11 p.m. NYT) on the Monday preceding normal election day and 7 a.m. to 4 p.m. (10 a.m. to 7 p.m. NYT) on election day itself, which would close the California polls at about the time they start closing in the East.

In all, the networks made about 255 Presidential, Senate and gubernatorial race projections, with few misses. All three miscalled the Herman Talmadge Senate race in Georgia. Except for that, NBC said
it was right on all of its 78 projections, CBS claimed accuracy on all of its 76 and ABC on all but three others out of "about 100" projections.

Given the early Reagan tide, coverage for most of the night had to depend heavily on key Senate, House and gubernatorial races for its suspense. Many viewers said they seemed to sense a kind of letdown - a feeling of less urgency to push just a little harder - in the work at all three networks as the Reagan victory became more and more assured. As one ABC staffer it about 8:45: "What are we going to do to sustain?"

Viewing seemed apathetic, even by election-night standards. The National Nielsen showed 46.3% of the nation's TV homes tuned to one of the three networks during the average minute from 7 to 11 p.m., a drop from the 52.4% recorded in the same period in 1976's long-drawn and tightly contested battle between Carter and President Gerald Ford.

The three-network share of audience was put at 67% - far below the 75% or so normally recorded. Independent-station viewing was clearly up, as viewers went looking for entertainment.

Among the networks, CBS-TV was the clear winner in the 7-11 p.m. period with a 17.3 average rating and 25 share, as against NBC's 15.3/22 and ABC's 13.7/20. (Ratings for the 11:30 p.m.-2 a.m. period won't be available for another week.)

For the 8-11 p.m. period, ratings indicated that on the average, 51% of U.S. TV homes and 73% of actual viewing were focused on network election coverage, as compared with 56.4% of homes and 88% of viewing during the same period of election night 1976.

CBS led last Tuesday, 8-11 p.m. period with an 18.7/27, followed by NBC at 16.9/24 and ABC at 15.4/22. ABC researchers calculated that, compared with the same period of the 1976 vote-counting, ABC was up 13% in rating and 16% in share, while CBS was down 7% in both rating and share and NBC was down 22% in both.

Estimates of the number of people who watched some or all of the 7-11 p.m. coverage on one or more of the networks ranged from 105 million (NBC's estimate) to 120 million (ABC's) to 150 million (CBS's). In 1976 the estimate was 120 million.

Network sources unofficially estimated their combined costs for election night at about $20 million. The figure included costs of two years of work by their respective election units, thousands of precinct workers in-the-field on election day, their share of the cost of the News Election Service and their vast layouts of hardware, software and manpower before and behind their TV and radio network cameras and microphones on election night. The figure did not include the coverage costs for the presidential debates or for the election campaigns. And it was approximately twice the outlay of 1976, when the comparable figure was put at $10 million.

James C. Dowdle, who began career as Chicago Tribune salesmen, returns Jan. 1 as president and chief operating officer of Tribune Company Broadcasting Inc., new subsidiary that eventually will be responsible for all broadcast stations of Tribune Co., Chicago. He has been vice president and general manager of Hubbard Broadcasting's WINS-TV Tampa, Fla. Tribune Co. stations include WGN Continental's WGN-AM-TV Chicago; KWGN-TV Denver; KOLAM Duluth, Minn.; and KRRAM-KCTC (FM) Sacramento, Calif. As well as, through interlocking ownership with New York News Inc., WPIX Inc.'s WPIX-FM-TV New York and WICCAM Bridgeport, Conn. Daniel T. Pecaro and Leavitt J. Pope, president of those two groups, respectively, will report to Dowdle.

Collapse of Charter Media joint venture has Karl Eller leaving deal not only without Philadelphia Bulletin but minus KIOI-FM San Francisco, station acquisition he arranged prior to entering partnership with Charter Oil. Sole property retained from venture by man who had once built Combined Communications is New York Subways Advertising Co. When break-up was first announced, indications were Eller would retain all three units.

Erie, Pa., city council has awarded cable franchise to American Television & Communications in 4-3 vote. Teleprompter, one of five losing bidders, has filed lawsuit in county court citing violation of procedures. Teleprompter had seemed to have votes necessary for win at one time (Broadcasting, Oct. 20).

FCC has started rulemaking proceeding on reallocating ch. 9 facility of RKO General's won-TV New York to one of 11 possible cities in New Jersey (Bayonne, Bloomfield, Clifton, East Orange, Elizabeth, Irvington, Jersey City, Newark, Passaic, Paterson, Union City). FCC emphasized it would not render final decision until outcome is clearly determined in RKO's appeal of commission's June 4 decision denying renewal of won-TV and two other TV's. If RKO loses appeal and commission's reallocation rulemaking is adopted, Multi-State Communications - which was first to file for ch. 9 - would lose application cut-off protection that it now enjoys. Commission is seeking comment on possible ways to recognize Multi-Stares' "equity interests" in event of adoption of ch. 9 reallocation. Possibilities include reimbursement or some kind of preference for Multi-State application.

Associated Press has purchased $4.5 million worth of earth stations from California Microwave, Sunnyvale, Calif., raising total number of stations in AP network from 400 to 900.

Motorola, one of five AM stereo system proponents, has filed for extension of deadline - from Dec. 9 to Jan. 9, 1981 - on FCC's AM stereo rulemaking. FCC approval is likely.

National Citizens Committee for Broadcasting, often critical of broadcasters, is considering becoming licensee, NCCB, in filing with FCC last week, said it is "exploring possibilities of acting as principal in unspecified number of applications to be filed for local television (LPTV) authorizations, and is "particularly interested" in major markets.

With combined network share for election night of 67%, some independent stations were successful with their counterprogramming tactics. One of best was airing of Academy Award winner "The Deer Hunter." Film gave won-TV New York Nielsen numbers of 20.8 rating/29 share and kcorex-Los Angeles 19.8/27.

J. Kelly Sisk, 67, chairman of Multimedia and publisher of Greenville News and Piedmont, died Nov. 6 in Greenville, S.C., following apparent stroke. He did not survive neurosurgery. Sisk became head of Greenville-based group owner TV syndicator and newspaper publisher in 1968, following death of Roger Peace. He relinquished presidency of Multimedia to Wilson Wearn three years ago. He is survived by his wife, son and daughter.

At Supreme Court: Oral arguments are scheduled Wednesday in case challenging cameras in Florida courts. On Capitol Hill: Congress comes back Wednesday for lame-duck session. In New York: Society of Motion Picture and Television Engineers continues its Nov 9-14 technical conference and exhibit at Hilton. In Cincinnati: City council expected to vote Thursday on cable franchise approval (See page 98). In Las Vegas: Television Bureau of Advertising holds annual meeting yesterday through Tuesday at Fontainbleau Hilton. At Cape Canaveral, Fla.: Satellite Business Systems is to launch first of three domestic communications satellites Saturday (See page 93).
The next step in late-afternoon television!
Over the past four decades a succession of FCC's have expressed concern over—and have instituted investigations of—dominance of broadcasting by the major radio and TV networks. In the 1940's that process led to the chain broadcasting rules, in the 1950's to the Barrow report (named for its author, the late Dean Roscoe Barrow of the University of Cincinnati law school) and on into the 1960's and 1970's with the network study staff under Ashbrook P. Bryant. The first order of business when Charles Ferris took over as chairman of the FCC was to mount still another network inquiry—an initiative begun under his predecessor, Richard E. Wiley, and insisted upon by a Democratic Congress. FCC watchers fully expected the result to follow in the footsteps of predecessor reports, and to recommend still other ways to hobble network power. To the surprise of most, it didn't happen. Instead, the staff headed by co-directors Thomas Krattenmaker and Stanley Besen found 180 degrees to the contrary—that previous regulatory efforts at heading off the networks hadn't done so, and that similar efforts in the future were doomed to fail. Messrs. Krattenmaker and Besen—in a final report issued two weeks ago (BROADCASTING, Oct. 27)—argued for an open marketplace that would rely on competition rather than regulation to achieve the greatest benefits to the listening and viewing publics.

This is their rationale, as discussed "At Large" with BROADCASTING editors.

Could you have anticipated when you began the inquiry that you would end up writing this kind of report?

Besen: Since I had been involved in the analysis of this industry for almost 10 years before I got here, I think the conclusions that we reached were not terribly surprising. But we did learn in a lot more detail precisely how the industry functioned and something about the way in which FCC policy affected that function. It was not some report that we could have written two years ago; that would not be accurate.

You covered the same ground that has been covered two or three times before in the last 30 or 40 years, and yet you came out with conclusions or recommendations that were dramatically different from those that preceded you. Why do you suppose that is? Why were your evaluation and conclusions so different from Dean Barrow or Ashbrook Bryant?

Krattenmaker: You can't lump all the earlier ones together; you've got to look at them particularly. Certainly, for example, our conclusions about regulation of the network affiliation relationship are no different than those that the commission reached about radio networks in 1977, but they're very different than the commission reached in the same inquiry with respect to radio networks in 1941. The difference between 1941 and 1977 is that the FCC found that in the intervening years the allocation of a good deal more of spectrum space to radio and the parity that FM radio had achieved with AM had made a different competitive environment.

If you'll look at the situation back in the late 30's, the same questions that are now being asked about television networks—precisely the same questions—were being asked about radio networks. There were three networks. At that time they were controlled by two firms rather than three because NBC was running two, and ABC had not yet been "created." Therefore I think the difference between what we've concluded and what was concluded in the radio area is at best slight. That is, perhaps we have suggested that the commission need not wait 30
Sixty engrossing minutes that entertain and inform.
In ways you've never seen!
And in other ways you've never seen combined before!
Summing up the staff. The FCC's Network Inquiry Special Staff began operations in June 1978. Two years and approximately $1.5 million later it produced some 3,750 pages — "none of it duplicative," says co-director Thomas Krattenmaker—of data and analysis on the three television networks; their dominance of the television industry; their relationship with affiliates and program suppliers, and methods by which additional television networks could emerge.

The first order of business for Krattenmaker—and the other co-director of the network inquiry staff, Stan Besen—was to hire a staff. They had 12 "slots" to fill, most of which were assumed by academicians from outside the FCC having, as Krattenmaker put it, a "dispassionate and non-connected background," with the television industry.

The staff then began an extensive analysis of the notice of inquiry, examining network practices, all prior commission proceedings and literature on the question of network regulation and a further notice of inquiry which in "conjunction with the first notice became our charge.

Next came the investigatory stage, when the staff gathered extensive data on the following subjects:

- Network-affiliate contracts (it examined 350 contracts).
- Affiliate program clearance practices.
- The amount of advertising time offered by the networks to affiliates for national and local spots (it examined 2,000 sales contracts).
- All programing run on the networks over the last 10 years (including an examination of all contracts made in conjunction with 47 programs offered in the 1977-78 season).
- Program suppliers and the costs of program production and over-all profit and loss statements of programs produced over the last 10 years.

Some 200 television industry representatives were interviewed during this phase of the network staff's research.

Krattenmaker and Besen used the staff's consulting budget to award contracts for studies on the structures and operations of businesses in the new technologies.

The last phase of the staff's work involved shaping the mountain of data into a comprehensive and rational form. This task was completed sometime after the last year's report, and when the staff gathered extensively on the following subjects:

- The best and most viable. It rests mostly on the staff's research. Fifteen reports were issued in all. Krattenmaker and Besen are currently preparing a list of recommendations for the commission.

or 40 years until there are 10 equal networks before it moves in the same direction that it has in the past.

As to television, my perception of the Barrow report is that he and the people on his staff began their work in 1955, less than three years after the 1952 Sixth Report and Order. If you go back and re-examine what was occurring both at the FCC and on Capitol Hill, there was substantial debate about whether that '52 report had been proper, and Dean Barrow regarded it as something which he could not examine.

So the question the Barrow report people put to themselves was: Given the fact that the commission had promulgated a spectrum allocation plan that would lead to at most three networks (at the time it was perhaps going to accommodate only two) and given the lack of any apparent alternatives (there was no cable; there was no multipoint distribution service; there was no satellite broadcasting; there was no means of broadcasting by microwave), how can we best stimulate competition among networks or competition with the existing two and a half networks which he faced at the time?

And I think that Barrow's basic analysis was that the best competition that could come for networks would be from the business of syndication, first-run and off-network syndication. And much of that report, it seems to me, rests on that fundamental proposition, and I think that the Office of Network Study's work during the 1960's was simply an outgrowth of that fundamental premise of Barrow's.

If I'm right about what happened in the past, then I can specify very particularly where we're differing. We don't believe that first-run syndication can provide a substantial competition to the alternative to full-scale networking. We don't think the economics are there, and we think that everybody in the industry knows that. Perhaps the FCC didn't know it before, but anybody in the industry does.

And second—and most important—the commission is no longer concerned in the ability with respect to network regulation. It doesn't simply face the question of trying to stimulate some competition at the margin with the existing three networks or just leaving them to their own devices, but rather has the ability to make it possible for many networks to enter the field. This is partly due to the fact that new technologies have arisen, and it's also due to the fact that it's not beyond the realm of the thinkable to talk about tinkering with the 1952 report and order.

Do you really think so? Do you mean overhauling or replacing the 1952 report? Isn't it too fundamental to be dealt with by "tinkering," if you're going to deal with it at all? What do you think could be done about it?

Krattenmaker: Well, I'm not an engineer; I don't have the expertise to point out to the commission what adverse consequences it has caused, and to suggest that the expertise of the engineer should be brought to bear on the question of what sort of changes should be made that wouldn't be so terribly costly that they make the game not worth the candle.

One of the things we surely should examine into, it seems to me, is whether there has been any kind of "spinoff" to the television viewers from intermixture of markets. Others are epitomized by the actions of the commission has taken recently—"low-power question or the VHF drop-in question.

I wonder if the day has passed for deintermixture? In the sense that, at the time it was a popular idea, you did have a tremendous UHF handicap; there was very little penetration by UHF. Now you have reasonably good penetration, and it still doesn't work—people still prefer VHF as the better technology.

Krattenmaker: Only in markets where they have a choice between VHF and UHF you don't observe a UHF handicap in all-UHF markets.

May I ask if what is needed here is perhaps not an engineer but a politician—to effect a change of that magnitude?

Krattenmaker: That's the kind of judgment the network inquiry wasn't asked to make.

Besen: The clue here is a range of things that the commission might do to expand the number of networks and increase competition and reduce network dominance. And they range from things that are already happening or already have happened—the relaxation of the cable rules, for example, or the elimination of the pay cable rules. Further along the spectrum are things like the VHF drop-in plan, which least unburdened anyone's license, but—assuming engineering feasibility—creates the possibility for additional stations.

That's probably somewhat less thinkable, although the commission obviously is now seriously entertaining the drop-in proposal. At the extreme it involves a full-scale re-examination of the underlying premises of the original spectrum allocation plan based on new engineering knowledge and increased understanding of the economics of the industry. If one wants to get at the root of the existence of the three networks, such a fundamental re-examination is required. The commission has taken recent evidence that the VHF drop-in question should be regarded as a serious matter. The question is how serious is the situation?

Now, you're suggesting to us that some of these alternatives are more thinkable than others, and we would agree with you on that.

It's simply our objective as a staff advising the commission to point out to them that, if they're serious about the question, all of these things are worthy of re-examination. It's not our job to produce the political consensus that will be required to generate the kind of change we're talking about here.

It is your job, or at least it falls within your mandate, to come to such conclusions as that it was an engineering problem and not an economic problem that set up three networks. Do you feel that if there had been enough VHF outlets to provide every city in the country with, let's say, seven of them, that there would be more than three networks today?

Besen: Our conclusion was there would certainly be four. There might well be five or six commercial, advertiser-supported, over-the-air networks based on affiliates that operated in the VHF band.

Could you give us the basic rationale for that conclusion?

Besen: One of the appendices to the report, done for us by a consultant, concluded that if a fourth network had covered an equivalent to the existing three—that is, covered the same number of markets with as many VHF affiliates as did the existing networks—that in fact such a network would almost certainly be viable. It gets to be more questionable when one talks about a fifth or a sixth network, but it's not entirely implausible that a fifth network might

Broadcasting Nov 10 1980
"HITTIN' HOME"

The most powerful and promotable lead-in to early news ever created for local stations!
come into being.

One of the things that struck me, however, in reading your conclusion, is that you seem to have given up on the idea of advertising-supported fourth networks, or networks beyond the present three.

Besen: I didn’t think we had done that.

Quoting from your report: “The near-term prospects for a fourth, over-the-air, advertiser-supported network are not bright. Moreover, absent another large increase in advertiser demand, it appears that only a radical revision of the commission’s spectrum allocation plan would change this assessment. Nevertheless, there are other kinds of networks, especially those relying on direct viewer support and using nonbroadcast technologies, appear brighter.” I read that to mean that if you’re going to get a proliferation of networks, you’re going to get them in pay networks.

Krattenmaker: I think the point is really quite a simple one. We conclude that, given the 1992 report and order, the prospects for a fourth or fifth advertiser-supported, commercial, over-the-air network are remote because such a network would be substantially handicapped in comparison to the existing three. We also conclude that there is sufficient advertiser demand for access to viewers that, given equivalent reach on an equivalent signal quality basis, there’s room for a fourth network that looks indistinguishable from the existing three. There are two ways to achieve that kind of fourth or fifth or sixth network, as it may turn out to be. One is a revision in the spectrum plan which makes possible a fourth station of comparable signal quality in most markets. The other is with what we refer to generically as the new technologies—for example, the development of cable to the point where you find cable penetration being equivalent to that of the penetration of VHF-UHF broadcasting.

We tried to be clear about this both in the report and our presentation to the commission. We perceive the development of cable, were it to occur, as an alteration of the 1992 report and order. That changes the allocation. That is, people can now receive more channels on a per community basis than they used to be able to receive. And I suppose that’s why I have difficulty answering questions about how much a political difficulty there is in revising the 1992 report and order. It may be difficult to do deintermixture, and it might not be difficult to permit cable penetration to occur. It might be difficult to bring about VHF drop-ins, but it might not be difficult to continue with the present relaxation of antiphonning rules and further allocation of spectrum space to MDS.

We see these problems as not only interrelated, but really as the same kind of question because the question the 1992 report and order addressed is how many television viewing signals our individual American viewer is going to be able to receive.

What about the VHF drop-in proposal? What does it hold for a fourth network?

Besen: It’s very difficult to assess that at this point, and the reason is that we don’t really know how handicapped each of those drop-ins will be because of the proposal that they provide equivalent protection to existing broadcast stations. It turns out that, according to the analyst carried out by the Broadcast Bureau, a substantial number of markets which currently have only three VHF allocations might qualify for a fourth allocation on the drop-in basis, and so from the previous discussion that enhances the prospects for the fourth network by giving it VHF coverage in a substantially large number of markets than one currently would.

On the other hand, they may not be able to reach the entire markets, and the reason is, of course, that they’re going to have to operate at less than full power. Whether there is enough coverage to tip the balance—to make a fourth network go from being not viable to viable—we’re simply not in a position to say at this point.

Krattenmaker: I think that what we’re saying is that ought to be part of the question about any VHF drop-in proceeding; that is, whether it is likely to provide sufficient coverage, if adopted in the communities in which it’s feasible, to make more likely a competitive network. We’ve tried to point out, that the commission’s role in this is to see that it does not place any unnecessary barriers to the creation of those networks.

None of our analysis is predicated on a belief that cable or any other technology is likely to emerge in the near future as a formidable competitor to the existing networks. It is, nevertheless, our belief that in a general sense there seems to be enough advertising revenue in the system and enough unmet viewer demand for television to suggest that some of these new forms of networks will in fact come into being. But we have no crystal ball here as to which, if any, of these new technologies will create a network ‘equivalent’ to the existing three. There may be many kinds of networks, some small, some large, based on different technologies and different financing. It’s really not important, it seems to us, to determine which of those is going to survive. What’s important is to identify the effect that commission policy may have on their ability to survive, assuming they’re economically viable.

Krattenmaker: It seems to me that underlying some of your questions may be a misperception about what we tried to do. We don’t think that it’s our business or the commission’s business to try to create a fourth network. We don’t think that’s what the commission should be worried about. Presumably what the commission should be worried about is what viewers and advertisers demand, what viewers and advertisers are the people that pay for the system, viewers being the people that use the system.

The question is that the commission can do to see to it that it doesn’t artificially constrict the number of networks below that which viewers would demand, which we think is to be the case now. We think it has been artificially constricted. And second, what can the commission do to assure that the networks that now exist and those that later emerge do in fact compete with one another for viewer patronage and don’t engage in either monopolistic practices or practices that exclude the ability of other networks to enter?

What we’re trying to do is to point out what problems come when the commission does what it has done, which is to set up a system allowing for at most three networks, then devising rules that made it extraordinarily difficult for anybody to try to break down those barriers to entry, and then periodically, every five or 10 years, getting terribly exercised that these three networks behave like oligopolies.

Certainly those three networks have every incentive to behave in a fashion that would be exclusionary. Our inquiries suggested that they don’t in fact do so. One reason they don’t may have been that they had no need to behave in an exclusionary, monopolistic fashion. The commission had done that for them.

Should the FCC do anything about existing networks while we’re waiting for the sixth report to be rewritten?

Krattenmaker: Oh, well, we suggested a number of things. I suppose the easiest is with respect to the behavior of networks—that is, the commission regulations of network contract terms with affiliates and with program suppliers. There are a couple of existing rules that probably are useful and ought to be retained, including the rule that prohibits stations from obtaining territorial exclusivity number
America, this is your new show!
A sixty-minute strip produced in partnership by Viacom Enterprises, Post-Newsweek Productions and Michael Krauss Productions.
Available now for Fall 1981.
What to send for if you're warming up to the red hot medium.

In today's cool economy, a lot of advertisers are warming up to the efficiency of radio. In 1980, national radio has been the largest gainer of all media.

If you'd like to turn up your radio volume, we've put together some very useful items that are yours for the asking.

Cold facts about radio.
Our Radio Facts Book gives you all the latest numbers on penetration, reach and audiences. Plus some eye-opening data on radio versus the other media. (You just might revise a few of your current media plans.)

Hot radio commercials.
We have a cassette library of both sales-winning and award-winning commercials for a variety of categories. Just tell us what areas you're interested in, and we'll send you a cassette that demonstrates just how "creative" the medium of radio can be.

Case histories and co-op.
Our case histories will give you useful information on how marketers have used radio to heat up sales for a wide range of products. And if you want help with planning retail co-op advertising, we have the details on 1,500 plans.

All these materials are hot off the presses. Get yours via the coupon below. Or call the Radio Advertising Bureau at (212) 599-6666.
and the rule that prohibits networks from controllng the rates at which their affiliates sell advertising time. Perhaps other rules ought to be retained as well.

Most important, I think, the rules ought to be applied systematically: that is, like networks ought to be treated alike, so that there's neither discrimination against nor for those networks employing conventional technology. Present regulations affect only networks that employ VHF or UHF stations as outlets, and some of those only by ABC, CBS, and NBC networks, and others affect smaller UHF and VHF networks as well. I think in that area the commission ought to act and ought to act soon.

Besen: Someone who expected to find in our report the basis for new initiatives to increase the regulation of the existing network contractual practices is going to be disappointed.

"Can't we do something during this transition while waiting for whatever new networks may come into being?" is a cry we've heard on a number of occasions.

The answer to that is, probably, there isn't anything very good that you're likely to be able to do. The people who came up with the chain broadcasting rules and the people who worked on the Barrow report thought seriously about a number of things that they thought might increase the extent of competitiveness of the broadcasting industry within the confines of a network. There's now in the case of the chain broadcasting rules, almost 40 years of history of how those rules work. It's our general conclusion that those rules work. It's our general conclusion that those rules or rules like them are not likely to make a substantial difference in the nature of the relationships among networks, advertisers, program suppliers and affiliates.

So, no, there are no initiatives simply because we don't think we ought to be recommending or suggesting to the commission that it ought to contemplate new rules that we don't think will make very much difference to the system.

This makes all the more important the focus on entry policy because our fundamental conclusion is that it's only through the creation of more networks, or—to put it more positively—the relaxation of barriers to the entry of those networks, that the dominance of the existing three networks is likely to be dealt with effectively. The focus on entry is a natural corollary of our conclusion that the other sets of policies themselves have been largely ineffective in dealing with what the commission has perceived to be the problem.

Krattenmaker: We analyzed a number of possible regulatory initiatives. It's not that we just generally said there's nothing you can do. Our reports contain extensive analyses of questions like regulating the previewing practice, expansion of network schedules, new regulations of the broadcast process. We have a number of new regulatory initiatives suggested in the initial notice of inquiry, and we've devoted a number of pages of analysis and an awful lot of specific research to investigating those kinds of alternatives, and our reasons for rejecting them are laid out at length in the earlier reports.

Does that mean you think the commission ought to treat HBO as it treats ABC or CBS or NBC?

Besen: Worrying about concentration in HBO is itself a mistake. The whole point of our report is that what's important is that mass television distribution systems exist. What is unimportant is the precise technology through which they get to the home. It's possible that a network that comprises only cable systems as outlets may compete with a network that has only broadcast stations as outlets, which competes with DVS networks.

The market is a market for network television, regardless of the technology by which the programs are delivered. It's entirely possible that a widespread videodisk and videocassette market, which is not network television in the usual sense, may reduce network dominance by providing additional competition for programs against the existing networks. The actual critical not to get hung up on concentration in any particular technology but to view the mass regulations that employ VHF or UHF stations as outlets, and some of those only by ABC, CBS, and NBC networks, and others affect smaller UHF and VHF networks as well. I think in that area the commission ought to act and ought to act soon.

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Krattenmaker: Correct. The commission's

network rules ought to be applied to an HBO to the same extent they're applied to an ABC unless it's a rule that makes sense only to be applied to a network which reaches the number of viewers in the number of states as many times a day as an ABC network does as opposed to an HBO network.

I want to go back to the question about how different your conclusions were in the Justice Department? It got very exercised apparently about the networks' alleged dominance.

Krattenmaker: No. Witness the fact that they settled the antitrust suit with the networks, and we have an extensive analysis that shows that they've changed almost nothing with respect to existing initiatives. The Justice Department may have confused you into thinking they were upset about network dominance, but when they enter into consent decrees with the networks that say: "It's perfectly fine with us if you continue to do what you're doing." It's difficult for me to conclude that they in fact were upset by notions of network dominance.

Besen: We would have felt the same way had the FCC come up with the set of rules that are now confined in the present network any more than those practiced were designed to accomplish. Generally speaking, conduct-related rules are going to be ineffective, and that's why we've been forced to come back time and time again to the fact that the structure of the industry is the thing that one must focus on, and that's back to entry barriers that exist at least in part as a result of the existing commission regulations.

We've all seen from your recommendations that you want to drop any barrier to the entry of existing networks to the new technologies.

Krattenmaker: That's correct.

You want to let them into cable?

Krattenmaker: I only would add that I don't think there are at present terribly substantial barriers to the existing networks entering those new technologies. There has never been any inhibition on ABC, CBS or NBC starting a cable network. And it's our understanding that some or all of them are planning to do so.

I would add one thing that may have been missed in part before. I do think that the rather vague, almost nonexistent record of the financial-interest rule may have some inhibitory effects on the ability of existing networks to be involved in network stabilization in some of the new technologies, and we try to explain a bit of that in the report. The financial-interest rule forbids a network to acquire a large amount of financial or proprietary interest in the commercial use of any independently produced television programs except to right to network exhibition. Now, suppose that the network or a firm that owns the network—such as RCA—purchases videodisk rights for which it has also obtained network exhibition rights on "free television." So suppose that CBS obtained videodisk rights to a movie that had earlier been exhibited on CBS. The rule seems to prevent that, seems to say that it's illegal—they have acquired a financial or proprietary right or interest in the commercial use of an independently produced television program beyond the right to network exhibition. Network exhibition is defined to include only transmission to your VHF or UHF affiliates, and we also explain that, even if the acquisition of the videodisk rights were accomplished by separately negotiated contracts, and even if one contract had been negotiated after the other had expired, the rule apparently seems to reach that.

How have you anticipated direct broadcast satellites as a specific new technology in the future and what impact they may have on network dominance by the commission?"
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Microcam, developed by Thomson-CSF Laboratories. The first shoulder-mount color TV camera to offer the combined benefits of studio-quality broadcasting with lightweight portability. In fact, Microcam weighs just 12.4 pounds for a total of 22 pounds, complete with motorized lens and a 5 pound silver cell battery which operates the camera for 6 hours on a single charge. Microcam provides all the essential features for superior pictures from the field or in the studio.

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Plus complete VTR Control, including start-stop, VTR standby and return video. And a complete set of operating indicators, including VTR status, located in the viewfinder.

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distribution of television as one big market, regardless of the technology by which the programs are distributed to the viewers.

The point we’re making is that there are many kinds of technologies to deliver network programs, and network dominance can be reduced in any of a variety of ways from any of a variety of technologies, and it’s very difficult to anticipate precisely which of these will emerge in the future. But a policy of not erecting any unnecessary barriers to them is the best hope for reducing the dominance of the existing networks.

Several of the things we’ve discussed here, that you think networks are going to be able to go into, seem to parallel the speech Leonard Goldenson of ABC made at the National Press Club regarding the regulations under which networks operate today.

Krattenmaker: Let me backtrack a bit. If the commission is going to pursue a policy of furthering the ability of new networks to enter, which means furthering development of further local outlets, there’s no reason to have, in our view, a number of rules that prohibit a firm from operating more than one network. Again you can see this at work in the cable area. There are a number of firms that operate more than one network in the cable area, and it has not been alleged that they are dominating or monopolizing the business of cable networking. Why? There’s room for more than three networks in cable. And so what we’re suggesting is that a more discriminating judgment should be made.

We’re not suggesting—and in fact we say directly to the contrary—we’re not suggesting that there be no inhibition at all imposed by the commission or the Justice Department through the antitrust laws on the number of networks which any one firm can operate. What we’re saying is that a rule that simply says you can’t operate more than one is excessively simplistic and may deprive viewers of substantial benefits; that is, it may be that making it possible for a network, whether it be Home Box Office or ABC, to operate two different networks may provide some benefits to viewers. They may be able to run the networks more cheaply. They may be less likely to duplicate the programming of one network on the other, so that both may be able to deliver programs more cheaply and programs of more diverse sources.

Are you thinking of the present ABC network on cable or ABC running two broadcasting networks?

Krattenmaker: One effect of the present ban on dual networking is that it would prevent a merger of ABC and CBS or CBS and NBC or ABC and NBC and, given the present state of industry structure and competition, we think that’s a salutary result. If ABC and NBC were to propose tomorrow to merge and the commission would ask us what we thought of it, I don’t think we’d have to reflect very long.

With respect to the question of whether one of the three networks should be prevented from starting up a fourth commercial over-the-air network, that’s a more complicated question. That would depend very much on the circumstances in which that network were to be started. I wouldn’t necessarily oppose such activity. It would depend very much on the extent to which—if such a network were to be started—there would still be room for other firms to start additional networks that could be competitive with this proposed fourth over-the-air network. It really would depend very much on whether we’re talking 1985 or 1990, cable penetration of 20%, cable penetration of 80%, DBS yes, DBS no.

Besen: I want to emphasize that point one more time. Our general conclusions are fairly closely linked; that is, we probably would favor more restrictive policies respecting ownership, if the commission were to maintain existing barriers to entry. The more networks that are able to enter because of the relaxation of commission barriers, the less important become restrictions on joint ownership of networks. And so these things have to be regarded together.

Krattenmaker: A good example of that would be that, if we were to revert back to 1970 and the commission had its anti-siphoning and anti-parallel rules, and we didn’t have DBS, and there was no technological prospect of DBS, and if you then asked me about one of the existing networks starting a fourth over-the-air network, I think my reaction would be quite different. And I think it would probably be no.

Considering the generous treatment of the networks in your report and given the reason you were working for the FCC in the first place—Westinghouse Broadcasting’s bitter complaint about the networks—isn’t the outcome kind of ironic?

Krattenmaker: I suppose people expected that if there were going to be a network inquiry then at the end of a couple of years there would be people telling the commission how it is they could better regulate those three networks and make them behave better. The irony is that people assumed—and I think it’s just because the tradition of the commission has been that way—that we would say the way to make those networks behave better is to tell them what to do today. We think the way to make the networks behave better is to subject them to the disciplining forces of the marketplace, of competition. It works for Broadcasting magazine. Why can’t it work for ABC?

Besen: I actually quarrel with the premise of the question. I don’t see how a report which suggests that the commission may well wish to eliminate entry barriers that remain to any of a large number of potential competitors to the existing networks may be regarded as generous.

It would not surprise me that the existing networks will on many occasions point to our conclusions regarding the ineffectiveness of the regulation of their contractual practices as an argument for getting rid of them while conveniently forgetting suggestions that there may be important remaining barriers to the entry of new networks. I’d be rather doubtful that they’d be inclined to make much of the latter conclusions. So selective reading may lead to the conclusion that this has been generous, but I don’t think by any means that it can be regarded as such. And I think that by the standards of history, if the commission were to pursue the kinds of policies this report suggests, then in fact the dominance of the existing networks may very well be reduced in a way that could never have been accomplished by regulations that have been pursued for the previous three decades.

We accept that your job was not to predict the future or structure the future but to analyze what has happened in the past. But I wonder, if someone knew how to approach all the research you did, could he produce a model for the future—how the future ought to be or how you could construct a network given the existing market forces?

Krattenmaker: Ideally, what the future should be. I believe, is an industry in which television programming—information and entertainment—is offered to the American public in much the same way that magazine, newspaper or book information expression, opinion and entertainment is offered to the American public, that is, people are producing these kinds of communications and selling them to the public, whether for sale directly or through sponsors or advertisers, in a competitive fashion, and viewers are directly making the kinds of choices they want and through the exercise of their choice influence what’s being offered.

That’s my model for the future. My predictions about the future would be entirely personal, and I have to say that I think we don’t know. The one thing I would say is that if you look far down the road, I’m quite convinced that somewhere in the next 50 to 100 years there will be another technological revolution and that all this will seem quite irrelevant and archaic. I think the history of communications, ever since Mr. Gutenberg invented movable type, has been one in which succeeding generations develop new modes of communication that render earlier techniques either obsolete or not as important as they might have seemed.

I do mean that point seriously. That is, we have to be careful not to take this kind of interstitial, temporary regulation too seriously. We have to be careful to put it in the context of the fact that we are dealing with and, in my view, always will be dealing with an evolving communications media. And perhaps one of the commission’s most important responsibilities is to understand that fact and not how we might misapprehend the notion that substantial public benefits are gathered by trying to make the particular technology that staves us in the face today perform better tomorrow. It may be that the most important of all responsibilities the commission has is to facilitate the long-run development of communications technology and economies.
TVB in Vegas

'Selling in the 1980's' is theme of association's 26th annual convention; workshops, speeches look to attract record number

There may be one sure bet in Las Vegas today (Monday)—that the Television Bureau of Advertising's 26th annual meeting is the biggest ever. By last Monday, advance registration had hit the 700 mark in attendance, better than 8% over last year's record, and with spouses and guess TVB was expecting about 900 people to gather at the Las Vegas Hilton for the three-day event.

"Selling in the 1980's" is the theme that's attracted this crowd, with workshops and addresses today and tomorrow dealing with varied aspects of that subject. A cocktail reception Sunday evening was to give those attending a chance to meet old friends and familiarize themselves with the layout of the Hilton.

TVB Chairman Thomas Cookerly of WJLA-TV Washington is to extend a formal welcome at 8:30 this morning. Half an hour earlier, however, TVB will hold its first workshop, an "MMP" session that promises an announcement of "an electronic breakthrough making media comparisons faster, easier and simpler." (MMP is the TVB calculator-assisted media planning program.)

The keynote address, "Megatrends of the 1980's," will be delivered by John Naisbitt, publisher of The Trend Report and a senior vice president of the research firm Yankelovich, Skelly & White.

Monday's morning session will also feature separate reports by TVB's national sales advisory committee, Chairman Cookerly, Treasurer Dave Johnson, the sales advisory committee and President Roger Rice. The final item on the pre-luncheon agenda is the nomination and election of new board members.

Starting at 15 minutes past noon, Monday's luncheon will feature an address on "Selling in the 1980's" by executive vice president of BBDO, Dr. Larry Light. Following lunch, there will be a 2 p.m. meeting of the Station Representatives Association, which is meeting concurrently with TVB.

Monday afternoon, TVB has scheduled workshops in earnest. At 2:30, meeting participants get to choose among sessions on time management, sales training and commercial production; at 3:30, among workshops on media clients, media services and retail development. The two blocks of workshops will be repeated the following morning, allowing a chance to attend four.

"Time Management" will feature a presentation by David L. Schmidt of Management Development Associates that concentrates on "how to get more done faster." WKBW-TV Buffalo N.Y.'s vice president/general manager, Philip R. Beuth, will be the host.

In "Sales Training," Clay Lafferty, chief executive officer of Human Synergistics, will examine the relationship between "thinking style" and human and managerial behavior. He will emphasize diagnostic measures, anxiety and its impact, and "the need for achievement."

Metromedia Television President Thomas J. Tilson will serve as host.

"Commercial Production," with William E. Wuehr, president of WPRI-TV Providence, R.I., as host, will feature a three-member panel: Joan C. Carlton, creative services director of KLAS-TV Las Vegas; Robert B. Fox, general manager of KGMB-TV Honolulu's Hawaii Production Center, and David Summers, local sales manager of WTAE-TV Altoona, Pa., discussing the use of local production facilities as an aid in the sale of broadcast time.

In the second group of workshops, one is being called a "once-in-a-lifetime opportunity." It's "Meet Your Clients," and is designed as a forum between broadcasters and ad chiefs of eight major corporations that are heavy television users. Representing the advertisers are William Alenson of United Airlines, Robert Bodeau of General Mills, Richard Butler of Lever Brothers, Joseph Daly of Norton Simon, Irwin Fleischer of Richardson-Merrill, Robert Turner of Bristol-Myers, Harry Way of Colgate-Palmolive and Gor-
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WTVT's ADI ratings make in the
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May Arbitron.

WTVT
Rated #1 in the top 25 markets in early evening local news.

WTVT
The hour long local news gets a 40 share from 6:00-7:00 p.m., Monday-Friday.

WTVT
The half-hour long local news gets a 43 share from 11:00-11:30 p.m., Sunday-Saturday.

WTVT
The CBS affiliate has twice the ratings as the ABC station.*

WTVT
The CBS affiliate has 25% higher ratings than the NBC station.*

WTVT
The hour long local news gets a 44 share from 12:00-1:00 p.m., Monday-Friday.

*Sunday through Saturday, Sign-On to Sign-Off.
All estimates subject to source and method limitations.

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Tomorrow is available for immediate delivery.

While you've been waiting patiently for the ultimate developments in projection TV and video recording, Mitsubishi has been quietly perfecting them. Well, maybe not so quietly. Because, even before our new VS-510 projection TV and HS-300U videocassette recorder became available, videophiles all over the country were standing in line.

For the first 4-foot diagonal-measure picture that's bright, sharp, movie-like. In a wood-grain cabinet now available with optional bi-fold doors to cover the screen so it looks like furniture, not like the Incredible Hulk.

And for the only 2- or 6-hour VHS recorder with a full, 15-function wireless remote control. That lets you record, playback, pause, slo-mo, freeze-frame, fast-forward, search, you-name-it, from clear across the room.

Now, however, both these products are in full-scale production. So you can probably see them at your nearest Mitsubishi dealership. (For the location, call (800) 447-4700* toll-free.) And when you see them in action, you're going to wonder.

"How does Mitsubishi do it, when nobody else in the world can?"

In the VS-510, we do it with optical-quality glass lenses and mirrors instead of the usual plastic. With seven stages of video amplification instead of the usual three. With superior electronic engineering for superior video and audio fidelity, for convenient operation.

In the HS-300U videocassette recorder, we do it with microprocessor circuitry and 5 direct-drive motors, instead of the usual 500 to 700 additional moving parts. With Varactor-type touch controls instead of the usual, wear-prone mechanical ones. With an infra-red remote control unit that instantly and quietly activates every one of those controls. With a programming capability that lets you pre-select as many as 42 different programs in a 7-day period.

So there's no longer any possible reason for you to hold back.

Not for more-advanced products, simply because there won't be any in the near future.

Not for lower prices, because there won't be any of those in the near future, either.

Which means there's no time like the present. To see the VS-510 and HS-300U at your Mitsubishi dealer's. Or check out his exceptional line of Mitsubishi television sets: from 13" to 25" diagonal measure, color or monochromatic.

And get everything your heart desires. Light years before your head thought it would be here.

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ABC takes more heat in Spelling-Goldberg matter

Rule’s real estate investments are under SEC investigation while ‘Fortune’ article says network’s news coverage was ordered by Arledge to help push Rule out of company

Fall-out on ABC and some of its top-level management continued to rain down last week—all of it stemming from the alleged improprieties between corporate officials and the production house of Spelling-Goldberg.

First, ABC Inc. President Elton H. Rule’s investments in real estate transactions with a number of producers who supply programs to ABC-TV were reported to be under investigation by the Securities and Exchange Commission. And Fortune magazine suggested—and ABC vigorously denied—that the network news division’s motivation in covering the alleged ABC/Spelling-Goldberg wrongdoings was based on more than news judgment.

† An article published in last Monday’s Los Angeles Times claimed that documents filed with the state and county there show Rule’s partners in three previously undisclosed real estate ventures include Leonard Goldberg and Aaron Spelling, whose company was a primary supplier of ABC-TV programs. Spelling and Goldberg also are under investigation by the Los Angeles County district attorney’s office for possible criminal fraud as a result of charges that Natalie Wood and Robert Wagner were cheated of their share of profits in the Charlie’s Angels TV series on ABC-TV which Spelling and Goldberg produced (Broadcasting, May 5).

Although it is not illegal for officers of public corporations to make unrelated investments partnerships with outside suppliers, the Times said the SEC is looking into whether Rule disclosed the extent of his personal investments to the ABC board and shareholders.

SEC officials in Los Angeles and Washington refused to comment on the extent of the investigations but one unidentified SEC staff attorney was quoted as saying, “If you’ve got a supply relationship under the surface, you could make a strong argument that it ought to be disclosed.”

Neither Rule nor other ABC officials were taking calls on the matter.

† The Times quoted attorney Frank Rothman, who said he spoke for Rule as well as ABC, as saying that the network knew of the limited partnerships “and finds no conflict of interest to be involved.”

† Elsewhere, an article by Roy Rowan

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in the Nov. 17 issue of Fortune magazine reported rumors that ABC News and Sports President Roone Arledge may have pushed the news coverage of the Rule matter to put Rule in a bad light and therefore improve his own position in the company.

The article claimed that if Rule were out, Frederick Pierce, ABC Television president and ABC Inc. executive vice president, would be the likely successor, giving Arledge the chance to step into Pierce's current job.

"In the corridors of ABC," wrote Rowan, "where company power struggles cause endless conjecture, there is talk of Roone nudging this evolutionary process along by getting rid of Rule. . . . This talk has fueled rumors that the news division's aggressive coverage of the scandal was masterminded by Arledge and aimed at Rule."

That supposition was strongly denied as "utterly ridiculous and completely untrue" last week by an ABC News spokesman, who claimed that "people who know Roone know he has no interest in becoming president of ABC Television." And "if and when the time comes" that Arledge might be interested, the spokesman continued, "he would never have to use this methodology."

He added that Arledge is "obviously disturbed by what has been written." Another at ABC said that "Roone is steaming over that line of speculation."

The bulk of the article, "ABC Covers Itself: It's a mad, mad, mad, mad corporation since the news division started staking a seeming scandal at the top," primarily described that "stalking."

It included reports of the secrecy of the news division in digging out the story of its own corporation, leading in fact with the line, "Steve Jacobs (an ABC News producer) flew in from Washington under orders not to tell anybody what he was doing."

It also mentioned that "even the cops saw the humor of the confrontation" when the office of Ron Sunderland, ABC Entertainment vice president, tried to get an ABC News team ejected and "how could an ABC News team be arrested for trespassing on ABC property?"

Pressure on the news department also was alleged.

Sunderland later was said to have been chased by an ABC camera crew. And, according to the Fortune article, when the chase, correspondent Bill Greenwood, "returned to his office, [World News Tonight executive producer Jeff] Ora Ianick and Roone Arledge . . . had already got the word from on high: 'Try that again and your boys will be arrested.' Nevertheless, they were beaming."

After the news story involving Spelling-Goldberg and Rule was aired on World News Tonight in late August, ABC Chairman Leonard Goldenson, according to the article, "promptly telephoned Arledge to complain about the rough treatment—a reaction that other businessmen who feel they are pilloried by television may savor. Arledge didn't return the call."

Fund raiser

Turner Broadcasting offers million shares of stock in search of $15 million to reduce its bank debt

"It's a necessary step—but probably just a first step." That's the way some members of the financial community are looking at Turner Broadcasting System's plan to offer an additional one million common shares of common stock.

On Oct. 31, TBS registered the proposed sale with the Securities and Exchange Commission. Pegged to market value, the offering is to be made through the Atlanta brokerage house of Robinson-Humphrey Co. With shares trading over-the-counter in the area of $16 each, the sale is expected to yield TBS on the order of $15 million, and the company said it would apply the proceeds to the reduction of bank debt. At the moment, according to TBS financial vice president William C. Beavis Jr., the company has been using short-term lines of credit for borrowings that total $11.5 million and are growing, obviously."

It has been generally estimated that TBS's Cable News Network is losing $2 million to $2.5 million a month. Though offset to some extent by the favorable results of "superstation WSBTV Atlanta (reportedly earning $10 million in operating profit on an annual basis), there are also the estimated losses ($4 million a year) of the TBS sports teams to consider. TBS owns 100% of the Atlanta Braves baseball team, 99% of the Atlanta Chiefs soccer team and 66% of the Atlanta Hawks basketball team. Third-quarter results aren't due until Nov. 17, but the TBS second-quarter figures show a six-month loss of $4 million, compared with $811,000 for 1979's first half. Figures like those are prompting the assumptions that TBS has to look for additional funding down the line.

Sources already indicate TBS is looking to arrange long-term borrowing commitments to replace the short-term lines it has been drawing on and which have total availability of $17 million.

Debt isn't the only thing the million-share offering will reduce. Right now, Ted Turner holds about 87% of the approximately 10 million shares of TBS that are outstanding. Increasing the common by one million shares will effectively dilute his holdings to about 79%.
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Battle’s joined on 9 kHz proposal

First comments are in on U.S. proposal to increase number of AM stations by decreasing spacing between frequencies; ABC leads attack; NAB and ABES are skeptical; NTIA, NPR and NBMC are alone in favoring allocation plan

The first official comments deadline on 9 kHz passed at the FCC last week with a flurry of filings but no surprises. ABC led the opposition. The National Association of Broadcasters and the Association of Broadcast Engineering Standards called for more studies. And the National Telecommunications and Information Administration, National Public Radio and the National Black Media Coalition led the cheering section.

ABC—in a 59-page document that held the FCC’s approach to be “legally un-sound”—said the proposal of reducing AM channel spacing from 10 to 9 kHz “ignores central concerns about the availability, quality and viability of services received by radio listeners.” The FCC, ABC charged, is following a “more is always better philosophy.”

ABC cited the conclusion of the commission’s special task force on 9 kHz spacing—established in July 1979—that “the burden of proof [concerning the desirability of 9 kHz spacing] rests more on those who advocate change than those who defend the status quo.” To date, that burden has not been met, ABC contended.

ABC pointed out several other task force concerns with implementation of a 9 kHz plan which the network claimed have not been resolved:

- A 5% loss of existing service areas.
- Increased interference due to reduced channel spacing.
- The possibility that reduced channel spacing would limit future developments in AM stereo broadcasting.
- The fact that 9 kHz spacing would render a million existing receivers obsolete and result in “diminished performance” of several hundred million inexpensive receivers.

The fact that 9 kHz is not needed to prevent interregional interference to U.S. broadcasters.

ABC also charged that the cost figures for the technical transition to 9 kHz cited by a Moffet, Rich & Larson study are “understated”—at least in the case of ABC’s owned and operated stations. The Moffet study concluded that nondirectional antenna AM stations would incur—on the average—costs of $2,000 in making the transition of 9 kHz in accordance with the so-called “U.S. plan” under which the frequency shift of any given station would be no more than 4 kHz. Directional antenna AM’s would have to pay anywhere from $7,000 to $40,000 to make such a transition (BROADCASTING, Oct. 20).

ABC claims that the costs of transition to 9 kHz for each of its two nondirectional AM stations—WLS Chicago and WABC New York would be $4,245. Its two stations with nighttime directional antenna pat-

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terns (WXYZ Detroit and KABC Los Angeles) would each incur costs of $9,225 in switching to 9 kHz. The Moffet study estimates are for technical costs only and do not include costs associated with changes in promotional material or advertising and marketing efforts that might be incurred as a result of the switch.

ABC notes that under the "Canadian plan"—which would shift frequencies by as much as 9 kHz—frequency shift costs for its stations would escalate astronomically. WMAL Washington— which would not be required to shift at all under the U.S. plan—would incur technical costs of $149,500 in shifting to 9 kHz as prescribed in the Canadian plan. KGO San Francisco—which would also remain at its current frequency under the U.S. plan—would incur costs upwards of $90,000 if it had to shift frequencies in accordance with the Canadian plan. KABC—which would be required to shift 7 kHz under the Canadian plan—would only be able to do so at a cost of $62,130, approximately $51,000 more than would be necessary under the U.S. plan, according to ABC estimates. WABC, WLS and WXYZ would incur the same costs under both spacing plans.

NAB is funding a study of costs likely to be encountered in the event that a Canadian-type plan is eventually adopted for Region 2. It suggested that the commission's advisory committee on radio broadcasting ought to evaluate and compare the merit of the U.S. and Canadian plans "with respect to some defined objective for serving the American public with aural broadcasting. Until [such studies] can be made, a conclusion cannot be reached as to the plan which should be supported by the United States," concluded NAB.

ABES cited a study by the Canadian Broadcasters Association on the costs—both technical and nontechnical—of implementing the Canadian plan. According to ABES, the study concluded that the "technical costs will actually exceed the technical costs," ABES said that non-technical costs "are necessary to the stations affected and must be considered in determining the real costs stations will be called on to meet" if a 9 kHz spacing plan is adopted.

ABES also expressed concern with the role the International Frequency Registration Board is playing in determining the domestic radio assignments within the United States: "For the first time [U.S. radio assignments] may be determined not by direct negotiations with our neighbors, where our relative needs can be accommodated, but by an international bureaucracy located at Geneva, Switzerland, which has] but a vague appreciation for the needs of the United States and its people. How the United States got itself into this position is a question requiring the most sober consideration."

ABES also cited the need for more precise information on the following issues:
- Impact on the public of possible service losses and gains.
- Prospect for satisfying the demands for new stations and nighttime service for daytime station operators.
- Consideration of the "greatly added burden" on the commission to implement the changes necessary to bring a new 9 kHz standard into effect.

NTIA has strongly supported the adoption of a 9 kHz plan for Region 2 in the past and continues to do so. Implementation of that plan might be achieved most efficiently by adopting "hybrid plans that combine initial U.S. and Canadian proposals," suggested NTIA.

If such a plan is adopted, stations would shift as much as 9 kHz in the 540 kHz-900 kHz and 990 kHz-1700 kHz portions of the AM band while stations in the 900 kHz-990 kHz and 1170 kHz-1600 kHz portions of the AM band would shift no more than 4 kHz.

NTIA said the hybrid proposal "would minimize the moves required of U.S. radio stations," preserving "almost two-thirds of directional patterns" while "about three-fourths of the total stations would not be required to change frequencies more than 4 kHz."

NTIA suggested "that all reasonable hybrid plans be considered, since they may be preferable to the full 9 kHz frequency plan."

NTIA also suggested that several technical problems involved with changing frequency and upgrading an antenna for
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stereo transmissions are "essentially the same." In light of this conclusion, NTIA urged the commission to "advise station owners of this factor and suggest to them that antenna upgrades for AM stereo transmissions include provisions for operating at the new frequencies determined by the 9 kHz channelization plan to be adopted."

NTIA said the existing threshold requirements have "outlived their usefulness," and suggested that the commission adopt the following three "priorities" for evaluating applications under any adopted 9 kHz plan:

- Minority ownership.
- Daytime station owners wishing to convert to full-time operation.
- Noncommercial operations.

National Public Radio viewed the 9 kHz proceeding as an excellent opportunity to expand the country's public radio system and called for the reservation of six out of the 12 new channels which would be created for noncommercial use only. The National Public Radio Coalition put in its request for 69 AM allocations based on its projection of long-term demand for new black-owned radio stations. NBMC looked toward increasing the number of black-owned stations per market so that when that number is "divided by the market's black population, it should equal the total number of stations in the market when divided by the market's total population."

NBMC endorsed the Canadian plan, which it says could lead to the creation of "1,400 new stations"—almost five times the number of new stations that NBMC says would be created by the U.S. plan. NBMC also said any attempt by the U.S. to trade Canadian access to U.S. clear air for Canada's acquiescence to the U.S. 9 kHz plan will harm minorities "on both sides of the trade: fewer stations resulting from the clear channel proceeding and fewer stations in the 9 kHz proceeding. The only beneficiaries of such an anti-public interest tradeoff would be the Canadian government, incumbent Canadian broadcasters and incumbent American broadcasters."

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**In/Sync**

**Harris counted on.** In response to NAB effort to speed AM stereo rulemaking, Harris, one of five AM stereo system proponents, said it "will cooperate with NAB in meeting with the FCC and in establishing uniform criteria to be used in evaluating the various systems. It is also our view...that testing should be done by all proponents at a common site and that testing be supervised by an impartial agent." Harris is also preparing to release survey of 100 radio stations conducted by Weeks Associates, that found two-thirds of stations contacted favor FCC taking its time to assure that right system be chosen. Remaining stations favor quick decision regardless of which system is approved. Survey also found that 50% of AM stations were using pre-emphasis to boost Hi-frequencies and more than half favored establishment of standard pre-emphasis curve for AM broadcasting, monaural or stereo.

**VHD comes together.** Groundwork for marketing of JVC's video high density (VHD) videodisk system has been firm ed up with announcement of formation of three separate joint ventures uniting as partners, JVC, Matsushita, General Electric and Thorn EMI. Three separate companies are being formed for program distribution and production (VHD Programs Inc.), disk manufacturing (VHD Disk Manufacturing), and player manufacturing (VHD Electronics.) Partners say marketing launch date is late 1981; they hope to have 200-title program library available at that point. VHD is not compatible with RCA or MCA systems.

**Old soft sell.** For those "who have never owned a computer system before," Hewlett-Packard, Palo Alto, Calif., has come up with accounting computer software package that, it says, is suitable for small radio and television operations. H-P says software (FIN/250), which operates on HP 250 computer, features "softkey" keyboard that guides users step-by-step through accounting procedures. Software package is available for $7,500. HP 250 with integral keyboard, movable display screen, disk memory and operating system software is available for $32,000.

**Grand free.** Canada's Department of Communications Minister Francis Fox announced that government-developed Telidon teletext-viewdata service will be used to improve access to government information. Telidon will be installed in several government offices and in number of public places throughout Canada early next year in pilot project to judge its effectiveness in responding to questions from public.

**New way in and out.** Television and radio transmissions out of Los Angeles should be made easier with the installation of an 11-meter earth station by Wold Communications at ABC in Hollywood. The earth station is the first of two the reseller carrier plans to install at a site leased from ABC and used to provide satellite interconnection services to broadcast and cable customers. William Hynes, director of traffic, ABC broadcast operations and engineering (left), and Robert Wold, president of Wold Communications' parent, Robert Wold Co., were among the representatives of the two companies on hand for the turn-on. Antennas are built by Scientific Atlanta and earth stations are packaged and installed by Satellite Transmission Systems, a subsidiary of California Microwave. Both are capable of transmitting simultaneous live television signals and numerous audio channels and are linked by microwave to Wold's nearby operating center which is interconnected with telcos and other satellite carriers. Wold plans to expand its earth station network into other cities within the next few months—the earth stations are being installed in New York and one in Washington.
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Pay showing of films may decrease their worth says ABC's Thomopoulos

His network will pay less for movies already shown on cable and STV, will rely more on mini-series and made-for-TV films; says strike-delayed new shows will all be back on by Nov.

The ABC television network may back off from its movie purchases as a direct result of competition from pay cable and over-the-air subscription TV outlets, according to Entertainment Division President Tony Thomopoulos. Speaking at a Los Angeles news conference, Thomopoulos indicated that the network has already cut its purchase and production orders for motion pictures and will "be making careful judgments in the future" about theatrical releases.

"There is no doubt that a frequently exposed movie [on pay cable and subscription TV] has less efficiency on network television," Thomopoulos contended. "This is going to have a direct impact on prices that are paid, prices that are already very high."

The ABC executive hinted that the network is already being affected by the new competition, and said the performance of new pay cable networks such as Premiere "will be closely watched."

"In the future we may decide not to buy a movie or may pay a lesser price if it has been shown on cable or pay TV," Thomopoulos said. In the short run, he predicted, ABC will at least be more selective in its movie buying and rely more on mini-series and made-for-television movies.

The actors' strike delayed the official start of the new season for ABC until Oct. 27, but Thomopoulos gave assurances that all of its regular series will return by Nov. 30. The network will rely on weekly shows as "the backbone" of its schedule, he said, along with "a healthy movie inventory plus some specials and two novelizations. There will be no reduction in the number of programs ordered for each series as a result of the strike, but ABC expects no "second season" either. Instead, new shows will be brought in on a staggered basis as needed.

Thomopoulos said the network had targeted Friday and Sunday nights as the main time periods it needs to do well in to stay competitive. Among others, ABC is counting on Benson and Those Amazing Animals to pull high ratings and shares in those time slots.

Thomopoulos declined to comment on the pending investigation of the company that produces Charlie's Angels for the network, Spelling-Goldberg Productions, and allegations that ABC officials illegally transferred money from that series. The Securities and Exchange Commission and the FBI have been looking into the charges, and the Los Angeles district attorney is expected to release a 172-page report on its own investigation later in this month (see page 49).

'Morning' numbers

On the first anniversary of its "Morning Edition," National Public Radio announced that stations carrying the news program have had a "substantial" increase in listeners. Arbitron statistics in a joint NPR-Corporation for Public Broadcasting survey of 65 representative stations show that the majority of stations carrying "Morning Edition" for two hours or more doubled their audiences in the past 12 months.

"Morning Edition" is carried in all or in part by about 90% of NPR subscribing stations.

Barbara Cohen, NPR's director of news and information, said the figures show public satisfaction with "a news service that offers serious, in-depth coverage of national, international and local news."
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The non-best picture

Annie Hall
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Billy Two Hats
Bound For Glory
Breakheart Pass
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Carrie
Cold Turkey
Coming Home
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UA Showcase 11. Thirty of the finest features ever offered from United Artists television.
Monitor

In the marketplace. Free 80-second How About... science reports with Don Herbert (formerly Mr. Wizard) will continue for another two years with equal grants of $396,240 from National Science Foundation and General Motors Research Laboratories. Alcare Communications handles distribution.

NATPE notes. Keynoting National Association of Television Program Executives conference next March in New York will be Robert Bennett, president and general manager of wcvb-tv Boston. For convention March 13-18, NATPE has upped general registration from $150 to $275 and will be charging spouses $100 each. And to deal with larger-than-normal number of participants expected, given New York one-day pass will be issued for $100. NATPE follies, annual spoof revue, will be held at Radio City Music Hall, complete with Rockettes.

Silent programing. Sign Language Entertainment, programing directed toward hearing impaired, expects to begin national distribution via yet-to-be-named cable network first of year, according to Sheldon J. Alfied, executive producer. Programs produced by "The Silent Network" at its Los Angeles studios have already aired on kctv and kxoi-tv in that city, and NBC-TV has ordered 20-week series to be aired on its owned-and-operated stations. Alfied said programs will run full spectrum of entertainment, using sign language but with voice narratives possibility. He estimated 10% of population is hearing impaired, and that up to two million Americans use some form of sign language.

Black grid classic offered. Cable Associated Sports Enterprises, Altadena, Calif., has announced that Gold Bowl telecast from Richmond, Va., will open collegiate post-season play on Dec. 8. In addition to national TV exposure, game between top teams of Mid-Eastern Athletic Conference and Central Intercollegiate Athletic Association will be picked up by Armed Forces Television network for worldwide distribution. CASE is rights holder to Gold Bowl which was started in 1975 to provide opportunity for post-season bowl play for black colleges. CASE's James Hunter will be executive producer, with other production work by Mobile Video Systems, Los Angeles. Sales are being handled by Syndicated Sports Sales, Englewood, N.J. (201) 567-3736, and TVS Television Sales, New York (212) 949-3939. Latter is in charge of market clearances.

Play By Back

Saluting L.A.'s 200th. Los Angeles bicentennial is being commemorated by local CBS-affiliate knxt-tv in form of 200 one-minute tributes, which will air about three times daily, seven days a week, through Sept. 2, 1981. Spots are modeled after CBS bicentennial minutes of 1976. Celebrities and civic leaders narrate vignettes of city's history. Among 105 who have taped segments are Johnny Carson, Ricardo Montelban, Frank Sinatra, Shirley Jones, Tommy Lasorda, and Mayor Tom Bradley.

New source. Jewish Spectrum, 30-minute weekly public affairs radio program has premiered on 12 stations, some in major markets. Produced by Jewish Broadcasting Service, program is offered on barter basis and has two minutes available for local advertising. For information: (212) 275-2546.

High-priced team. Wflh-tv Detroit recently signed five-year contract with morning team of George Bailey and Jim Johnson totaling $1,000,000. Average salary for major market morning personalities ranges from $40,000 to $70,000, according to one consultant. According to Bailey, amount, which is inflated by bonuses increasing at latter end of contract time, is not as significant as contract duration. Duration, says Bailey, reflects increasing competition in personality radio.

First fives. The top five songs in contemporary radio play, as reported by Broadcasting's Playlist: (1) Woman In Love by Barbra Streisand on Columbia; (2) Lady by Kenny Rogers on United Artists; (3) He's So Shy by the Pointer Sisters on Planet; (4) Dreaming by Cliff Richard on EMI/America; (5) Another One Bites the Dust by Queen on Elektra. The top five in country radio play: (1) If You Change Your Mind by Crystal Gayle on Columbia; (2) On the Road Again by Willie Nelson on Columbia; (3) Lady by Kenny Rogers on United Artists; (4) Smokey Mountain Rain by Ronnie Mills on RCA; (5) Hard Times by Lacy J. Dalton on Columbia.

Ratings Roundup

A dozen new and returning series had their season premiers on CBS-TV and ABC-TV during the week ended Nov. 2. Reaction to the veterans was mixed, ranging from a 24.3 rating and 36 share for CBS's Alice to a 14.7/25 for the same network's WKRP in Cincinnati.

But it was a lukewarm ratings response at best for the three new entries introduced that week. All half-hour situation comedies, none scored above a mid-20's share, with CBS's Laddie's Man earning an 18.4/27 and ABC's It's a Living and I'm a Big Girl Now bringing only a 15.7/26 and a 15.3/26 respectively.

It was the week—Oct. 27-Nov. 2—that both ABC and CBS claimed as their "premiere week" as many strike-delayed series began showing up on the airwaves with original episodes. NBC, with the Shagun blockbuster already having swept the ratings and with the World Series behind it as well, has been maintaining the 1980/81 television season began as usual, in mid-September.

CBS, having staggered through the first weeks of NBC's "season," claimed victory on the first week of its own. Network averages were CBS: 19.8/32; ABC: 18.3/29, and NBC: 16.5/27.

The First 20

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Rating/share</th>
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<tbody>
<tr>
<td>1</td>
<td>60 Minutes</td>
<td>CBS</td>
<td>26.6/42</td>
</tr>
<tr>
<td>2</td>
<td>Big Event: The Quarter</td>
<td>NBC</td>
<td>25.1/39</td>
</tr>
<tr>
<td>3</td>
<td>Love Boat</td>
<td>ABC</td>
<td>24.5/41</td>
</tr>
<tr>
<td>4</td>
<td>Alice (premiere)</td>
<td>CBS</td>
<td>23.9/36</td>
</tr>
<tr>
<td>5</td>
<td>Jefferies (premiere)</td>
<td>CBS</td>
<td>24.0/35</td>
</tr>
<tr>
<td>6</td>
<td>Joyce Mansfield Story</td>
<td>CBS</td>
<td>23.7/38</td>
</tr>
<tr>
<td>7</td>
<td>Archie Bunker's Place</td>
<td>CBS</td>
<td>23.7/35</td>
</tr>
<tr>
<td>8</td>
<td>Little House on the Prairie</td>
<td>CBS</td>
<td>23.2/34</td>
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<tr>
<td>9</td>
<td>Dallas</td>
<td>CBS</td>
<td>23.1/36</td>
</tr>
<tr>
<td>10</td>
<td>That's Company (premiere)</td>
<td>ABC</td>
<td>23.1/31</td>
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<tr>
<td>11</td>
<td>Right is Enough (premiere)</td>
<td>ABC</td>
<td>22.9/39</td>
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<tr>
<td>12</td>
<td>Fantasy Island</td>
<td>ABC</td>
<td>21.8/38</td>
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<td>13</td>
<td>M.A.S.H.</td>
<td>CBS</td>
<td>21.8/31</td>
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<tr>
<td>14</td>
<td>Hoon People</td>
<td>CNN</td>
<td>20.8/33</td>
</tr>
<tr>
<td>15</td>
<td>World's Most Spectacular Stuntman (special)</td>
<td>ABC</td>
<td>20.8/31</td>
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<tr>
<td>16</td>
<td>Body Human: The Brains II (special)</td>
<td>CBS</td>
<td>20.5/33</td>
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<tr>
<td>17</td>
<td>Father Damien: The Lepers Priests (movie)</td>
<td>NBC</td>
<td>19.5/32</td>
</tr>
<tr>
<td>18</td>
<td>Lucille Ball Special That's Incredible</td>
<td>NBC</td>
<td>19.2/30</td>
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The Final Five

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<th>Rank</th>
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<tr>
<td>52</td>
<td>NBC News Special Report: The Hostages</td>
<td>NBC</td>
<td>8.3/14</td>
</tr>
<tr>
<td>51</td>
<td>Smothers Brothers Special</td>
<td>NBC</td>
<td>10.5/19</td>
</tr>
<tr>
<td>50</td>
<td>The Olsen Movie</td>
<td>NBC</td>
<td>11.3/28</td>
</tr>
<tr>
<td>49</td>
<td>The Merv Griffin Show</td>
<td>CBS</td>
<td>11.3/19</td>
</tr>
<tr>
<td>48</td>
<td>The Legend of Sleepy Hollow (movie)</td>
<td>NBC</td>
<td>13.2/22</td>
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For 10¢ you can be a hero in your community.

A lot of people are worried about the quality of children's television. Educators, civic leaders, parents—they're all looking for an alternative to commercial "kids" TV.

The cable operator who can offer them that alternative will be their hero. Put Nickelodeon in your basic cable package, and for 10¢ a subscriber that cable operator will be you.

Nickelodeon is the only television channel devoted entirely to young people, with 14 hours of award-winning, noncommercial programming every day. Including eight regular shows designed for specific audiences—from preschoolers to teenagers.

It makes you look good. And it makes a great investment, too.

Because, chances are, a lot of the people you do business with are parents. Nickelodeon will give them a very special reason to sign up for your service.

And it can't help but impress the decision makers in your community—by providing more of the quality programming they expect from a franchise holder.

Some businessmen—the ones who spend all their time counting nickels and dimes—might worry about paying 10¢ a subscriber to give away an entire channel of commercial-free programming.

But the smartest businessmen see the bottom line much more clearly. They realize that some of their largest profits are hidden.

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DENVER: Larry Schneider, 303/741-3600
DALLAS: E.A. "Buzz" Hassett, 214/241-1421
LOS ANGELES: Peter Lauer, 213/506-8316

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Supreme Court listens to arguments in format case
High court is told by FCC and broadcasters that commission is not empowered to make programming decisions; citizen groups argue that it must if FCC is to operate in public interest; decision expected from court in spring

The Supreme Court was left last week with the question of whether radio station licensees or the FCC have ultimate authority to decide—in the face of public opposition to a change—whether to drop, say, a classical music or a country-and-western format for one featuring hard rock. The question was posed in an oral argument that constituted the commission's last chance in a 10-year effort to establish that regulation of entertainment formats—in an age of more than 9,000 radio stations—belongs to the marketplace.

The issue has been a source of conflict between the FCC, on the one hand, and the U.S. Court of Appeals in Washington and a growing host of citizen groups, on the other, since 1970. And, as some of the justices indicated in questioning counsel last week, one of the key issues is whether the appeals court has, as the commission contends, improperly substituted its judgment for the commission's in deciding the public interest question involved.

The matter reached the high court on the government's appeal of the lower court's rejection of a policy statement the FCC issued on the controversy in 1976. It was an effort to persuade the appeals court to change its view that in some circumstances the commission must hold a hearing on a renewal or transfer application if the applicant plans to change the format. The commission held that its involvement in format decisions is inconsistent with its statutory duty to promote the public interest and that the marketplace is the best means for allocating formats in radio, whether the goal is diversity of programming under First Amendment freedom or maximizing the welfare of listeners (Broadcasting, Aug. 2, 1976).

But the appeals court, standing by a series of decisions, held that the commission—to assure diversity of programming—must hold a hearing to resolve public interest questions if the format to be aban-

doned was unique and economically viable, and if its threatened loss had set off considerable "public grumbling."

The issue has attracted considerable interest on both sides. The commission is being supported by ABC, CBS, NBC, the National Association of Broadcasters, the National Radio Broadcasters Association and several individual licensees. And it is being opposed by 11 citizen groups and more than 70 additional parties—most of them music organizations—that are represented in three friend-of-the-court briefs.

The citizen groups and other organizations see the appeals court decision as the only bulwark between them and the loss of a right of redress in the event a preferred format is about to be lost. But the FCC's deputy general counsel, David Saylor, who argued the case for the commission, contended that the FCC simply lacks the ability to make the decisions.

The commission, he said, "feels it doesn't have the ability to determine which kind of entertainment is most in the public interest." And then Justice Thurgood Marshall asked: "How do you decide between hard rock and jazz?"

Saylor said the question is determining between one format and another, and added, "This is a difficult, subjective, esthetic value judgment, in which in most cases the commission and its law judges don't have the expertise."

Beyond those considerations is the First Amendment argument. Saylor said the commission viewed the possibility of a hearing on a proposed format change as "impermissible chilling" of broadcaster program innovation during most of the day. Broadcasters, the commission maintains, would be fearful to try a new format for fear of being locked into it, regardless of whether it proved successful. And "the more it [the commission] is entangled in value judgments," Saylor said, "the more the First Amendment is implicated."

Timothy Dyk, counsel for CBS, who shared with Saylor the burden of arguing the commission's position, stressed that the appeals court was, on the format issue, pre-empting the commission's authority. Congress, in the Federal Radio Act of 1927 and the Communications Act of

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The AK-760 combines a high-index prism optical system with three 3/8" diode-gun Plumbicon tubes. And since the diode-gun Plumbicon tube has a thinner photoconductive layer than conventional Plumbicons, the AK-760 offers outstanding resolution (600 lines center). Another advantage of the diode-gun system is the low beam resistance it generates. Add to that the AK-760's built-in bias light and the result is low beam temperature performance even at high beam current. And that also says lower lag.

The AK-760's feedback beam control reduces comet tailing by stabilizing highlights that exceed normal white levels. What it doesn't reduce is dynamic range or horizontal resolution. And because it's only activated during extreme highlights, feedback beam control helps prolong tube life and preserve edge geometry.

The AK-760 also gives you the edge with a S/N ratio of 54dB at standard illumination of 200 foot-candles at f/4.0. And with the 18dB high-gain switch all you need is 5 foot-candles at f/1.8.

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For studio production, you can add an optional remote control unit, 5" CRT viewfinder and zoom lens conversion kit.

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1934, he said, "charged the FCC with deciding what is in the public interest. This involves drawing delicate lines. When the commission reaches a policy judgment that it shouldn't examine [the content of programing], the court shouldn't substitute its judgment."

And, when Chief Justice Warren Burger asked if the commission shouldn't show a "rock of format" in the decision to cancel the fifth radio station in a five-station market proposed to copy the format of the other four, Dyk had an opportunity to state what the commission says is the basis of its ruling. "That's not the way the market works. It's a very fragmented market, with stations always looking for new programming approaches, always trying to get an audience."

The justices got a different version of the law from Kristin Glen, counsel for the WCNListeners Guild. She said the controversy simply involves the commission's refusal to follow the statute. She said it requires the commission to make a public interest finding in ruling on broadcast applications. "And there has never been any question that this requires diversity," she said. "Yet," she added, "the commission says in this case, 'We will not look!' In this [policy] statement, the commission says, 'We won't make the public interest finding the statute mandates.'"

Apart from the statutory responsibility that Glen said the commission is trying to shirk, she said the marketplace is not infallible as a guarantor of program-format diversity. It does not, she said, assure fair treatment of the poor and others in whom advertisers are not interested. But, she said, they "own the airwaves as much as anyone." And broadcasters, she said at another point, "are not entitled to economic protection."

The format issue is not confined to differences of view regarding musical selections. "Unique" foreign-language formats are also a factor in the case. And Wilhelmina R. Cooke, representing the United Church of Christ and a number of Hispanic-American organizations, said abandonment of such formats without an opportunity for the audience to protest would be undemocratic. When Burger asked if Spanish-speaking residents, for instance, have a constitutional right to programming in that language, Cooke said no. But, she said, "the Communications Act requires primary service to all people of the United States—that's one factor the commission has to consider."

Throughout the two-hour argument, several of the justices interrupted counsel for both sides with questions and comments. But the most skeptical—particularly those from Justices William Rehnquist and Potter Stewart—were directed at Glen. On at least two occasions, for instance, when she talked of the commission's "statutory" responsibility to hold hearings on format changes, Rehnquist said she was referring to that responsibility as defined only—thus far—by the appeals court. And on that same point, Stewart indicated he remained to be persuaded of the lower court's version of the commission's responsibility. "The commission," he said, "says, 'We are following the statute.'" He also said at one point, in what seemed an echo of the commission's position, "The public views are known by the manner in which they tune in to various stations."

For the commission and many of the citizen groups arrayed against it, the high court's opinion—which is expected to be handed down in the spring—will be examined for a reading of the law that affects not only the format issue but the larger fight over radio deregulation generally in which they are engaged. A decision that goes against the commission would undermine the rationale for its proposed deregulation—that the play of the marketplace is sufficient to protect the public interest in radio service.

Even an opinion that proclaimed the commission a victor over the appeals court on the format issue could, if narrowly written, limit the degree of deregulation the commission would feel free to provide. And several of the justices last week seemed to want reassurance that the commission was not seeking judicial warrant to turn regulation of nonentertainment programming—news and public affairs—over to marketplace regulation.

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**Broadcast Bureau brouhaha**

Citing lack of 'creativity,' Shiben fires facilities division head Jacobs, who claims he was recently given good rating

At the FCC, personnel matters are usually handled quietly, particularly if someone would be embarrassed by public discussion. But Broadcast Bureau Chief Richard Shiben's "firing" of Broadcast Facilities Division chief Jerold Jacobs was the talk of the commission and a large part of the communications bar last week. And at least one member of the bar who considers Jacobs as something close to an ideal civil servant called reporters who might not have heard the news. It gave Democrats a chance to get their minds off the election results.

Neither Shiben nor Jacobs was completely reticent about the matter, though Shiben declined to reveal some details, out of, perhaps, a sense of delicacy, and Jacobs, a 12-year commission veteran who has been in his present job two years, said he did not want to stir the controversy any more than necessary. He hoped things might settle down and that Shiben would reconsider, though there was nothing in Shiben's demeanor last week to indicate that was likely. "I have to have faith in the people I assign leadership responsibilities to," Shiben said.

What triggered Shiben's action, apparently, was the manner in which Jacobs handled a personnel matter. He had not, according to Jacobs, been as tough on the individual involved, in transferring him to another assignment, as Shiben had wished.

But Shiben said that incident was not the sum total of his unhappiness with Jacobs. He said he had been dissatisfied with Jacobs' performance on the job for some time. He said Jacobs was not as "creative" as he should be in devising ways to speed the processing of broadcast applications. "Can you live with the same procedures of 1934 in meeting the needs of 1980?" Shiben asked.

Shiben acknowledged that Jacobs's division had succeeded in reducing large backlogs of applications awaiting processing and in reducing the time required to process individual applications (Broadcasting, Nov. 3). But, he said, Jacobs is not entitled to all the credit. "The front office," that is, his, "has kicked ass" and provided much of the leadership.

All of which puzzled Jacobs. He said that in September Shiben had given him a very high job performance rating and recommended him for a $7,000 bonus. So, Jacobs said, his record speaks for itself. Meanwhile, he is doing what he was told—he is looking for another job in the commission—but outside the Broadcast Bureau—as well as outside the agency.
Announcing the 1980 Media Awards for Economic Understanding.

Prizes for Excellence in Economic Reporting.

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

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

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

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

Judges:
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Dean
Medill School of Journalism
Northwestern University

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The Wall Street Journal

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

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Adele S. Simmons
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Frank Stanton
Former President, CBS

Leon H. Sullivan
Minister
Zion Baptist Church
Philadelphia

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

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Shiben has given him 90 days to find another spot.

But there's no chance Jacobs will wind up on the street, Shiben indicated he would resort to the point of finding a post for Jacobs in the bureau, if necessary. He mentioned the job of chief of Complaints and Compliance, which is now headed by an acting chief. It is also a division Shiben has indicated he would like to abolish.

And Jacobs seems to harbor no ill feeling toward Shiben, "He's a fine bureau chief," Jacobs said.

Meanwhile, Jacobs's apparent successor as chief of the divisions is getting acquainted with him. He is economist Larry Eads, formerly of the Policy and Rules Division. He is Jacobs's assistant chief for planning and evaluation.

**EEO proposals put broadcasters, citizen groups in opposite camps**

Industry feels plans requiring annual updating of EEO programs, reports on job applicants and other measures unnecessary; public interest groups feel plans don't go far enough

The FCC's latest EEO initiatives are unjustified (in terms of recent employment gains by women and minorities in the broadcasting industry) and beyond the commission's authority, and would impose a burden that far outweighs the benefits derived from them. So conclude most of the broadcasters commenting on the commission's second further notice of proposed rulemaking on revision and expansion of the equal employment opportunity record-keeping requirements applicable to broadcast licensees.

Public interest groups—while sympathetic generally to the commission's proposed EEO rulemaking—argued for even tougher controls.

The commission's latest EEO rulemaking sought comments on the following amendments:

- Requiring broadcasters to update annually their model EEO programs and place them in their public files rather than submit them to the commission at renewal time every three years.
- Requiring broadcasters to maintain applicant flow and job-hire reports on all job applicants (for all specific job openings) with each report indicating job title, category, sex and race of applicant, referral source and disposition of application.
- Detailed record keeping on all promotions by race and sex, former and new job title and category.
- Annual updating of station employment list—by race, sex and job title and category—by all stations with five or more full-time employees.
- More detailed data on broadcast stations' dissemination plan to implement its EEO programs.
- Licensee "consideration" of a system of hiring goals and timetables should a station employment profile appear to be unsatisfactory.
- A method by which the FCC would determine which renewal applicants would undergo "in-depth" reviews of EEO programs.
- Exemption from most EEO program requirements for stations that employ women and minorities at a ratio equal to at least 80% of their presence in the area's labor force.

The National Association of Broadcasters suggested that the FCC's proposals to require applicant flow, promotion and employment record keeping are not significantly different from sanctions placed on stations with deficient EEO hiring records. It said that these reporting requirements remain as "genuine sanctions" that should be applied only to real "EEO transgressors." Applying them routinely to all stations, NAB said, would be taking a "punitive approach" to the goals of achieving minority parity in the broadcast industry workforce.

NAB suggested that stations continue to file an annual EEO form (3%) and place an updated EEO program in their public files every three years. Stations with 50 or more full-time employees might be required to submit model EEO programs to the commission with their license renewal applications along with stations that fail to meet the commission's EEO processing guidelines—employing minorities at a ratio of at least 50% to their availability in the labor market and 25% in the top four categories for stations with five to 10 full-time employees and the more stringent 50/50 guideline for stations with 11 or more full-time employees.

Stations that fail to meet the commission's processing guidelines might be required to submit additional information but not of the "genuine sanction" type required of "stations that are truly EEO deficient."

In comments filed by ABC Inc., statistics were provided that the network showed significant women and minority employment gains in the last decade in the broadcast industry. The number of women employed in the top four categories over the last 10 years has more than doubled while the corresponding number for minorities has increased by "roughly 50%," ABC claimed.

ABC also expressed concern at the commission's "conspicuous silence" as to how the model EEO programs "would be subject to commission review as a part of the renewal process."

It also questioned the "propriety and legality" of the commission's proposed oversight of "individual hiring decision."

It said such matters were not within the "limited scope of FCC jurisdiction in the EEO field," but rather were the responsibility of the Equal Employment Opportunity Commission. Such reporting requirements would also "infringe upon the privacy of applicants and employees and impair the confidentiality of management employment decisions," ABC said.

Taking somewhat more emphatic position, Metromedia Inc. said the proposals take the FCC "far beyond the limits" of its statutory authority to impose such EEO reporting conditions.

It cited the Melody Music case where the court held that if the FCC wants to impose differing requirements upon certain regulated entities it must list the differences between the entities and "explain the relevance of those differences to purposes of the Communications Act."

In light of this precedent, Metromedia suggested that broadcasters should not be subjected to EEO reporting conditions that do not apply to other communications technologies. The proposed increase in broadcast affirmative action requirements is "perplexing and inconsistent with the commission's present and proposed treatment of similarly situated entities such as cable television operators, STV and pay-cable programmers, low-power television licensees and direct satellite broadcasting operators."

NBC commented that even assuming there was "a rational basis" for the FCC's proposed EEO reporting requirements, they would not "be likely to achieve the purported goals of this proceeding," namely — verification of form 395 statistics, explanation of statistical disparities and "guidance" for licensees.

CBS Inc. opposed the notion of an-
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emption for any station from EEO reporting requirements. While most broadcasters endorsed the concept in principle—noting however that an exemption would be practically unobtainable under the current FCC proposal—CBS said that “such an approach will be read as a quota employment system,” and thus unacceptable.

All three networks opposed the annual updating of the model EEO program, preferring the current requirement of doing so at renewal time which, as CBS noted, should satisfy “any public need for such information.”

The ABC Television Affiliates Association commented that the current EEO program proposals present a “complete picture of the results of a licensee’s EEO program.”

The focus of the new proposals, the affiliates said, is on “how those results are achieved,” which can’t be justified in light of any “legitimate regulatory or public policy objective,” absent evidence that a particular licensee’s EEO program is deficient.

The National Radio Broadcasters Association said that the proposed EEO requirements might be applicable to specific cases where alleged deficiencies are involved but as a rule the commission’s proposals are “intrusive” and must be rejected.

A group of 21 stations, including WSAV-TV Savannah, Ga.; KROY-AM-FM Sacramento, Calif., and KPPF(M) San Diego, represented by the Washington law firm of Shrinisky & Eisen commented that the current EEO program was only adopted in 1976 and has been in effect for only three years.

The stations called on the commission to cite evidence that the data collected so far “is inadequate to provide the requisite analytical base” in evaluating licensees’ EEO programs.

As far as the commission’s rationale for implementation of the EEO programs—program diversity—is concerned, the group cited a remark made by Commissionor Anne Jones that that rationale “is largely a hope rather than a rational expectation.”

The group also suggested that the notion of “voluntary” goals and timetables are signals from the FCC “to conform or else.”

The Corporation for Public Broadcasting and the Hampton Roads Educational Television Association urged the commission to coordinate its EEO efforts with the Department of Health and Human Services which also has under way a proposed rulemaking on EEO reporting requirements for noncommercial stations receiving funding from CPB. Lack of coordination between the two agencies in their respective EEO initiatives “threatens to burden noncommercial stations with inconsistent affirmative action reporting requirements.”

Comments filed jointly by the Citizens Communications Center, National Association for the Advancement of Colored People, National Organization for Women and four other public interest groups generally supported the rulemaking but felt it “does not go far enough.”

They said that all broadcasters—not just those with five or more full-time employees—should be required to develop model EEO programs. By relieving those stations with four or fewer full-time employees from EEO reporting requirements, the commission is giving “30%” of all broadcast licensees a “blanket exemption” from EEO obligations, the group said. Often these small stations have part-time employees “numbering in the dozens,” the group said.

The National Black Media Coalition was also generally supportive of the commission’s EEO rulemaking. NBMC said that EEO enforcement needs to be strengthened because minorities and women “continue to be victimized by exclusionary policies in an industry receiving its birth and protected oligopoly status from the government.”

NBMC proposed, however, that the applicant flow and job-hires reporting requirements include walk-in applications and resumes “where the bulk of minority applicants are found.”

NBMC said voluntary goals and timetables would be meaningless and suggested mandatory goals and timetables for “all licensees with either total full-time or high-paying jobs at less than 50% of market workforce parity.”

The coalition is opposed to any exemptions from EEO reporting requirements because stations reaching “statistical parity” would then be exempt from “scrutiny of job assignments, training, working conditions, pay promotions, evaluations, layoffs and terminations.”

It also recommended that the commission undertake a study of the quantitative relationship between minority employment statistics and minority program services offered by licensees.

The United Church of Christ said that the commission was attempting to shirk its responsibility to scrutinize its EEO practices: “The commission is offering additional, but not the most essential, information to complainants of licensee discrimination in exchange for a significant reduction in the commission’s over-all responsibility for EEO program enforcement.”

UCC said that if the decision not to require submission of the model EEO program with a station’s renewal application is adopted, the commission will not be able to carry out “even the threshold statistical evaluation it now relies on most heavily.”

The American Women in Radio and Television urged the commission to be realistic in its proposed employment rules for broadcasters. It said that simply requiring more paperwork “will not achieve a workforce which is representative of the proportion of women and minorities in the labor pool.”

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**Carter-Mondale case to be heard**

At issue is whether networks were unreasonable in not selling time for political half-hour

About one year after plans for the launch of what proved to be President Carter’s ill-starred re-election campaign led to the controversy, the Supreme Court last week agreed to review the FCC ruling that the three television networks had been unreasonable in refusing to sell a half-hour of prime time to the Carter-Mondale Re-election Committee.

The broadcast networks contended that the OAPC—a group which contended that the networks were not providing reasonable access to the networks—was unreasonable in not selling time, and that the Supreme Court decision was not determinative of the networks’ need to provide time to the political candidates.

The networks had contended essentially that the first week in December 1979 was too early in the campaign season to sell political time; they were concerned about equal time requests from other candidates which, if granted, would disrupt their regular program schedules. ABC and NBC offered nothing; CBS offered to sell five-minute blocks. So Carter-Mondale went to the commission, which agreed, on a 4-3 vote, that the networks had violated Section 312(a) of the Communications Act, which requires broadcasters to afford federal candidates “reasonable access.”

And a panel of the U.S. Court of Appeals in Washington unanimously affirmed the commission in an opinion that left the networks shaken. One network lawyer said it was “as bad a decision as we could get!” (Broadcasting, March 24).

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It held that political candidates have an “affirmative right of access.” It upheld the commission’s ruling that the FCC must consider individual candidates’ requests on an individual basis, not on the basis of an across-the-board policy. And it affirmed the authority of the commission in ruling “on the basis of ‘objective indicia’”—that the 1980 presidential race, in November 1979, “was already in full swing.”

The commission was said to be better suited than either the networks or the broadcasters to decide when the campaign begins.

Adding to the networks’ uneasiness, the appeals court rejected the argument that the law itself violated the First Amendment because it impinged on broadcasters’ editorial freedom. The court said the law simply realocates the “use” portion of the airwave from the licensee to the candidates. The broadcasters’ “right to speak and be editorialize, the court added, “is unimpaired.”

The three networks and the National Association of Broadcasters petitioned the Supreme Court for review. They argued that the decision gave the commission the right to intrude into editorial decision-making to an extent the First Amendment does not tolerate. NBC said the commission had been given a key role in the electoral process by being allowed to say when a campaign is under way.

There was, beyond the First Amendment and reasonable-access aspects of the ruling, an element that disturbed the net-
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Robert Riger is a producer-director at ABC Sports exclusively involved in directing slow-motion inserts. Soon he will work with John Huston on sports sequences for Mr. Huston’s new feature. Here Riger tells us how he has made the stadium his studio:

“I’m probably unique among the cinematographers and television directors in that I was trained as an artist. What I liked to do best was sports drawings. I had an appetite for teaching or learning how an athlete performs technically. I don’t care what the final score is but rather about how the double play ended the inning. In six years with Sports Illustrated they published over 1,200 drawings on all sports. Then in 1960 I picked up a 16 mm camera for the second time. (The first time was when I was 9 years old and took neighborhood movies.)

“In 1964 I went to Innsbruck for ABC. In those days there was no videotape equipment, no stop action, no slow motion. Using still photographs and drawings, I was actually able to show the skiers’ ski-tips an eighth of an inch from the pole. This was a forerunner of today’s technology. I took high-speed sequence pictures anywhere from 5-10-20 pictures a second in black-and-white stills. Then as now, I focused on the moment I thought would be the crux of the race.

“Different sports require different camera speeds. Most people don’t realize that. For figure skating you need 100 frames. For a jumping horse, 200. For a race horse, 400. You have to balance the time you have to tell your story against the slow motion, and you need to record the action clearly. My success has been knowing how much slow motion to use. How much the eye needs to see something sequentially. The other half of my pictorial success is angle and position.

“Slow motion for me is never decorative. I use it for information. I’ll never use it for a Bonnie and Clyde ending—the ballet of death thing. Sports are very poetic and beautiful...the grace and movement of human figures and animals.

“I’m one of the few cinematographers who uses prime lenses in motion picture work. I very rarely use a zoom—maybe one in thirty jobs. With my prime lenses, I get more sharpness and more light. And I’ve used only Kodak films. They are truly exceptional. I’ve used every motion picture film that Kodak has manufactured.

“The basic need for me has been clarity. What I do is combine all the qualities of creative filmmaking with hot-line journalism, not giving anything away and still getting the same emotional response. That’s the key. The stadium is my studio, and my works are moments which have been achieved—or not achieved—by athletes. The most satisfying single scene I ever shot was in the Winter Olympics at Lake Placid. I’d set my camera at the most difficult gate of the downhill run. I knew that I would get the highest dramatic moment there, either success or failure. The stage was set. Then a favorite came down two miles of mountain, and his binding exploded right before my camera. In that moment a man had lost the medal. The film camera achieved a moment that no other camera on the course recorded. That’s the challenge today: to show somebody something they have never seen before.”

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works. It was the section affirming the commission's right to apply the law to networks as well as to individual broadcast licensees—seeming to lend weight to the argument that the commission has the authority to regulate the networks directly, at least in certain areas. That issue was not addressed in the petitions for review.

**RKO cries foul in WNAC case**

In brief to appeals court, it says FCC decision denying licenses of its three stations was done without adequate reason

RKO General Inc. says the FCC's decision denying renewal of three of its television licenses and putting in jeopardy its 13 other licenses is, in effect, Kafkaesque. It says the commission has taken away licenses that had repeatedly been renewed without the notice and hearing required by law on several of the essential issues involved.

RKO, in its brief asking the U.S. Court of Appeals in Washington last week to reverse the commission's action, said the record does not support "the sweeping judgment on RKO's fitness" that the commission made last June (Broadcasting, June 9). Indeed, it says the commission's action on Sept. 30 on the 13 stations (Broadcasting, Oct. 6) undermines the first judgment on fitness.

The commission, in the later order, said it would hold evidentiary hearings on the status of the 13 stations when judicial review of the commission's final decision on June 4 to deny renewal of licenses for WNAC-TV Boston, WOR-TV New York and KHI-TV Los Angeles is completed. The commission, RKO observed, noted in the Sept. 30 order that it was not prejudging its final decision and would assign the matter to an administrative law judge to develop a record.

RKO said the action regarding the 13 stations—in which the commission will consider a full range of options, from grant of renewal to disqualification—"is irreconcilable with the notion that the disqualification of WNAC-TV automatically applies to other stations." The commission had linked any actions of comparative hardship involving WOR-TV and KHI-TV to the results of a contest in which two applicants were seeking WNAC-TV's license.

Then there was the lack of what RKO considered an adequate record for what the FCC did. A major factor in the commission's decision was a long list of illegal and improper practices on the part of RKO's parent, General Tire & Rubber Co., as detailed in a special report of that company's board of directors. Yet, RKO said, the commission "has improperly refused to hold" hearings on RKO's claims that the criticized conduct did not implicate RKO officials and had no impact on RKO's operations. And it said the commission denied renewal of three television licenses "with a scant and wholly inadequate explanation of why so drastic an approach was required." That failure to justify the remedy, RKO said, "renders the commission's choice unlawful."

Nor were there matters the extent of RKO's allegation of what amounts to a charge of unfair treatment.

Besides General Tire's activities, the commission had cited alleged misrepresentations in RKO's financial reports—dealing with the company's estimates of trade and barter revenues and expenses—and lack of candor, which involved RKO's opposition to reopening the record of the WNAC-TV proceeding and the question of whether RKO sought to conceal a related Securities and Exchange Commission report. RKO denied wrongdoing in connection with those matters.

But more than that, it said the commission made findings on them "without prior notice to RKO that they were at issue (much less less that adverse findings might be made) and without meeting the heavy burden of demonstrating that nothing could be gained by a hearing. . . ."

"Instead," RKO added, "the commission simply asserts that there is a lack of dispute as to facts it deems vital and a lack of need for further information." It then "draws invidious inferences from documents not in the record, condemns accounting practices as knowingly false without inquiring into the method by which they were made, discredits sworn assertions without hearing testimony and makes findings as to knowledge and intent on the basis of conjecture and surmise."
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Short-form renewal not very popular

Broadcasters object, saying they will still have to do the same amount of paperwork; citizen groups are afraid there would be no check on stations.

The FCC's "simplified renewal application" (SRA) proposal—although heralded by the commission as a significant reduction in the "burdens and costs imposed on the licensees and the commission"—simply redirects that burden from the commission's files to the licensees' public files, according to many of the comments filed by broadcasters in the FCC's proposed rulemaking to reduce the standard license renewal form to the size of a postcard.

They also say the proposed random audits of approximately 16% of broadcast licensees per year by the Broadcast Bureau or the Field Office Bureau would be unfair. Public interest groups on the other hand feel that adoption of the rulemaking will result in "licensees running roughshod over commission rules and policies," to quote from Action for Children's Television.

Storer Broadcasting charged that "only the commission will gain substantially from the proposed changes." It said that while the FCC "will relieve itself of the chore of reviewing most of the 500 'full scale' applications it receives every other month," (from licensees, "the change means no more than placing in the public file information which was previously also submitted to the commission.

Storer also noted that the proposed random audits are "actually a means of reviewing even more closely [licensees'] compliance with present rules and policies," even though the over-all proposal is "bilied as a move to lessen the broadcasters' burden.

Storer also noted that the commission's proposals "have a special irony for television licensees. Their adherence to the FCC's numerous and detailed programming and operating rules is to come under closer scrutiny at a time when virtually every other communications service—including those in direct competition for viewers—has been or is in the process of being deregulated [cable television, low-power television and direct broadcast satellite]." The real question to be addressed is whether "programming rules themselves are still viable in a world of increased video choices," Storer said.

NAB said that although the SRA concept was a "step in the right direction," the commission has proposed a plan which, in large part, would serve only to channel broadcasters' paperwork energies from renewal application preparation to public maintenance and updating.

NAB characterized the proposed random audits as "aberrant administrative practices," justified only under "extraordinary circumstances."

NAB also said the proposed audits were "at odds with the rationale of providing material in a station's public file so that interested citizens may raise issues of service and public responsibility in a renewal proceeding."

The major networks agreed essentially with Storer that the commission's short-form rulemaking should be rejected on grounds that it lacks deregulatory substance.

The United States Catholic Conference commented that if the commission's short-form renewal proposal was adopted "most broadcasters would be assured of renewal."

USCC said that since the only way the commission could regulate broadcasters under the new proposal would not be "through fear of an audit," the commission should increase the proposed percentage of broadcast licensees that would be audited per year. USCC also suggested that some questions regarding nonentertainment programming and commercialization practices be retained in the renewal form.

It also suggested that before final adoption of the rulemaking, the short-form random audit plan should be tried out on an experimental basis because if the audit procedure does not work, or "works at less than full effectiveness, the broadcast industry will essentially be unregulated."

ACT—like most of the commenting broadcasters—rejected the short-form plan outright but for quite different reasons. It said the result would be the creation of "an indefinite broadcast license term without insuring that broadcast licensees be held accountable for their broadcast service."

ACT said adoption of the proposal would result in the commission's failure to abide by its mandated obligation to renew broadcast licenses only upon "examination of such application and upon consideration of such other matters as the commission may officially notice and shall find that public interest, convenience and necessity would be served by the granting thereof."

The United Church of Christ, Citizens Communications Center and the Public Media Center were in basic agreement with ACT, charging that broadcasters would be granted—in effect—an indefinite license term if the commission adopts its short-form renewal proposal.

National Public Radio "heartily endorses" the proposal. It supported the commission's intention to randomly audit a percentage of the industry, suggesting that such audits "would provide strong incentive for industry compliance since no licensees would have advance warning of its selection."

Supreme Court wants another opinion in per-use case

It asks Justice Department for its views before deciding whether to review CBS suit against ASCAP and BMI

The Supreme Court asked the Justice Department last week for help in deciding whether to hear CBS's appeal in its 11-year-old "per-use" music license case.

CBS's suit, which has been to the Supreme Court once already, charges that the "blanket" music licenses issued by Broadcast Music Inc. and the American Society of Composers, Authors and Publishers represent an illegal restraint of trade and a violation of the federal antitrust laws. CBS wants to substitute a "per-use" form of license under which it would pay ASCAP and BMI only for music that it actually used.

CBS filed the suit in December 1969. It lost at a trial in federal district court, won in an appeals court and earned a mixed decision in its first trip to the Supreme Court—which held that the blanket licenses are not a per se violation of the antitrust laws but told the court of appeals to determine whether there is a violation under "the rule of reason" (BROADCASTING, April 23, 1979). The court of appeals then ruled against CBS, affirming the district court's dismissal of the suit (BROADCASTING, April 7).

CBS subsequently asked the Supreme Court to review the appeals court's ruling. In its action last week, the Supreme Court said it wanted the Justice Department's
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views on the legality of blanket licenses before deciding whether to do so.

In earlier phases, according to CBS filings, the Justice Department "reluctantly" supported CBS’s position. The Supreme Court set no deadline for Justice to submit its current views, but lawyers speculated it would probably do so within 30 to 60 days.

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Hearing-impaired bring suit against Los Angeles stations

The hearing impaired of Southern California are pressing their effort for recognition of their right to special consideration by television licensees. Class action petitions have been filed with the FCC urging denial of renewal of the licenses of eight stations in Los Angeles. And in the U.S. Court of Appeals in Washington last week, counsel for the hearing impaired—Charles Firestone and Abraham Gottfried—argued that the commission decision three years ago renewing the licenses in the face of his clients’ objections should be reversed.

The complainants—whose actions have implications for all television stations in the country—contend that the Los Angeles stations have failed to serve the needs of the hearing impaired and cannot be expected to do so in the future. They also say the stations are in violation of the Rehabilitation Act of 1973, which prohibits anyone receiving federal assistance from discriminating against handicapped persons. The legal theory underlying that allegation is that a broadcast license constitutes discrimination, a view the commission disputes. As for the closed captioning service that ABC, NBC and the Public Broadcasting Service is now providing, that is not sufficient, in the hearing impaired’s view.

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The Media

ATC, Warner take lead in Cincinnati

Final weeks before franchise award produce hard-sell media blitz centering on local ownership; but councilman sees institutional, two-way interactive and interconnection services as key issues

Subsidiaries of Warner Amex Cable Communications and American Television & Communications are the leading contenders to wire the city of Cincinnati, in a franchise process that has come down to comparison advertising.

After a final public hearing scheduled for tonight (Nov. 10), the city council expects to vote on the award Thursday. The winner will come away with the cable rights to the city’s 160,000 homes. The other four bidders are Teleprompter, Cablecom, Metrovision and Cincinnati Cablevision.

What apparently caused the final advertising blitz, with Warner leading the charge using full-page newspaper ads and radio and television commercials, was the report of a citizen board that voted 8-3 in favor of ATC’s Queen City subsidiary. An earlier consultant report from the Cable Television Information Center had rated Warner and ATC as the two best proposals. Both have 80%-20% MSO-local ownership splits.

Local ownership has been a strong point with all the companies, and was the heart of the stepped-up advertising campaign Warner undertook. Warner, after garnering only three of 11 votes from the citizen board, began running full-page newspaper ads, listing the 24 individuals that would stand to gain if Queen City won and the 17 institutions in Warner’s camp. The ad’s headline asks, “Who’s going to profit from cable television in Cincinnati?” It then lists “these individuals” or “these institutions.” The key line reads: “Queen City Cable gave away 20% of their stock to the 24 people listed above for a token investment. Warner Amex offered their stock to the worthy institutions and organizations listed above.”

Richard Aurelio, Warner’s head of franchising, said the company felt the ownership question was a “pivotal issue.” It was one, he said, that was “clearly ignored in all evaluations.” Aurelio pointed out that Warner did not advertise until after the consultant’s reports, a strategy the company feels is more useful.

Warner did not advertise in Dallas (where it recently won the award). Aurelio said, Warner, though, had the best rated proposal by the consultant in that city. “Wherever it seems appropriate,” Aurelio said, is Warner’s approach to advertising. Aurelio estimated Warner has spent less than $25,000 on its advertising effort, including the 30-second TV buys that ran about six times.

The institutions Warner has lined up include various arts, health, religious and educational institutions, including Xavier University, whose vice president is chairman of the citizen board but who voted for Queen City.

Queen City has countered with full-page ads, costing $3,000 in combination and running in both Cincinnati papers, for four days last week. Gayle Greer, director of new market development for ATC, said the primary Queen City ad states: “Cincinnati should award the franchise on merit alone.” Greer said 30-second and one-minute spots have also run on WGIN(AM) which programs to the city’s minority population. ATC’s advertising budget, Greer said, is $15,000.

Queen City’s individuals include business and political leaders, a state senator, television broker Richard C. Cristol and former NBA star Oscar Robertson. The list includes eight blacks and four women. According to Queen City, the highest investment of $120,000 could yield $851,000 over six years.

The other four companies have not been silent, Arnold Bortz, city councilman and chairman of the cable committee, said. All have taken out newspaper ads during the process to get their message across. Queen City had set up booths at public relations festivals during the summer and has advertised on billboards and bus posters and Warner bused Cincinnatians the 100 miles to Columbus to see Warner’s Qube.

Bortz admits that Warner “has been more aggressive” but said it certainly “has the right to advertise.” Bortz said some of the Queen City ads were hard to read and more low-key and maybe less effective from a public relations standpoint. He did say advertising has the potential to backfire and that the simple-mindedness of some advertising has not gone unnoticed by council members.

Even though Warner has lined up behind institutions and ATC behind 24 individuals, neither seems to be a crucial
Welcome to the biggest summer camp in the world!

Brand new for television, CAMP WILDERNESS offers a valuable experience for the entire family. The chance to explore the great outdoors through such activities as backpacking in the California Sierras, surfing in Hawaii, riding the rapids of the Colorado River, hang-gliding, hot air ballooning and much more. Each dramatic episode is filmed 100% on location in America's most scenic frontiers.

CAMP WILDERNESS shares in all the action, adventure and fun of a real summer camp, an experience every child will want to take part in and identify with. What's more, it offers every viewer a valuable education on the world around them that they won't find in any textbook...or on any other show.

CAMP WILDERNESS—first-class entertainment all the way. And available now from GOLD KEY MEDIA.

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Beam it up...easily
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The new SSS uplink is your answer for affordable remote satellite feeds.

We can put you on the air from just about anywhere for just about anything. Complete high quality, video and audio for teleconferencing, extravaganzas, regional meetings, political events or whatever...from wherever it happens.

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point with the council. Instead, the issues have come down to public access channels, two-way interactive service and interconnection, according to Bortz. Both Warner and ATC have strengths in these issues.

The plusses for Queen City seem to be that it won the approval of the citizen board based on “human aspects” of its proposal, a member of Bortz’s staff said. The citizen board rated the Queen City proposal better because of its promises to hire minorities and women. In addition, Queen City’s first level of service of nine public access channels is free, a potential benefit for the poor.

For Warner, Qube and the franchises Warner holds in many surrounding communities weigh in its favor. Bortz said Warner was the only company to offer full two-way interactive service as part of its proposal. The other five bidders—ATC, Teleprompter, Cablecom, Metrovision and Cincinnati Cablevision—proposed systems however, that could be upgraded for interactive service.

Although smooth and successful negotiations have taken place to interconnect the systems of different cable companies, Bortz said, Warner’s hold on many Cincinnati suburbs is seen as an advantage. Interconnection would take city resources such as schools, hospitals and libraries into the suburbs.

There are a number of smaller factors that may weigh into the council’s decision. There was some concern in the CTIC report that Queen City might have to raise its rates sooner than Warner Amex. A Bortz aide also pointed out that the city’s hilly topography might help Warner in that its second tier gives the residents more channels for less money—more network channels without the interference and sometimes poor reception experienced from over the air reception. But the CTIC report calculated that Queen City would be the best buy, estimating the monthly costs over 10 years to be $9.88 for Queen City and $11.37 for Warner.

As in all franchising, the reports of the consultants are not etched in stone. Sometimes cities have followed the advice, as in Dallas where Warner won; sometimes the council has a mind of its own and goes against advisory reports, as in Pittsburgh where Warner lost.

Boston bidding brings in nine

Among companies vying for the city’s cable franchise are Warner Amex, N.Y. Times, Times Mirror; proposals call for access and two-way capability, between 60 and 140 channels

Sixty two-way channels, 10% nonprofit ownership and 20 hours of locally originated programming a week are among the promises made by the nine applicants for Boston’s cable television construction rights.

Last week, after the application deadline, city cable TV coordinator Richard Borten pronounced himself pleased with the “very attractive” collection of applicants.

Filing thousands of pages of financial statements, engineering diagrams and expressions of goodwill toward one of the nation’s top markets were Boston Cablevision Services; Warner Amex; New York Times Co.; the Los Angeles-based Times Mirror Co.; Cablevision Systems of Boston; Abetta Corp.; American Cablevision of Boston; Rollins Media, and Tribune Cable of Boston.

Borten, who has predicted that steep investment costs may make some firms welcome the city’s financial participation, says the city will now move ahead with a $35,000 feasibility study to estimate the system’s total construction cost.

Boston Cablevision Services, whose top officials are black lawyers Clarence Dilday, president, and Charles W. White and Joseph Dilday, vice presidents, estimates that Boston’s 750 miles of streets make it “more speculation” to estimate costs without a detailed engineering study. But it guesses nonetheless that a system would take three to four years to build and cost $55 million. The group pledges to set aside 10% of the interest in its firm to set up a nonprofit access corporation and to contribute $100,000 for access financing for each of the first two years of the system’s
operation.

Warner Amex promises Boston 86 channels, optional Qube two-way capability and up to $76 million in investments.

The New York Times Co. pledges “at least” a $50-million bond for the project, at least 14 hours of locally originated evening programming and free access channels and engineering services available from 8 a.m. to 10 p.m.

Times Mirror states that its $1.35-billion worth of assets guarantees that it will be able “to build a first-class system on schedule, underground where required and without fear of financial incapacity.” The company says it can be in operation within four years of getting the franchise, with 60 fully interactive channels. “If consumer acceptance warrants,” says Times Mirror, the city can be one of the first in the country to use videotext and coaxial cable and telephone transmission. It promises 10 access facilities, and Spanish-language, black and community access channels.

Cablevision Systems of Boston foresees 80 channels, university-originated programming, and a variety of access “to give expression to all of Boston in its richness and variety.” Abetta Corp., owned by the weekly Boston Phoenix publisher Stephen Mindich, made the least detailed proposal. Mindich said his application is not complete because the state Cable Antenna Television Commission has not ruled whether or not he can apply for the cable television franchise.

American Cablevision of Boston, an American Television & Communications company, says there will be “something for everyone” on 40 channels: at least 50 hours a week of original programming and 20 hours a week of locally originated programming in cooperation with community groups. A $50-million revolving credit term loan assures “ample funds” for the project, the company states.

Rollins Media, a venture of Rollins Inc., pledges 24-hour programming and six access channels.

Tribune Cable of Boston is owned by the owners of the Chicago Tribune and New York Daily News. It says it has a potential for 140 channels, will let a “cross-section of Boston citizens” buy 30% ownership in the Boston franchise for $15 million and will both donate $1 million to a trust fund for access programming and seek $3 million more to fund such programming.

Borten says the city learned a lot through meetings between Boston Mayor Kevin H. White and prospective applicants, held so White could brief firms on the city’s ethical and access standards. Eight years ago Boston opted not to consider proposals for cable TV. Now, Borten says, he’s “fairly encouraged” because such companies as the New York Times have applied “in quite a serious way.”

CAROLINAS

$600,000

Single station market with consistent history of growth and profits. Station also serves populous adjacent communities. This is a combined operation with land and building included. Terms available.

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(404) 892-4655

BEVERLY HILLS, 90212
9465 Wilshire Blvd.
(213) 274-8151

PROPOSED:

- WORO(FM) Corozal, P.R.: Sold by Jose Arturo Fernandez to San Juan archdiocese of Roman Catholic Church for $1 million. Fernandez has no other broadcast interests. San Juan Archdiocese, headed by Archbishop Luis Cardinal Aponte Martinez, intends to continue commercial operation of station. It has no other broadcast interests. WORO is on 92.5 mhz with 50 kw and antenna 1,010 feet above average terrain.

- WVHI(FM) Evansville, Ind.: Sold by Valley-Hi Broadcasting Corp. to Beasley Broadcasting of Evansville Inc. for $700,000. Seller is owned by Samuel M. Angel (49%), Ronald E. Goodin (33%) Donald L. Chagle (10%) and Donald R. Hooe (8%). Angel’s wife, Betty, Chagle and Goodin own one-third each of WJLE(AM)-WJWH(FM) Port St. Joe, Fla. Hooe has no other broadcast interests. Buyer is owned by George G. Beasley (95%) and son, Brian (5%). Senior Beasley owns broadcast group that includes: WFMC(AM)-WOKK(FM) Goldsboro; WJNC(AM)-WRCM(FM) Jacksonville and WWMG(FM) Reidsville, all North Carolina; WVBB(AM)-WSGF(FM) Savannah, Ga., and WOMT(FM) Cleveland. He also owns 85% of WDJH(AM) Augusta, Ga.; 67.5% of WMMO(AM)-WNLX(FM) Mobile, Ala., and 60% of WFAST(AM) Fayetteville, N.C. Son has no other broadcast or business interests. WVHI is on 105.3 mhz with 50 kw and antenna 480 feet above average terrain.

- WOBS(AM) New Albany, Ind.: Sold by S.S.S. of Kentucky to Eddie Sears for $600,000. Seller is owned by Lawrence Picus (49%); son, Stanley (50%) and Stephen S. Macri (1%). Senior Picus owns WFME(FM) Forsyth, Ga., and WHAM(AM) Englewood, Tenn. Son and Macri have no other broadcast interests. Sears is general manager of WOBS and owns New Albany advertising, public relations and broadcast consulting firm. He has no other broadcast interests. WOBS is 1 kw daytimer on 1570 khz.

- KLXY-FM Sioux Falls, S.D.: Sold by Sodak Broadcasting to Thomas E. Ingstad for between $325,000 and $375,000, contingent upon final terms of companion AM recently sold. Seller is owned by Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLXY(AM) Sioux Falls to separate buyer (BROADCASTING, Nov. 3). Ingstad owns KKXL(AM)-KKQ(FM) Grand Forks, N.D.; KXIC(AM)-KKRQ(FM) Iowa City, and
KRC (AM) Sioux Falls. He also owns 33.3% of KVC (AM) Valley City and KMBW (AM) Wahpeton, both North Dakota, and KWWB (AM) Kekambas and KKWB (FM) Breckenridge, both Minnesota. KLYX-FM is on 93.5 mhz with 3 kw and antenna 120 feet above average terrain.

- Other proposed station sale is WELF (FM) Presque Isle, Me. (see “For the Record,” page 105).

**APPROVED**

- KMAC (AM) - KISS (FM) San Antonio, Tex.: Sold by The Walmac Co. to Capitol Broadcasting, Inc. for $4.65 million. Seller is owned by estate of Howard Davis. His widow, Maidell, is executrix. Estate has other broadcast interests. Buyer is Raleigh, N.C.-based group owner of WSNM (AM)-WKEE-FM, Huntington, W.Va., and WRAL-AM-TV Raleigh, N.C., and sports magazine and weekly newspaper, owned by James F. Goodson (48.87%), brother, Ray (20.27%), estate of A. J. Fletcher (21.28%) and 10 others. James Goodson is president and chief executive officer of Capitol Broadcasting. Ray Goodson is Raleigh attorney. KMAC is on 630 khz with 5 kw full time. KISS is on 99.5 mhz with 12.9 kw and antenna 570 feet above average terrain.

- KKEO (AM) Honolulu: Sold by Da Kine Hawaiian Radio Inc. to Sunbelt Communications for $1.1 million. Seller is owned principally by Everett James and family who have no other broadcast interests. Buyer is owned by Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each). Fried owns management consulting firm in Los Angeles. Sudikoff owns Santa Monica radio program production company. Baum is St. Louis law student. He is also vice president of Sudikoff's production company. They have no other broadcast interests. KKEO is on 1080 khz with 5 kw full time.

- WBRE-AM-FM Wilkes-Barre, Pa.: Sold by WBRE Radio Inc. to Donald Wilks and Michael Schwartz (50% each) for $350,000. Seller is owned by David Baltimore and family, who also own WBRE-TV Wilkes-Barre. Wilks and Schwartz own WKY (AM)-WAQY (FM) Springfield and WZZE-AM-FM Orleans (Cape Cod), both Massachusetts, and two-thirds of WPET (AM) Greensboro, N.C. They have also applied for new UHF in Middletown, Conn. WBRE is on 1340 khz with 1 kw day and 250 kw at night. WBRE-FM is on 98.5 mhz with 6.9 kw and antenna 1,179 feet above average terrain.

- WPAR (AM) Fartell-Sharon - WPAR-FM Sharpsville, both Pennsylvania: Sold by estate of Sanford Schafitz to Broadcast Service Communications Inc. for $603,750. Seller has no other broadcast interests. Buyer is owned by Robert Kassi, president, and 14 others. Kassi is former owner of WXY (AM) Utica-WYUT (FM) Herkimer, both New York. He has no other broadcast interests. WPAR (AM) is on 1470 khz with 1 kw day and 500 kw at night. WPAR-FM is on 95.9 mhz with 3 kw and antenna 285 feet above average terrain.

- WCAI (AM) Fort Myers, Fla.: Sold by Lee Broadcasting to Erlcona South Inc. for $600,000. Seller is owned by Truman A. Morris (50%), Ronald E. Price (25%) and his wife, Helen (24.7%). It is applicant for new FM at Fort Myers but has no other broadcast interests. Buyer is owned by Charles H. Frank and his wife, Ethel (50%) and others. They also own Bellmore, N.Y., electronic and optics components sales company. They have no other broadcast interests. WCAI is 1 kw daytimer on 1350 khz.

- WKAAL-AM-FM Rome, N.Y.: Sold by Maurer Broadcasting Corp. to Wooster Republican Printing Co. for $540,000. Seller is owned by Jackson B. Maurer and family, who have no other broadcast interests. Buyer is group broadcaster/newspaper publisher (“Wooster [Ohio] Daily Record” and others), which is owned by R.E. Dix and family, Dines own WTBO (AM)-WKGQ (FM) Cumberland, Md.; WWTM-FM Wooster, Ohio, and WRAI (AM)-WRFQ (FM) Radford, Va. WKAAL is on 1450 khz with 1 kw day and 250 kw night. WKAAL-FM is on 95.9 mhz with 3 kw and antenna 105 feet above average terrain.

- KLUE (AM) Longview, Tex.: Sold by Radio Longview Inc. to McLarty Communications Inc. for $525,000. Seller is owned by H.A. Bridge Jr. (20%), wife, Jo Ann (30%), Edwin Mahone and wife, Mildred (25% each). They also own KMHT-AM-FM Marshall, Tex. Buyer is owned by Thomas F. McLarty (50%) and brother, Francis, and wife, Nan (50% jointly). They operate family-held company that owns Ford dealerships in Hope, Ark., and Texarkana, Tex. They have no other broadcast interests. KLUE is 1 kw daytimer on 1280 khz.

- Other approved stations sales include: KFFA (AM) Helena, Ark.; KLOQ (FM) Lyons, Kan.; KCBC (AM) Cuba, KJEL-AM-FM Lebanon and KTCB (AM)-KCAL (FM) Malden, all Missouri; KDFX (FM) Mission; KWK (AM)-KTQM-FM Clovis and KSRC (AM)-Socorro, both New Mexico; WSLA (AM)-WEND (FM) Cherryville, N.C.; WTWF (FM) Moncks Corner and WQKM (AM) St. Matthews, both South Carolina; KEES (AM) Gladeview (Longview) and KCAS (AM) Slaton, both Texas; KSVC (AM)-KJMC (FM) Richfield, Utah, and WCV (AM) Randolph, Vt. (see “For the Record,” page 105).

**SBS satellite launch set for Nov. 15**

Bird will be used for phone, electronic mail, computer and video teleconferencing

Satellite Business Systems, a joint venture of Aetna Life & Casualty, IBM and Comsat, will launch the first of three domestic communications satellites on Saturday.

**NORTHEAST**

Medium Market
Class A-FM, Daytime AM $1,050,000 Cash

**MIDWEST**

College Town
Class A-FM $400,000 Cash

**MID- ATLANTIC**

Small Market
Class A-FM, Fulltime AM $1,200,000 Terms

**FLORIDA**

Medium Market
Class C-FM $2,000,000 Cash
Nov. 15

But SBS-I will carry no video programming. Instead it will provide integrated, all-digital telephone transmission, computer, electronic mail and video teleconferencing communications. The service is scheduled to become commercially active in January.

Robert Hall, SBS president, hailed the launch as a “significant milestone in the establishment of a new communications satellite system that will help revitalize business communications.”

Seven of the 10 companies that have signed as customers have been announced. They include Allstate, Aetna Life & Casualty, Boeing Computer Services, IBM, Insurance Systems of America Communications, Travelers Corp. and Westinghouse Corp. Each of the 10 transponders can serve many customers, SBS’s Larry Weekley said, adding that the satellite’s capacity has not been filled.

SBS’s second satellite is planned to be an in-orbit back-up and the third will remain on the ground for future use. Each satellite’s life span is seven years, with the second one scheduled for a 1981 launch. The third bird is to be carried into orbit by NASA’s space shuttle in late 1982.

The private network offering SBS has created is called Communications Network Service (CNS). CNS-A is designed for firms with heavy communications traffic where costs justify the use of satellite business communications as compared to more expensive terrestrial links.

CNS-B allows organizations with smaller communications loads to share time on the satellite.

The CNS service not only provides companies with low-cost telephone transmissions but also gives them a foot in the door to other data business communication services expand in the future.

The satellite, built by Hughes Aircraft, will be stationed at 106 degrees west longitude. Each transponder has a 20 watt power output and a net usable bandwidth of 43 mhz, capable of relaying up to 48 million information bits (1 million words) per second.

Weekley said SBS has launch and in-orbit insurance, but did not disclose the amount, although he said the insurance covers the $43-million investment costs.

KCET’s Loper calls for reorganization of CPB and PBS; urges alliance with cable

Public broadcasting needs major restructuring and a new focus, according to James Loper, president of KCET-TV Los Angeles.

Both the Corporation for Public Broadcasting and the Public Broadcasting Service must re-evaluate their functions or risk collapse, Loper said, “not only because of their own weight, but because of a lack of even the most remote sense of direction and leadership.”

Loper made his remarks in a speech (“Who Needs Public Broadcasting?”) to the Western Educational Society for Telecommunications in San Diego.

CPB has never developed its role as a “shield” against government interference, Loper said. “The heat now comes from all directions.”

Loper said “an extra layer of bureaucracy” could be eliminated if funds were distributed on a simple formula basis and the CPB board was left to establish policy and provide general oversight.

PBS’s real function is to coordinate the national programming schedule and operate an interconnection system, Loper said. “Functions should be given back to the stations themselves,” he said. Exchanges between stations, he said, “could be operated at a fraction of the cost of our pseudo-network.”

PBS contends that money is saved by centralizing productions, and while centralization is expensive, member dues represent a lower direct cost to individual stations than if stations handled their own productions.

Loper also said public broadcasting should aim for the “strongest possible alliance” with cable. He believes cable will offer the U.S. “the diversity and variety of programming that was once the hope of public broadcasting,” and the alliance between the two could either come on existing services, or on “a new upscale channel that would resemble the best of public television.”
THANKS, GABRIEL WE’RE IN HEAVEN.

For the second straight year, KING TV is a winner of the Television Station Gabriel Award presented by the Catholic Broadcasters-Communicators for excellence in television programming.

KING TV SEATTLE, A DIVISION OF KING BROADCASTING CO.
Hitler renounces the Versailles Treaty. Orders conscription.

Will Rogers and Wiley Post are killed in a plane crash.

Haile Selassie asks the League of Nations for help for Ethiopia against Italy.

In 1935, we were first to meet the unique new needs of radio stations...7 years before any other major news service. Today the UPI Broadcast Wire is still first...a primary news service for more than 4,000 radio and television stations.

No wonder! UPI still has more people at national, regional and state levels writing exclusively for broadcasting. Around the clock, 7 days a week, they provide the latest news, sports, weather, business and agricultural reports...plus an extremely broad range of special material. All scripted, ready to air, in a style most newsrooms prefer.

To see just how complete our coverage is, and what this can mean to you in profit dollars, ask your UPI Regional Executive for our current Transmission Timetable.

1935
WE WERE FIRST...
WITH NEWS WRITTEN EXCLUSIVELY FOR BROADCASTING.

Detroit beats Chicago in the World Series 4 games to 2.
A significant court victory for broadcasters in the last days of 1934 presaged a year in which they made considerable gain in the press-radio war. But on the music copyright front, radio made little progress in 1935, despite a move by the Justice Department to crack down on the American Society of Composers, Authors and Publishers.

Among other significant events of 1935, the FCC, under a new chairman, began to clean house in communications. On the technical side, RCA took television out of the laboratory for a $1 million field testing program. And facsimile threatened to nudge FM into the background.

An insight into the status of TV was offered by Dr. O. H. Caldwell, a former member of the Federal Radio Commission and then editor of Electronics magazine. He reasoned that the only thing retarding the development of television in the U.S. in 1935 was the money "to finance the construction and equipment of image transmitters. To provide television programs throughout the country would require an initial investment estimated at $50 million to $200 million or more."

Caldwell suggested that the government finance such a project in the public interest. He said: "Television transmitters really have a sounder claim to government financing, in the present unemployment situation, than do other enterprises that have received generous federal aid. Each television transmitter built will be the means of initiating the manufacture of thousands of television receivers, involving new factories, restoring employment and injecting new impetus into the machine of national business."

His plea went unanswered: No federal seed money appeared for television in the U.S. The British Broadcasting Corp., however, announced in February the allocation of between $875,000 and $1 million to build a TV station in London with a signal radius of up to 30 miles. It was to start in the fall.

Television in the U.S. got its big boost in May when RCA's David Sarnoff announced a $1 million, three-point program to establish an experimental transmitting station, to manufacture a limited number of receivers and to develop a format for television programs. But he cautioned the public that, "as a system of sight transmission and reception, comparable in coverage and service to the present nationwide system of sound broadcasting, television is not here nor around the corner."

By mid-July, the RCA president-NBC chairman advised that "all that can be done with television short of actual and studied experience with it in the field, has been done." As opposed to the 30-line picture of a few years previous with a frequency of 12 per second, RCA engineers produced a 343-line picture with a frequency of 60 per second. Small images and a signal range of not more than 25 miles remained problems, as were the shadows on TV screens caused by airplanes overhead and the static caused by passing automobiles' ignitions as well as other disruptive electrical factors.

Harry Boyd Brown, national merchandise manager of the Philco Radio and Television Corp., said that Philco could begin production of a "perfected" TV set retailing at $275 within 30 days. He added, however, that the market wasn't ready: "The sets would all be turned back to dealers within a week because the proper type of program has not been developed," he said.

With no short-range prospect for television development, other venturers searched for the next breakthrough in broadcasting. The hunt was on for a means to capitalize on the established radio audience in 21,455,799 U.S. homes, 69.4% of the nation's households (nearly 2.3 million of those homes having two or more sets). To that total could be added the 1.8 million car radios in 1935.

Some venturers placed their bets on facsimile, the transmission of fixed images to treated paper on facsimile receivers in the home and elsewhere.

The Radio Manufacturers Association in January formed a special committee to coordinate facsimile research and to consider its service possibilities as well as its "romantic appeal." William G. H. Finch, assistant chief engineer of the FCC, received patents for a facsimile receiver weighing only 14 pounds and capable of reproducing half-tones as well as black and white.
Call to Prall. The resignation of FCC Commissioner Hampson Gary in December of 1934 enabled President Roosevelt in early 1935 to call on a close personal friend, former Representative Anning S. Prall (D-N.Y.), to finish Gary’s term. Here Prall takes the oath of office, administered by FCC Secretary Herbert Pettry, on Jan. 19, 1935. Later in the year Prall was reappointed to a full term and named commission chairman.

And white images.

In a Jan. 1 editorial, Broadcasting, with more certitude than prescience, hailed facsimile as “a medium of practical picture broadcasting—a phase of the visual art that is destined to develop far ahead of the over-ballyhooed television. . . . To the advertiser, facsimile will provide a means whereby he can show his merchandise visually to all within the living room. There will be sound accompaniment too, so he can describe his wares while his audience views them.” Broadcasting also warned that the “broadcasters of today, naturally, should be the facsimile broadcasters of 1937 and 1938. . . . But there will be plenty of others who will try to elbow into this field, jealous of the progress of sound radio and the opportunities many of them muffed a decade ago.”

There were several problems to be worked out in facsimile transmission, but its proponents were undeterred. Facsimile had been used to transmit weather maps to ships at sea. RCA, while investing heavily in television, hedged its bets by announcing in its annual report that it would plan a high-speed, ultra-short-wave facsimile circuit between New York and Philadelphia by the end of the year.

Broadcasters speculated about the day when entire newspapers could be delivered to readers by “radio-photography.” In fact, in October RCA executives discussed that possibility with the managers of New York newspapers such as the Herald-Tribune, World-Telegram and American. With the entry of the Scripps-Howard newspaper organization into the broadcast field in September, observers felt that the facsimile reproduction of newspapers was imminent. On Dec. 3 the FCC authorized two experimental facsimile stations: WOR Newark, N.J., and the Yankee Network, Boston. At the same time, RCA’s Sarnoff blessed the technology with the assertion that “facsimile broadcasting into people’s homes will be the next important development in radio. . . . In a relatively short time, facsimile transmission will be in practical use.”

With all the attention to TV and facsimile, Dr. Edwin H. Armstrong felt FM was being elbowed aside. Just before Sarnoff announced his TV plans in April, he asked Armstrong to remove his FM equipment from RCA space on top of the Empire State Building. With RCA heavily invested in television and in AM, the company lost interest in the perfection of FM.

To promote the capability of his invention, Armstrong staged a public demonstration of FM before a November 1935 meeting of the Institute of Radio Engineers. In a 17-mile transmission from Yonkers, N.Y., to the meeting in New York, the engineers heard, as Lawrence Lessing, Armstrong’s biographer, described, “a life-like clarity never heard on even the best clear-channel stations in the regular broadcast band. . . . A glass of water being poured before the microphone in Yonkers sounded like a glass of water being poured and not, as in the ‘sound effects’ on ordinary radio, like a waterfall. A paper was crumpled and torn; it sounded like paper and not like a crackling forest fire. . . . The secret lay in the achievement of a signal-to-noise ratio of 100-to-1 or better, as against 30-to-1 on the best AM stations.”

As anticipated by Sarnoff, experimental FM radio and television soon began to fight for the same space in the broadcast band. In the fall of 1935 Armstrong won from the FCC space for 13 of his 200 kHz channels but only five were suitable for existing transmission and the 13 channels were in three widely separated places in the spectrum.

The press-radio war in 1935 was characterized by a growing broadcaster offensive and some concession by newspaper groups. The purpose of the Press-Radio Bureau, the organization foisted on broadcasters in late 1933 as a so-called truce move, was weakened in late 1934 when Federal District Judge John C. Bowen in Seattle ruled that once news had been printed in newspapers, it could be broadcast without restriction. The Dec. 17 ruling dismissed an Associated Press suit against KYOS Bellingham Wash., in which it was alleged that the station “pirated” news from AP members.

Despite some liberalization of Press-Radio Bureau rules, competing independent news services, particularly Herbert Moore’s Transradio Press, continued to challenge the truce. In February, Transradio almost doubled its foreign news service by acquiring rights to news of Reuters, the British service. In addition, Transradio enhanced its journalistic image considerably by accurately reporting the verdict in the Lindbergh case when the Associated Press, through the Press-Radio Bureau, fed stations an incorrect verdict. The bureau incorrectly said the jury had appended a recommendation for mercy to its finding that Bruno Richard Hauptmann was guilty.

Radio’s journalistic role continued to grow. By April Transradio received a significant number of offers to sponsor news. In May United Press and International News Service offered their news to stations. The Associated Press welcomed Transradio and allowed its member papers to provide news for local, but unsponsored, broadcasts. In October, Esso signed to sponsor UP news on NBC owned-and-operated stations, but AP reaffirmed its ban against the use of its news on sponsored broadcasts.

With broadcast news being aired, one analyst, Gilbert Cant, reported that the “confusion was worse than ever before, and . . . the whole maneuver was dictated by jealousy of Transradio [which] had almost a monopoly on profit-making distribution of news to stations.” To compete with Transradio, Malcolm Strauss announced plans to start Inter-Continental Communications Inc., an independent service based in New York. Also, to compete with Transradio, Frank Wright announced plans to start the American Broadcasters’ News Association in San Francisco as a news service exclusively for radio. And sportscaster Clem McCarthy in
May organized Air-Sports Inc. of New York to supply radio stations with a daily sports bulletin service.

Transradio captured attention May 21 when it filed a $1-million damage suit against the three major press associations, NBC, CBS, and the American Newspaper Publishers Association, claiming they violated the Sherman and Clayton Acts and the Communications Act in their press-radio actions of 1934. In answers filed in September, NBC and CBS denied a contention in the suit that between them they controlled almost half of the 40 clear channels. They also denied that the press-radio program committed them to a policy of not gathering their own news.

Over on the sales side, broadcasting in general, and the networks in particular, had record profits in 1935 despite the demise in April of Storer's American Broadcasting Co. (but not its stations). Together NBC and CBS had total sales of $48,786,735 in 1935 as compared with $42,659,461 in 1934. Mutual Broadcasting System grossed an average of about $165,000 each month for October, November, and December and between $58,000 and $75,000 for July, August and September. Radio's total gross time sales equalled $87,523,848, a 26% increase over the preceding year. Nationwide network advertising amounted to $50,067,686, a 13% gain over 1934, while regional network advertising experienced the heaviest gains with a gross volume of $1,110,739, a 54.7% increase over 1934. Local advertising increased by 20% over the 1934 figures. Compared to radio's 20% yearly gain, newspaper advertising revenues rose by 5.8%, and magazine advertising by 5.9% over 1934 figures.

With rising interest in broadcast advertising, broadcasters, advertisers and advertising agencies recognized the need for more accurate audience counts. Representatives of the National Association of Broadcasters, Association of National Advertisers and American Association of Advertising Agencies began work on an independent audit bureau. One of the first in-depth listener studies appeared in 1935 when the Yankee Network funded an experimental survey of program popularity in the Boston area. It was devised by Robert F. Elder and L. F. Woodruff of the Massachusetts Institute of Technology, and utilized meters attached to radios in 1,000 sample homes.

The Washington shadow lengthened over broadcasting in 1935 with more regulatory moves by the FCC, Federal Trade Commission and Congress.

Anning S. Prall, a personal friend of President Roosevelt, was named to the FCC in January. He succeeded Hampson Gary, who resigned. Following Prall's elevation to the chairmanship in March, the commission started to clean house. Citations were sent to 20 stations for broadcasting certain personal medical care products. There was a conference with network heads on good taste in advertising. There was a call for a national meeting to work out better cooperation between broadcasters and networks.

On the advertising front, there was almost immediate effect: NBC and CBS, as well as a number of independent stations, refused to renew laxative accounts.

On Capitol Hill, further attempts were made to pass the Tugwell-Copeland bill that covered claims made in advertising but they stalled.

In October and November the FCC, which had permitted Crosley to experimentally operate its WLC in Cincinnati with 500 kw, proposed a study of the feasibility of allowing 25 more superstations. The inquiry was to go on intermittently for years. High power was never authorized, and Crosley lost a fight to keep its superpower.

In other important federal rulings, a 0.5% tax on gross income imposed by the state of Washington on radio stations was declared unconstitutional, and in June the U.S. Supreme Court ruled the National Recovery Administration to be unconstitutional. With that, the NAB's embattled Code Authority disappeared, though James W. Baldwin, the Code Authority's executive officer, urged "all members of the radio broadcasting industry [to]... retain the status quo. Otherwise, only chaos can result."

As in earlier years, chaos and charges were rampant in the copyright situation. New groups appeared regularly in 1935 to
Blending Fourth and Fifth Estates. When Governor James Cox dedicated WHIO in Dayton, Ohio, affiliated with his Dayton Daily News, it was another step forward into the media world for the Cox company, better known in earlier days for its newspaper holdings.

THE SOUL OF RADIO

FOLLOWING is the address of James M. Cox, former governor of Ohio, 1920 Democratic presidential nominee, and now publisher of newspapers in Ohio and Florida on the occasion of the dedication of WHIO, affiliated with his Dayton Daily News, on Feb. 9:

"The voice of radio as we hear it this evening takes its flight through the heavens in an historic setting. The antennas of the new station rise imperiously between the banks of the Great Miami and Mad rivers. Here it was that Tecumseh, the greatest Indian of all time—statesman, orator, warrior—followed the pursuits of peace and combat. Within sight are the fields now historic where Wilbur and Orville Wright gave to man the wings of the air that have carried him around the planet.

"In this inspirational scene we build a giant structure of steel and wires and insulators and all the magic devices of this scientific age. And now it takes the tongue of man and the melodies of poetry and music.

"Birth is always a solemn thing and our emotions are deeply stirred as WHIO is announced as a new thing of life. May I express this christening sentiment—that the voice of this Miami Valley empire will always be an instrument of dignity, culture and practical service; that it will carry the light of joy to places that are dark; that it will build a love for goodness and beauty; that it will plant in the hearts of men a philosophy that will help them to see Divinity in sunshine and shadow; that it will sense its obligations to the more than a million people who are by common interest to be our immediate radio fireside. In brief, may WHIO in its long watches of the night and in its endless days be conscious ever of its duty to God and humanity."

An end to rigid mikes. Greater flexibility in positioning microphones was the result of a development described by Dramin D. Jones, chief engineer of WATM Jersey City, N.J., in Broadcasting Feb. 15, 1935. An accompanying diagram showed that repositioning could be accomplished by pushing buttons that would activate the turret assembly (B) which could move a mike either to the front or rear on a boom (A). For side-way movement, the boom could be turned 180 degrees on the semi-circular ceiling fixture.

Broadcasting Nov 10 1980 100
MEEKER TELEVISION is growing. We're proud to announce the addition of these stations to our client roster this fall: KLBK-TV-Lubbock, Texas, KTXS-TV-Abilene, Texas, WGTU-TV-Traverse City, Michigan, WOAY-TV-Beckley-Bluefield, West Virginia, and WPDE-TV-Florence, South Carolina. Exciting new developments are in store for us. We look forward to sharing our success with you.
The benefit of Mr. Felix's survey—combined with a new analysis and compiler other information—will appear shortly in book form.

WOR

Edgar H. Felix, noted radio engineer, has completed a field intensity survey of the area served by WOR's new 50,000 watt high fidelity transmitter. It took him and his Ford (both are shown here) 6,436 miles and 4 months. Up hill and down dale he mapped the wily millivolt at hundreds of locations along the Atlantic Seaboard. An exhaustive hunt for facts—and an exciting map for buyers of radio time!

Bamberger Broadcasting Services. Inc. Eastern Member of the Mutual Broadcasting System... WOR, Chicago... WLW, Cincinnati... WOR, Newark... WXYZ, Detroit... (starting Sept. 20) OCLW, Windsor-Detroit

1935

6,436 MILES —after 2 MILLIVOLTS!

The engineers were busy in 1935 and used paid space in Broadcasting to herald their accomplishments. At left, WOR Newark, N.J., spotlighted its field intensity survey of the area serviced by its new 50 kw transmitter. Above: RCA's Victor's new velocity microphone is promoted with the added attraction of singer Harriet Hillard, accompanied by Ozzie Nelson's Orchestra. Other major broadcast equipment firms in 1935 included Amperite Corp., Blaw-Knox, Collins Radio, Western Electric's Graybar, ITT's Federal Telegraph Co., Brush Development Co., Lapp Insulator and Gates Radio & Supply Co.

Performances of orchestras and singers. Major Bowes and His Original Amateur Hour, begun in 1934, on WNY New York, moved to the NBC Red network in March 1935 and on to success as the most popular program on radio.

Prestige drama, or the presentation of works by poets and other literati, increased as did the action programs such as Gangbusters which recreated true crime stories. The soap opera, women's serial drama, significantly increased in popularity in 1935 bringing heartache and despair to ever-increasing daytime audiences. Daytime serials introduced in 1935 included The Story of Mary Martin (which ran on NBC until 1945 and was revived in 1951-52 by ABC) and Backstage Wife (which began on Mutual before shifting to NBC in 1936 and continuing until 1959).

Radio Guide's listeners' poll chose Jack Benny as the most popular radio performer, One Man's Family as the most popular dramatic program, Amos' n' Andy, George Burns and Gracie Allen, and Jack Benny and Mary Livingstone as the favorite teams, Showboat and Rudy Vallee's Program as the favorite musical programs, and Wayne King and Guy Lombardo as the most popular orchestras.

While stations and advertisers focused on measuring the quantity of listeners, groups emerged that felt obligated to comment on the quality of programming.

Besides educational groups, such as Joy Elmer Morgan's National Committee on Education, which met an unexciting demise in December due to a lack of funds, there was the Women's National Radio Committee which emerged with a program study plan and a group of awards. On the premise that mere popularity was not the end-all, the Women's National Radio Committee chose General Motors' Sunday Night Symphony Hour on NBC as the best musical commercial program, The March of Time on CBS as the best nonmusical commercial program, Columbia Concert Hall on CBS as the best musical sustaining program, and You and Your Government on NBC as the best nonmusical sustaining program. In another attempt at program monitoring, the Philco Radio and Television Corp. founded the Radio Institute of Audible Arts to "furher the advancement of radio and to secure for every listener the full benefits and satisfaction that can be derived from the radio."

NBC, in June, entered the transcription field with the establishment of Thesaurus, a recorded library service of musical numbers, dramatic skits, comedy teams and other entertainment to be offered to advertisers and syndicated to both affiliated and unaffiliated stations. The period engendered competition in that type of programming. By October the Associated Music Publishers Inc. offered its own transcription library to compete with those of the World Broadcasting System, Standard Radio, as well as NBC's Thesaurus.

Everything—profits, programing, and competition—appeared to grow in 1935. In five years, NAB increased its membership from 42 stations to almost 400. The number of AM stations rose to 585 with FM stations becoming a distinct possibility. In 1935 the public bought over $367 million worth of receivers and tubes and paid $150 million for the electricity and batteries needed to operate the 28.5 million radio sets in use by the end of the year.

Stay Tuned

1. What amendment to the Communications Act was repealed and what did this empower?
2. Name the series of political sketches created by the Republicans for radio.
3. How did William Randolph Hearst retaliate against radio for CBS's airing of a speech by Earl Browder, Communist party secretary?
4. What network celebrated its 10th anniversary?
5. What senator began to talk about the "monopoly control of public opinion" in relation to newspaper ownership of radio stations?

The answers next week.

In "1936."

Broadcasting Nov 10 1980

102
America's Choice.

Left to right: Bruce Morton, Dan Rather, Bob Schieffer, Walter Cronkite, Lesley Stahl, Harry Reasoner, Bill Moyers.

Again!

On Election Night '80, more American households tuned to the CBS News Election team for a clear, total picture of the voting returns than to any other source. Their choice confirms that for coverage that's responsible, reliable and complete, the American people know a winner when they see one.

Source: Nielsen Television Index, SIA Preliminary Average Minute Household Rating Estimates, 7:00 PM-11:00 PM each network, Tuesday, November 4, 1980. Subject to qualification upon request.
TV applications

- Tucson, Ariz. – Tucson Telecasting Inc. seeks ch. 18; ERP: 692 kw vis. 692 kw aux. HAAT: 2020 ft. This is their first quarter operating cost: $844,000; revenue: 524.000. Format: WJIC(AM)- WNNN(FM) Salem, N.J. They have no other broadcast interests. Ann. Sept. 22.

- Wilmington, Del. – Delaware Valley Broadcasters Inc. seeks ch. 61; ERP: 1244.5 kw vis. 1243.5 kw aux. HAAT: 693.5 ft. This is their first quarter operating cost: $235,000; revenue: 585.000. Legal counsel: George D. Wash., consulting engineer: Robert A. Purcell, Wilmington. Principals: Lucile Lindale (25.8%) and husband. Elmer (25.8%).\n
- Walls, Del. – Sonora Broadcasters Inc. seeks ch. 63; ERP: 858 kw vis. 858 kw aux. This is their first quarter operating cost: $9,100,000; revenue: 81,150. Legal counsel: David J. Cook, consulting engineer: David L. Steel, Grassow, Md. Principals: Earl T. Jones Jr. (35.8%) and his wife. Jones is vice president and sales director at Channel 21 Inc. Wilmington. He has no other broadcast interests. Ann. Oct. 17.

- Saskatoon, S.C. – Cape Girardeau Broadcasters Inc. seeking ch. 66; ERP: 666.5 kw vis. 666.5 kw aux. This is their first quarter operating cost: $235,000; first quarter operating cost: $50,000. Legal counsel: C. D. Whitley, consulting engineer: Charles L. Jeffers, Cape Girardeau. Principals: Lucile Lindale and J. T. Lindale (25.8%). They have no other broadcast interests. Ann. Sept. 22.

- Pensacola, Fl. – Florida Broadcasters Inc. seeks ch. 67; ERP: 878 kw vis. 878 kw aux. HAAT: 667 ft. This is their first quarter operating cost: $5,400; revenue: 866. Legal counsel: William P. Berend, Washington, D.C. Principals: Reginald J. Whitehead and James B. Marshall Jr. (29.7%) and Broadcast Management Corp. (20%). They have no other broadcast interests. Ann. Sept. 22.


- Shreveport, La. – Shreveport Broadcasters Inc. seeking ch. 72; ERP: 1243.4 kw vis. 1243.4 kw aux. HAAT: 687.5 ft. Address: 261 North River Dr., Pensacola, Fl. 80907. First-quarter operating cost: $31,150; revenue: $5,215,000. Legal counsel: George R. Douglas, Washington, consulting engineer: Robert L. Purcell, Wilmington. Principals: Lucile Lindale (25.8%) and husband. Elmer (25.8%).

- Atlanta, Ga. – Atlanta Broadcasters Inc. seeking ch. 73; ERP: 1243.4 kw vis. 1243.4 kw aux. HAAT: 687.5 ft. Address: 261 North River Dr., Pensacola, Fl. 80907. First-quarter operating cost: $31,150; revenue: $5,215,000. Legal counsel: George R. Douglas, Washington, consulting engineer: Robert L. Purcell, Wilmington. Principals: Lucile Lindale (25.8%) and husband. Elmer (25.8%).


- Birmingham, Ala. – Birmingham Broadcasters Inc. seeking ch. 75; ERP: 1243.4 kw vis. 1243.4 kw aux. HAAT: 687.5 ft. Address: 261 North River Dr., Pensacola, Fl. 80907. First-quarter operating cost: $31,150; revenue: $5,215,000. Legal counsel: George R. Douglas, Washington, consulting engineer: Robert L. Purcell, Wilmington. Principals: Lucile Lindale (25.8%) and husband. Elmer (25.8%).

- Kansas City, Mo. – Kansas City Broadcasters Inc. seeking ch. 76; ERP: 1243.4 kw vis. 1243.4 kw aux. HAAT: 687.5 ft. Address: 261 North River Dr., Pensacola, Fl. 80907. First-quarter operating cost: $31,150; revenue: $5,215,000. Legal counsel: George R. Douglas, Washington, consulting engineer: Robert L. Purcell, Wilmington. Principals: Lucile Lindale (25.8%) and husband. Elmer (25.8%).

- Columbus, Ohio. – Columbus Broadcasters Inc. seeking ch. 77; ERP: 1243.4 kw vis. 1243.4 kw aux. HAAT: 687.5 ft. Address: 261 North River Dr., Pensacola, Fl. 80907. First-quarter operating cost: $31,150; revenue: $5,215,000. Legal counsel: George R. Douglas, Washington, consulting engineer: Robert L. Purcell, Wilmington. Principals: Lucile Lindale (25.8%) and husband. Elmer (25.8%).
Gaynes. Washington; TV and Joel's father, Jerome (5%).

**Broadcasting, Tex. — Multi-Media Ministries Inc. granted 99.3 mhz, 700 kw. HAAT: 115 ft. Address: 114 Center Ave., PO Box 602, Brownwood 76801. Estimated construction cost: $6,542; first-year operating cost: $3,360; revenue: $1,803. Format: Religious. Principals: Herbert Ray Williams, David Joel Fair and Marion Lamar Bishop (1/3 each). Williams is a grocery distributor. Fair and Bishop work for plastics manufacturing firm, all in Brownwood. They have no other broadcasting interests, Oct. 9.

**Cody, Wy. — Wyomedia. Wyoming partnership granted authorization for new FM over Shoshone Communications Corp., after contrasting hearing on firms' mutually exclusive applications before ALJ. Edward Studer. Shoshone is licensee of KODI(AM) Cody. Wyomedia is also applicant for new FM at Casper. Wy. Settlement agreement under which only other applicant would withdraw and Wyomedia would be granted authorization is pending before FCC. (BC Docs. 80-58-59). Ann. Oct. 27.

**TV action


**Licenses

- **WDLX(AM) Dadeville, Ala.
- **WDLV(AM) Pinehurst, N.C.
- **KPOK(AM) Bowman, N.D.
- **KZAN(AM) Ogden, Utah.
- **KMEL(AM) Chandler, Ariz.
- **KDQF(AM) Boise, Idaho.
- **KORT-FM Grangeville, Idaho.
- **KLER-FM Orofino, Idaho.
- **KPND(FM) Sandpoint, Idaho.
- **KGLH(AM) Gerlach, Nev.
- **KMNH(AM) Farmington, N.M.
- **KCGL(AM) Centerville, Utah.
- **KPCFW(FM) Park City, Utah.
- **WPCB-TV Greensburg, Pa.

**WBO(AM) New Albany, Ind. (AM: 1570 kHz, 1 kw—1)—Seeks transfer of control of S.S.S. of Kentucky from Stanley E. Picou et al (100%) before; none after) to Eddie Sears (none before; 100% after). Consideration: $300,000. Principals: Lawrence Picus (40%), son Stanley (50%) and Stephen Sauier (1%). Lawrence owns WFM(FM) Forsyth, Ga., and WEA(AM) Englewood, Tenn. Stanley and Macri have no other broadcasting interests. Sears is general manager of WBO(AM) and owns WFF(AM) public radio and broadcasting consulting firm. He has no other broadcasting interests. Ann. Oct. 12.

**WELF(AM) Presque Isle, Me. (FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Sadok Broadcasting to Thomas E. Ingald for between $325,000-$370,000. Seller: Neil Clarke (80%) and Dennis A. Clarke (20%). They have sold, subject to FCC approval, KLYX(AM) Sioux Falls to separate buyer (BROADCASTING, Nov. 3). Ingald owns KKKX(AM)-KKDQ(AM)(FM) Grand Forks, N.D.; KVC(AM) Valley City and KKM(AM) Wahpeton, both North Dakota stations. Ann. Oct. 14.


**WG(AM) Kuhlman. Arkansas; TV and Joel's father, Jerome (5%).


**WOF(AM) Jerome (5%).

** lexical

- **WFMC(AM)-KRC(AM)- WBLX(FM) Fayetteville, Ark. and owns AM group whose other applicant would withdraw and Wyomedia would be granted authorization is pending before FCC. (BC Docs. 80-58-59). Ann. Oct. 27.

**Summary of broadcasting

**PCF tabulations as of Sept. 30, 1980

| Licensed | On air | CPMs on | Total on air | CPMs on no | Total on no | Total authorized
<table>
<thead>
<tr>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,565</td>
<td>3</td>
<td>4,588</td>
<td>121</td>
<td>4,689</td>
<td></td>
</tr>
<tr>
<td>Commercial FM</td>
<td>3,240</td>
<td>2</td>
<td>3,324</td>
<td>148</td>
<td>3,390</td>
<td></td>
</tr>
<tr>
<td>Educational AM</td>
<td>1,076</td>
<td>0</td>
<td>1,076</td>
<td>0</td>
<td>1,076</td>
<td></td>
</tr>
<tr>
<td>Total radio</td>
<td>8,881</td>
<td>5</td>
<td>8,866</td>
<td>349</td>
<td>8,223</td>
<td></td>
</tr>
</tbody>
</table>

**Commercial TV

| VHF | 516 | 1 | 517 | 10 | 527 |
| Educational TV | 257 | 2 | 257 | 2 | 257 |
| Total TV | 998 | 4 | 1,014 | 118 | 1,132 |

**FM Transmitters

| TV transmitters | 329 | 0 | 329 | 0 | 329 |

**VHF

| VHF | 2554 | 0 | 2554 | 263 | 2817 |

**Unloading

| VHF | 1,348 | 1 | 1,349 | 1 | 1,349 |

**Special temporary authorization

*Includes off-air licenses
Facilities Changes

FM applications

KNUJ-FM New Ulm, Minn.—Seeks CP to increase ERP to 100 kW; HAAT: 358 ft., and make changes in is. sys. Ann. Oct. 30.

KNEB-AM Scottsbluff, Neb.—Seeks CP to change TLI to 11 mi. of Scottsbluff on state highway No. 17; increase ERP to 800 kw; and make changes in is. sys. Ann. Oct. 30.

KRIZ-FM Roswell, N.M.—Seeks CP to increase ERP to 100 kw; HAAT to 353 ft., and make changes in is. sys. Ann. Oct. 30.


WCCE-FM Buttes, Calif.—Seeks CP to change freq. to 88.5 mhz; change TLI to Hwy. 210, 1.13 mi. of Lillington, N.C.; specify RC as Science Hall at Campbell University, Buies Creek; increase HAAT to 300 ft.; change TPO, and make changes in sys. Ann. Oct. 29.


KJKI (AM) Logan, Utah—Seeks CP to change TLI to Cal Mountain near Logan, specify RC 21-B W, center Logan, increase ERP to 34 kw, HAAT to 2,038 feet, and make changes in sys. Ann. Oct. 29.

TV application

WATU-TV Augusta, Ga.—Seeks CP to change ERP to 925 kW. Ann. Oct. 29.

AM action


FM action

WRFG (FM) Atlanta—Granted CP to increase ERP 24.5 kW; install new type ant.; and make changes in is. sys. (BP-781205A). Sept. Action. 29.

WFXE (FM) Columbus, Ga.—Granted CP to change TLI to 11th Ave. and 7th Place, Phoenix City. Ala.; change SL and RC to 1115 14th St., Columbus; decrease ERP to 2.5 kW; increase ant. height to 290 ft.; and change TPO (BP-800307A3). Oct. Action. 4.

KTRK (FM) Seattle-Kelma, Hawaii—Granted CP to increase ERP to 75 kw; conditions (BP-800526A). Oct. Action. 3.

WCNB-FM Connoversville, Ind.—Granted CP to increase ERP to 20 kw; ant. height 271 ft.; and change TPO (BP-800308A). Oct. Action. 3.

WOES (FM) Ovid-Elsie, Mich.—Granted CP to install new ant.; make changes in sys. (is. height); change ERP, 55 kw; ant. height 170 ft.; conditions (BP-790218A). Oct. Action. 9.


WTYX (FM) Jackson, Miss.—Granted CP to make changes in sys.; change TLI to Beaurey Rd., 3 miles W of North State St.; Jackson; change type trans. and ant.; increase ERP 100 kw; decrease ant. height 360 ft.; and change TPO; conditions (BP-800527A). Oct. Action. 5.


WDWFM (AM) Scottsbluff, Neb.—Seeks CP to make changes in sys. and TLI to 11 mi. S of Scottsbluff on state highway No. 17; increase ERP to 800 kw; and make changes in is. sys. Ann. Oct. 30.


The measure of success.

See us at SMPTE Booths 41 and 42

FUJI

In 2", 1" and ¾" ½" Beta and VHS Video and Head Cleaning Cassettes.

The measure of success.
WOFM(FM), Greenville, Tenn.—Granted CP to change TL to Greystone Mountain, Greenville; ant. height, 1,090 ft., and makes changes in ant. sys.; conditions (BP/H-791015AW). Action Oct. 1.


TV action


KTINITV Fort Dodge, Iowa—Application granted for authority to operate trans. by RC from KQIN-TV, approximately 1 mi. S. of Alleman, Iowa. Action Oct. 16.


KMTA-TV Minneapolis—Application dismissed for authority to install subscription television equipment. Action Oct. 15.


KCEN-TV, Temple, Tex.—Granted CP to decrease ERP to 10 kw aus.; change TL to 2.4 miles S.E. of Eddy, Tex., and ant. height to 1,866 ft. Action Sept. 22.

KTXV(TV) Salt Lake City—Application granted for authority to operate trans. by RC from 1760 Fremont Dr., Salt Lake City. Action Oct. 15.

WLYJ(TV) Clarksburg, W.Va.—Application granted for authority to change SL to 775 W Pike St., Clarksburg, and operate trans. by RC from SL. Action Oct. 15.

In Contest

FCC decision

Sioux Falls, S.D. (Northwestern College, Midwest Radio Corp., and WXYZ Inc.) AM Proceeding: Authorized Northwestern to increase power of KNWC from 1 kw to 2.5 kw. CP denied petitions to deny by Midwest Radio Corp., licensee of KKWY Winner, S.D., and WXYZ Inc., licensee of WXYZ Detroit, both of which said KNWC’s proposal would cause interference in their service areas. FCC analysis showed proposed increase would not create new areas of overlap, but Midwest contention. FCC analysis also showed KNWC nighttime array not as unstable as WXYZ contend, and with appropriate monitoring, maintenance of authorized pattern can be achieved. Action Sept. 10.

Procedural rulings


Columbus, Ohio (TV Proceeding: BC Docs. 78-395-96) — Chief, office of opinions and review granted petition by Commercial Radio for leave to amend its application to reflect that on Oct. 1, Wilmington 61 Inc. filed application for new commercial UHF television station on channel 61 at Wilmington, Del., Commercial Radio principals and stockholders have various interests in Wilmington Channel 61 Inc. and that on Sept. 12 representatives of Chesapeake Television Inc. and WBFF Television Corp. notified FCC of their agreement to withdraw petition for reconsideration of application of license to new TV Station WBFF (ch. 45) Baltimore, Md., various Commercial stockholders hold interests in Chesapeake Television, and granted petition by Christian Voice for reconsideration of application to reflect that Christian Voice Trustee O. Carl Sullivan was a defendant in two lawsuits, the Court of Common Pleas, Muskingum, Ohio, issued opinion in favor of plaintiffs and permitted plaintiffs to pay $4,160 in installment payments from defendant Sullivan, suit was based on a real estate installment contract which the Court ruled as void and that Sullivan, defendant in unrelated civil suit to recover indebtedness, has entered into settlement agreement with parties in Gulf Oil Corp v. Sullivan. Action Oct. 22.


Designated for hearing

Santa Ana, Calif.—International Panorama TV Inc. (KTBN-TV) and Saddleback Broadcasting Co., for change in existing facilities and for new TV, respectively, at Santa Ana, to determine International’s entertainment and amusement rights; which application would better serve public interest; and which application should be granted (BC Docs. 80-655-36). Ann. Oct. 27.

Action


Allocations

UHF applications


VHF applications

Gat City and Weber City, both Virginia—Holston Valley Broadcasting Corp. seeks CP for new VHF translator on ch. 7 (TPO: 1w., HAAT: 80 ft.) to rebroad-
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATLANTIC RESEARCH CORP.</td>
<td>Jansky &amp; Bailey</td>
</tr>
<tr>
<td></td>
<td>5300 Chesapeake Avenue</td>
</tr>
<tr>
<td></td>
<td>Alexandria, Virginia 22314</td>
</tr>
<tr>
<td></td>
<td>(703) 642-4164</td>
</tr>
<tr>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>EDWARD F. LORENZT &amp; ASSOCIATES</td>
<td>Edward F. Lorenz, P.E.</td>
</tr>
<tr>
<td></td>
<td>Charles I. Gallagher, P.E.</td>
</tr>
<tr>
<td></td>
<td>1334 G St., N.W., Suite 500</td>
</tr>
<tr>
<td></td>
<td>Washington, D.C. 20005</td>
</tr>
<tr>
<td></td>
<td>(202) 347-1319</td>
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<tr>
<td></td>
<td>Member AFCCE</td>
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<td>A.D. RING &amp; ASSOCIATES</td>
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<td>1015 15th St., N.W., Suite 703</td>
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<td>CARL T. JONES ASSOC.</td>
<td>Moffet, Ritch &amp; Larson, P.C.</td>
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<td>Springfield, VA 22153</td>
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<td>STEEL ANDRUS &amp; ASSOCIATES</td>
<td>David L. Steel, Sr., P.E.</td>
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<td>P.O. Box 230, Queenstown, Md.</td>
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<td>351 Scott Dr., Silver Spring, Md.</td>
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<td>JAMES J. BEHELEBINGER</td>
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<td>JOHN H. MULLANEY</td>
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<td>MIDWEST ENGINEERING ASSOCIATES</td>
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Cable

The following cable registration has been filed:

Storer Cable of Connecticut Inc. for New Haven, Conn. (CT0049) add signal.

Telecable of Columbus Inc. for Columbus, Ga. (GA0063) add signal.

Rock River Cablevision for Rock Falls, Sterling, Coloma, Hopkins, and Mount Morrency, all Illinois (IL0095, 062, 061, 059, 095, 129) add signal.

Clinton Cablevision for Morrison, Erie, Fulton, Prophetstown, Albany, and Savannah, all Illinois (IL0329, 333, 250, 332, 331, 330) add signal.

Clinton Cablevision for Clinton, Camanche, and DeWitt, all Iowa (IA0033, 062, 101) add signal.

Community TCJ of Kansas Inc. for Leavenworth, Kan. (KS0077) add signal.

Fetter Broadcasting Co. for Kalamazoo, Portage, Kalamazoo, and Comstock, all Michigan (MI0039, 094-099) add signal.

Taney Co. Cablevision for Branson and Hollister, both Missouri (MO0046, 229) new system.

Central Cable Service Inc. for Geneva, Neb. (NE0017) new system.

Cablevision of New Jersey for Norwood, Northvale, and Haworth, all New Jersey (NJ0049-051) new system.

Summons Communications of New Jersey Inc. for Hopaipong, Victory Gardens, Patapsco-Troy Hill, Mountain Lakes, Mount Arlington, Rockaway, Boonton, and Jefferson, all New Jersey (NJ0142, 154, 120, 121, 167, 175, 242, 243) add signal.

Mass Cable Inc. for Raton, N.M. (NM0016) new system.

Columbia Cablevision of Westchester Inc. for Hastings, N.Y. (NY0086) new system.

Cablecom General Inc. for Hobart, Okla. (OK0016) add signal.

Com West Inc. for Marlwood, Okla. (OK0077) add signal.


Johnstown Cable Television for Daiseyton, Pa. (PA1900) new system.

Oxford Valley Cablevision Inc. for Upper Southampton and Tullytown, both Pennsylvania (PA1898, 99) new system.

Oxford Valley Cablevision Inc. for Falls, Morrisville, Bensalem, Warwicktown, and Lower Southampton, all Pennsylvania (PA0089, 1578, 1096, 1112, 1111) add signal.

Acton CATV Inc. for Alpine, Utah (UT0036) new system.

EMCO CATV Inc. for Manchester, Vt. (VT0036) add signal.

Warner Amex Cable Communications Inc. for Fort Monroe, Va. (VA0243) new system.

Metrovision of Wisconsin Inc. for Menomonee Falls, Wis. (WI0223) new system.

Midwest Radio Television Inc. for Rice Lake, Wis. (WI0054) add signal.

Satellites

Based on FCC tabulations announced Sept. 2 are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of licensed to licensed-receive-only stations is approximately 3 to 1.

Applications

Hollywood, Calif.—Satellit of America, Inc. (11 m; S-A; E2656).

Los Angeles—Satellite Business Systems (5.5 m; Hughes Aircraft; E2619).

Sacramento, Calif.—Satellite Business Systems (5.5 m; Hughes Aircraft; E2649).

Atlanta—Satellite Business Systems (5.5 m; Nippon Electric Co.; E2620).

Philadelphia—Satellite Business Systems (5.5 m; Nippon Electric Co.; E2648).

Barcelona, P.R.—American Satellite Co. (10 m; S-A; E2643).

Austin, Tex.—Satellite Business Systems (7.6 m; Nippon Electric Co.; E2618).

Bren Mar., Va.—Mutual Broadcasting Systems (11 m; S-A; E2651).

Grants

Heritage Communications Inc., Red Bay, Ala.—E2497.

Communications Systems Inc., Vernon, Ala.—E2451.

Six Star Cablevision of Pomona, Pomona, Calif.—E2480.

Cox Cable Communications Inc., Atlanta—E2511.

Clearwater Communications, Pierce, Idaho—E2354.

Sacrament Cablevision for Carrolton, Rowhouse and Petersburgh, all Illinois—E2539, E2534, E2535.

Gibson Cable TV Inc., Owensville, Ind.—E2519.

VideoIndiana Inc., Indianapolis—E2534.

Warner Amex Cable Communications Inc., Scottsburg, Ind.—E2517.

Word of Joy Inc., Swayne, Ind.—E2467.

Bee Line Inc., Madison, Ind.—E2514.

Liberty TV Cable Inc., Fennville, Mich.—E2542.

Boon American Co., Glen Lake, Mich.—E2540.

Cox Cable Communications Inc., Owosso, Mich.—E2523.

Heritage Communications Inc., Charleston, New Albany, and Summer-Twittler, all Mississippi—E2499, 2501, 2496.

Warner Amex Cable Communications Inc., Harrisonburg, Mo.—E2516.

TV Transmission Inc., Fremont, Neb.—E2470.

Central Cable Corp., Schuyler, Neb.—E2531.

Tel-e-Vue Cable TV, Ord, Neb.—E2599.

White Sands Cable Co., White Sands, N.M.—E2524.

New Channels Corp., Cooperstown and Syracuse, both New York—E2512, 2510.


Golden West Broadcasters, Oklahoma City—E2530.

Netsars Television Cable Inc., Brickyard, Ore.—E2520.

American Television and Communications, Union, Ore.—E2494.

These Cablevision Corp. Corapolis, Pa.—E2508.

Home Vue Cable TV, Doylestown, Pa.—E2513.

TV Cable of Frisco Inc., Frisco, Tex.—E2528.

TV Cable of Highland Village Inc., Village, Tex.—E2527.

Iraan TV Cable, Iraan, Tex.—E2518.

Atascosa County Cable TV Inc., Pleasanton, Tex.—E2515.

TV Cable of Trinity Inc., Trinity, Tex.—E2509.

Communications Technology, Bren Mar, Va.—E2505.

Cox Cable Communications Inc. Hopewell and Nothfolk, both Virginia—E2521, 22.

Davis Communications Inc., Cheney, Wash.—E2526.

Peromac Valley Television Co., Romney, W. Va.—E2541.

New AM's

RIDGE Communications Inc, Homer City, Pa.


New FM's

South County Community College District, Cottage Grove College, Hayward, Calif.

Stelting Broadcasting Corp., Augusta, Me.


Livingstone Broadcast Inc. Round Rock, Tex.

New TV's

Hess Broadcasting Corp., Mobile, Ala.

Southern Broadcasting Corp., Melbourne, Fla.

Existing AM's

WLBJ Bangor, Me.

WLJB Detroit

RSK FM Lubbock, Tex.

KDFL Sunnysvale, Wash.

Existing FM's

WTXWS Sarasota, Fla.

WRC Chicago

WJLB Detroit

Existing TV's

Kвоз TV Lansing, Mich.

WM4C TV Springfield, S.C.

Grant

Call

Cali

Sought by

WRID Ridge Communications Inc, Homer City, Pa.


*KBMR* South County Community College District, Cottage Grove College, Hayward, Calif.

WSCL Stelting Broadcasting Corp., Augusta, Me.


WAVO Hess Broadcasting Corp., Mobile, Ala.

WKNA Southern Broadcasting Corp., Melbourne, Fla.

Existing AM's

WLBJ Bangor, Me.

WLS-FM Chicago

WJLB Detroit

Existing TV's

WM4C TV Lansing, Mich.

WM4C TV Springfield, S.C.

WM4C TV Lansing, Mich.

WM4C TV Springfield, S.C.

WM4C TV Lansing, Mich.

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WM4C TV Springfield, S.C.

WM4C TV Lansing, Mich.

WM4C TV Springfield, S.C.
You just paid $20 to hear Beethoven.

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

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

That's why we'd like to remind you that Xerox is a registered trademark of Xerox Corporation, and is properly used as an adjective, followed by a noun describing our product.

As long as you use our good name correctly when you want a Xerox product, you'll get a Xerox product. Not some copy that won't perform as expected.
**RADIO**

**HELP WANTED MANAGEMENT**

Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well-experienced sales manager. Expert, balance, Incentives and fringe benefits. Send complete resume, immediately. EOE. Box K-167.

General Sales Manager sought to lead and motivate very productive sales force. Must be proven producer, with demonstrated record as a sales manager or sales person. Applicant can be top salesperson wherever working now! He or she will find all tools and promotion they need. Station No. 1 for many years. Excellent compensation and opportunity. EOE. Box X-194.

Management position for newly acquired station in Midwest. Group owner looking for strong sales manager to run sales department and understudy current manager. Great earning potential. Reply to Box M-35.


**Major FM station in top 50 market looking for innovative, sales manager with future. G.M. position has 350,000 plus. An equal opportunity employer. Please rush resume and description of successes to Box M-22.**

**General Manager—Your hard work is needed in a small midwest market. Upper Twenties salary and stock bonuses and options. A great place for you to start building that equity for the future. Box M-61.**

**Experienced Sales Manager needed for medium southeastern AM/FM facility. Must have strong sales background, growth, balance, ability to attract new accounts, contacts and lead local team of experienced salespeople. Equal Opportunity Employer. Resume with salary history and references to Box M-66.**

Sales Manager for Middle Atlantic Rock FM. Proven local producer will earn salary plus incentives. GM position. EOE. Send resume and phone number to Box M-69.

**General Manager wanted for small midwest market. Will consider experience preferred. Your hard work will result in a good salary and ownership, so we expand together. What will it take? Box M-80.**

**General Sales Manager to lead, train and motivate a large compass sales staff. Must supervise national and regional sales. This AM/FM combination is one of the oldest and most solid in mid-atlantic with excellent history. You will work hard and if you're rewarded. If your current potential is restricted and you think you are ready to face this rewarding challenge, send complete resume to Box M-94.**

**General Manager—with strong sales background wanted for small market station in near west. Salary plus incentives. Send resume and salary requirements. Box M-100.**

**General Sales Manager wanted for growing group owned AM and FM stations in Pennsylvania. Must be able to lead, train and motivate separate sales staffs. Will be given top account list. Salary, commissions, bonuses, override, gas, company car and other benefits. Position available immediately. Send resume to Box M-147.**

**HELP WANTED SALES**

Like to Snow Ski? We have an immediate opening for an experienced account executive in a 300,000 plus market. Minimum of two years experience in Agency and Direct Sales. Opportunity for advancement with growing chain. Contact Rick Welch 703-523-1551.

**Your Sales Opportunity! Full time ABC. Salary commission, fee all. KFRO, Longview, TX 75605. EOE.**

**SPECIALS**


One of Ohio’s great radio stations has immediate opening for a Local Sales Manager to plan, direct, and train our five-person sales staff. Two years sales management experience, top compensation for qualified individual. Send resume to J.D. Williamson, WKBK, Youngstown, Ohio 44501. No phone calls. An Equal Opportunity Employer.

Unusually high income opportunity for aggressive, experienced salesperson in S.E. most prestigious resort area. New Class C adult contemporary FM. Excellent opportunity for ambitious sales person seeking growth potential. Contact Robert E. Powell, General Manager, WBEU, 3040 Boundary Street, Beaufort, S.C. 29902.

**Central New York: Top rated FM (500,000 watt FM). Medium market—excellent opportunity. Emphasizes promotions, wine and liquor, etc. Excellent compensation for suitable person. Write General Sales Manager, WTLB AM/FM, Box 761, Utica, NY 13503. Equal opportunity employer.**

**National Gospel Rep—looking for an aggressive, creative and self-motivated Account Executive. Experience in national Gospel market. 1-3026 per month plus commissions. Excellent growth potential. Friendly southeastern community will be home base. Call 312-889-4008.**

**Small Market upstate New York needs experienced Accountant/Salesperson. Eventual management possibilities in a growing organization. Box M-9.**

**Looking for a place in the mountains with fishing, hunting, and the best vacation spot. If you are experienced and a good worker, contact Dennis Fesper. KERR Radio, Potomac, Md. 20854—883-5245. 50 KW Station covering Northwest Montana. EOE.**

**Account Executive-Sports. Midwest market. Good active account list. Heavy play-by-play responsibility. Some Big Ten. Must be sell starter and able to sell-sell-sell. An Equal Opportunity Employer. Send resume to Box M-99.**

**Sleasepersons (2 positions). WTOP Newsradio 15 needs 2 salesperson with experience in one or more of the following areas: Radio Time Sales, Co-operation Advertising sales, related media sales etc. (newspapers, magazines, television, automobile and college degree is required). If you’re an aggressive self-starter, please submit your resume to: Business Manager (Box 19—Sales and Production). WTOP Newsradio 15, 4648 40th Street, N.W., Washington, DC 20016. EOE. M/F.**

**Billboard’s station of the year is seeking professionally minded men and women who want to move up in broadcasting. We need a competitive self-starter who has the tools for success. RAB, full-time co-op department, marketing support materials and research are here to help. Good writing skills, imagination and media degree or experience preferred. Send resume to: Rob Kemper, WDIF Radio, PO Box 10000, Marion, OH 43032 EOE.**

**South Florida sales opening for experienced professional, Warm climate, good growth market. Approximately 200,000 population in rated trading area. Excellent gallonage, commission, and car expense. Send resume and sales requirements to Randolph Millar, WIRAJ/WOJV-FM, Box 3032. Fort Pierce. FL 34944 A. We are an equal opportunity employer.**

**Play-by-play Sportscaster/Salesperson for AM station. Sunbelt. Excellent: income, opportunity, future, lifestyle. Send resume immediately to: Box M-92.**

**Houston—top station has sales opportunity due to recent promotion. Must be proven professional, EOE. Write Box M-84.**

**Top rated Northern Indiana station looking for mid-day personality who can entertain. Will need at least 2 years commercial experience to handle this MOR format. EOE. Send air check and resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46515.**

**Looking for Midwest beginner with adult sound for all-night Good Music program. Must have good reading ability and follow instructions to keep this CBS station No. 1. Good benefits, EOE. Tape & resume to Larry King, WSOY Box 2250, Decatur, IL 62526. No phone calls.**

**All-classical 105,000-watt WNED-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Non-returnable tape and resume, including references. Application, Program Director, WNED-FM, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.**

**Wanted Announcers for country format. Salary up to 1250 per month. Send tape and resume to KSSQ, 345 S. 7th, Raymondville, TX 78580.**

**Live, learn and grow with community oriented FM in Virginia’s Shenandoah Valley. We need a talented, versatile morning person. Good pay, excellent facilities, great people. Write for a personal interview. EOE. Box M-21.**

**North Carolina growing broadcast group seeking professional announcers. Excellent benefits. EOE. Contact: M. Garner, PO. Box 529, Laurinburg, NC 28352-919—276-2911.**

**Here is an outstanding opportunity to join a well established top rated populad operation, which also specializes in the news and sports division. The opening is for someone who can handle professionally an important production shift and evenings on the air. Rush and tapes to Program Director Rick Belchetz, WSGW, Box 1945, Saginaw, MI 48638.**

**South Florida MOR seeks strong personality with excellent voice. Minimum two years experience. Send resume, tape and salary requirements to WIRA/WOJV for Randolph Millar; PO Box 3032, Fort Pierce. We are an equal opportunity employer.**

**Seeking that “certain sound” immediate opening for smooth & mellow sounding Staff Announcer for non-automated “Beautiful Music”, Evening shift & production. Tape & resume to WSRS, West Side Station. Worcesters MA 01602, EOE.**

**Opportunity—Morning Announcer—Experienced do you have that certain something? If so, we are looking for you. Submit your tape and resume to WIRA/WOJV for Randolph Millar.**

**Modern Country Personality Jock, with production capabilities. Permanent slot. Send tape, resume KCIN, Victoria City, 79239.**

**Spanish Announcer. West Texas Station has immediate opening for Bi-lingual Announcer that can type, translate English into Spanish and has broadcast experience. Send resume to Box M-97.**

**Experienced all night person for solid southeast AM/FM easy listening stations. Must be able to do news and production. Tape and resume to Charley Neeld, Program Director. WHLG, 1000 Alice Avenue, Stuart, FL 33494, EOE.**

**Play-by-play Sportscaster/Salesperson for AM station. Sunbelt. Excellent: income, opportunity, future, lifestyle. Send resume immediately to: Box M-92.**

**Small market Rocky Mountain resort area AOR station needs full-time announcers strong on production. Staff Announcer for MOR. Great rates, Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83011. EOE.**

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See last page of Classified Section for rates, closing dates, box numbers and other details.
HELP WANTED TECHNICAL

Chief Engineer: to handle two northern Vermont AM's within 40 miles of each other. Must have knowledge of technical operations and maintenance of good equipment. Send resume, references immediately to: WIKE, Box 377, Newport, VT 05855.

Chief Engineer: Northeast Class IV fulltimer. Must be dedicated to top flight maintenance and ability to handle a normally adult, professional working atmosphere. No air work. EOE. Box M-34, 317,000 plus paid Blue Cross. Resume to Box K-179.

Transmitter Technicians—Voice of America has overseas positions available at supervisory and operating levels for experienced transmitter technicians. Experience and position open to high power VOA transmitters and related facilities. Applicants must have 3 to 5 years "hands-on" experience in technical operation of VOA TV or military fixed station transmitters. Must be available on a worldwide basis to serve in VOA's radio relay system. J.S. citizens only. Send resume and salary desires to: WORR-WWXT, c/o Mr. Klaus 216-673-2323, E.O.E./Affirmative action.

HELP WANTED PRODUCTION, OTHERS

Experienced coverage area means two new openings at one of Midwest's finest broadcast operations. AM-FM News Director, the station's master with skills in news and programming. Some sports included, but this is a news and information position. E.E.O. Box M-34.

Aikon's hottest stations WNR/WKNT are looking for experienced newswoman, with strong delivery and personality. Join this growing communications company with new building, new studios, excellent salary and benefits package. Interested candidates call Mr. Netherton, General Manager; WMKY Radio, Morehead State University, P.O. Box 803, Morehead, KY 40351. MSU is an Equal Opportunity/Affirmative Action Employer.

VERSATILE, experienced man or woman with production skills and a professional attitude. Community involvement a must. Send resume if ready for long term commitment. E.O.E. Box M-63.

WANTED IMMEDIATELY: Experienced program director. Good commercial voice required. Prefer someone with football play by play experience. Send resume, references, and salary requirements to William B. Hilton, WBUX Radio, PO Box 668, Lexington, NC 27292, EOE.

Radio Production person with extra helping of creativity and dedication needed. Golden opportunity to work with winners you know and excellent facilities in downtown. Send resume only without delay to Box M-90.

SITUATIONS WANTED MANAGEMENT

GM/GSM presently San Diego County looking for return to small market AM/FM. 23 years all phases radio. Last stop to return to Texas-Oklahoma small/mid market, as station manager news director or p.d. If you can offer good benefits and $1500 minimum. Let's talk. Gary Moore 405-226-4505.

Sales Manager—ready to move into general manager's position. 25 years sales experience. First phone. Prefer medium market. Boxholder: Post Office Box 8214, Rochester, NY 14617.

Experienced, 29, family man, seeks position as O/M, air shift and P/B eastern market, 15,000 plus Box M-102.

SITUATIONS WANTED ANNOUNCERS


Broadcast Artist. Classically-minded. From programming to announcing—copywriting to production and feature reporting, NPR background. Have vox. Will travel. Wire: Thompson, 1508 Vallejo Drive, San Jose, CA 95112.

Honest, hard working Air Personality-Music Director for stable situation to grow. 3 yrs. plus real experience, currently working Medium Market. Excellent references. Call Jim 667-433-2213.

Lucrative offers sought now—Carolinas only. Versatile professional: copy production, news, announcing, automation skills. 201-295-4858.

Experienced Agency Executive Would like to return to Radio or TV personality slot. 25 years experience. Worked with WXYC, Cincinnati, and WDSU Radio-TV New Orleans, and other leading stations. Only interested in 50,000 watt personality slot, $25,000. Call 713-973-7037. Appetite: Dick Bruce, PO Box 7025, New Orleans, LA 70186.
SITUATIONS WANTED ANNONCED

EXPERIENCED, WORKAHOLIC Disc Jockey looking for small Top 40, AGIL, oldies format. Call Kevin after 6 PM. 312-899-3349.

I won’t whisper! Experienced Top 49 personality, deep good voice and production savvy East preferred. Call Bill Houston 516-423-0167.

Pilgrim is searching for a medium market country station on east coast. Tell me your search has ended! Family-owned, professional, Mark Anderson. Tudor Gardens BX, Port Jervis, NY 12777. 858-5425.

Manager. Seven years baseball. Call Leo 516-423-0167.

Experienced automation skills. professional:

Entry level will consider Chief Engineer -Top 40 four years experience. Call Leo 516-423-0167.

Tudor Gardens. 342-8367. Detroit. OH 45403 513-254-8031.

Small market. Seeking air shift/sportsnews. One year experience. Call Bob 516-221-249.

College educated announcer, who’s also a writer, programmer & knows music. Available now. Limited experience with the willingness to learn. Prefer Midwest or New England states. Call Alan Katovich, 313-539-8063 or write 34788 Fargo, Sterling Hts. MI 48377.

Frankie Crocker, Robert W. Morgan type DJ. Is available 6 months with major. Love country, soul and educational. Mark Anderson, Box M-55.

I Don’t Need a Break—You do! You’re running a business not a broadcast kindergarten right? I paid my dues with excellent training, good character—No Problem Personality—professional sounding tape available. Phone Mr. 212-998-4181.

You want dependable hard worker? Then send for me. 3 FCC. Ann. DJ, Good production. Will allocate. Box M-96.

SITUATIONS WANTED TECHNICAL

Chief Engineer, AM-DA, FM stereo, prefer mid-south, will consider all replies. Box M-60.

Very aggressive, almost young Chief Engineer desires challenge with stable, professional organization. Experience includes, but is not limited to, high power AM and FM, automation, STL design, and construction. Box M-62.

SITUATIONS WANTED NEWS


Lucrative offers sought now—Carolina only Versatile professional: copy, production, news, announcing, automation skills. 201-295-4655.

Experienced sportscaster seeks new position. Play-by-play heavy baseball, also football, hockey, baseball. Call Bob at 912-235-2915.

Available. Basketball, now: 7 yrs PBP/INCAA all sports Dan Lee 316-231-8205.

Small Market News/Sports Director—Assistant Manager. 9+ years experience. Prefer small to medium market in Northeast-Southwest. Will consider others. Box M-7.

News Director. Solid professional broadcaster, with more than 20 years experience. Seeking major-market station with strong management commitment to staff and news excellence. First phone, know F.C.C., can produce results. Box M-70.

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

Sports/News/DJ—Ten years experience PBP. Prefer sports but will do news. Prefer Tennessee or surrounding states. Box M-66.

News-Sportscaster—available immediately—NE. Southeast, Midwest. Station sold, Hank Holmes 617-697-5657.


Journalist, Six years commercial radio and TV experience, looking to join pro news team in top 75 market. I offer street savvy, lots of tape investigative reporting, telephone-talk experience, and smooth delivery. Currently medium market ND, BA, married, 25, stable and not cheap. Call 317-284-9814.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

My experience can work for you in management! Announcer with 3 years experience with all formats, live and automated operations, seeks position as Program/Operations and/or Production Director. Box M-24.

Lucrative offers sought now—Carolina only Versatile professional: copy, production, news, announcing, automation skills. 201-295-4655.

Business oriented Program Director with 8 years experience. Extensive experience in airstaff supervisi, creative promotions, music, community involve,ment and production. Seeking long term relationship with quality organization. Bill 803-226-1408.

Communicator: Grew up in radio family. First promo recorded at age 5. Past 10 years on FM/AM some TV. Can do all things in all formats. Ops., Mgr., Production Director, Mgr., News and Public Service Director. duties with sales know BA, plus graduate work in Communications. Call Dan Ron 217-528-3119. Let’s communicate.

TELEVISION

HELP WANTED MANAGEMENT

Major TV group seeks general manager for VH network affiliate in growing northeastern market. EOY Box K-141.

Director of Administration: State Public Network seeks aggressive, self-starter to direct its business management. Major responsibilities include planning, coordinating, and supervising such activities as budgeting, accounting, payroll, purchasing and attendant analyses and reports. Degree plus four (4) years experience in business management, accounting, personnel or closely related work required. Experience in public broadcasting administration may be substitutable. Minimum salary—$12,000. Apply: Baton Rouge, LA 70805; Application deadline: November 17, 1980. Louisiana Educational Television Authority is an Equal Opportunity Employer.

top ten affiliate seeks experienced business manager. Key role in station’s daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity to internal operations. Equal opportunity employer. Send resume and salary requirements to Box H-120.

General Sales Manager-TV: Network affiliate in Southeast seeks General Sales Manager who can get out from behind his desk to provide personal leadership, persuasive presentations and effective inventory control. Reply Box K-162.

Public Television Executive Director Position. Available. The Iowa Public Broadcasting Network is seeking a qualified individual for the position of Executive Director. Candidates should possess successful broadcast administrative experience, appropriate educational qualifications, and demonstrated ability to manage large and complex organizations. Ability to relate effectively to the viewing public, state government, Board of Trustees and Friends of IPB is critical; as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit, no later than December 31, the resume detailing experience and credentials along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy and position on the operation and administration of a public television network funded by state sources. All correspondence should be addressed to Mr. David Jolly, Search Committee, Iowa Public Broadcasting Network, PO Box 1758, Des Moines, IA 50306. An Equal Opportunity Employer.

Assistant Business Manager—Group owned network affiliate in top 50 market is searching for the right “number two” financial and administrative person. Very challenging position with company which is expansion and growth-oriented. Hard work and quick growth potential likely within one year. Excellent benefits. An Equal Opportunity Employer. Send resume with salary requirements to Box M-29.

Position with a future! Enthusiastic TV Manager wanted: Offering an opportunity to grow with broadcasting company in one of the fastest-expanding markets in the West. Requires local TV sales experience, recruiting, supervision, and station management. We are an Equal Opportunity Employer, Affirmative Action Program. Contact Box M-95.

Vice President-Broadcast Operations. Public Television and Radio stations seek highly qualified candidate to administer all production and technical operations. Broadcast management experience in both television and radio of at least five years. Direct experience in production and technical operations has been in a commercial environment is required. Salary negotiable. Deadline: November 14th. Resumes to: Personnel Asst., WCNY/WSyracuse, 506 Oak Lawn Ave., Syracuse, New York, 13209. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

Florida network affiliate has an opening for a local sales representative who has knowledge of both retail and批发 sales. Person must be organized, have a good personality, knows all forms of media, and understands viewership research. Person must be and who is willing to work hard towards sales objectives. An Equal Opportunity Employer. M/F if interested and qualified, write to: Box M-59.

Retail Services Director—Top 40 southeastern market VH network affiliate seeking talented, creative, production-oriented person for new retail services unit. Serve as companion to local sales efforts by selling through creative concepts. Required skills: TV production experience, creative writing, experience in photography of TV sales and retail sales, good with clients, marketing knowledge and service oriented. Inquiries confidential. Applicants should send resume to Box M-78.

HELP WANTED ANNOUNCERS

Announcer/Weathercaster—Expanding Midwest network affiliate needs good, experienced television weathercaster/announcer. EOY, Send resume to Box M-32.

HELP WANTED TECHNICAL

Engineer/Maintenance/1-[PTV/ITV]. Qualifications: First Class FCC License, minimum of four years of technical broadcast television experience. Digital, solid state, UHF microwave and remote control. Apply KMF-TV Fresno County Dept. of Education Personnel Office Room 330, 2314 Mariposa Street, Fresno, CA 93721. Phone 209-488-3018.

Broadcasting Nov 10 1980
HELP WANTED TECHNICAL
CONTINUED

Maintenance Engineer Tucson, Arizona: Minimum requirements — FCC 1st Phone, 3-5 years TV maintenance experience, including maintenance and routine alignment of studio equipment. Experience on AC/DC, AVP, VPR, 1812 is desirable. If you want to work in a new and expanding area, this Tucson station would like to hear from you. Send resume to Chief Engineer, Box 50307, Tucson, AZ 85703. An Equal Opportunity Employer.

Video Engineer — Expanding production facility needs an experienced production oriented Engineer. Salary commensurate with technical ability. Write or call: Michael Orsborn, Director of Engineering, WHIS-TV, 760 & Broadway, SW 24th St., Ft. Lauderdale, FL 33312, 305-387-4751.

TV Engineer. Associate degree in electronics or equivalent experience. Must have 1st class FCC license. Send resumes only to Personnel, WXIX-TV, Taconic Terrace, Cincinnati, OH 45215. No resumes accepted at busy station. An Equal Opportunity Employer.

Chief Engineer for beautiful west coast VHF opera- tion. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/summaries and salary history to Box K-91.

TV Technician/Editor. Requires immediate opening for experienced broadcast editor. Excellent benefits. Send resume to 70 W. Madison, Chicago, IL 60602. An Equal Opportunity Employer. "M/F/EOE.

Television Engineer. Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studios and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance on the job is the test. Contact Lyman, Columbia College of Chicago, 660 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

First Class phone. TV Maintenance Engineer: Experienced in studio and ENG equipment. Salary open. Contact WCBV- TV, PO. Box 271, WCBV-TV, PO. Box 271, Columbus, OH 43201.


To: 70 W. Madison, Chicago, IL 60602. An Equal Opportunity Employer. "M/F/EOE.

Remote Truck Operator needed for New Jersey Public Television. Excellent opportunity for person experienced in remote technical operations and live television. Must be able to work in various environments. To: Director of Engineering, 1573 Parkside Ave., Trenton, NJ 08636 (EOE).

Television Engineer: Competitive independent in sunny South is seeking maintenance and operations engineer with minimum 5 years TV or MCISTU experience. Must be able to work in house production company. Starting salary mid 20's. Send resume to Box M-68.

Maintenance Supervisor: Expanding southern Min- nesota Public Television Station needs an individual to do supervision and maintenance of radio and television equipment. Requires 2-4 years first class FCC license, two (2) years of electronic schooling, four (4) years of experience in television maintenance. Experience with UHF transmitters and Sony BVP equipment a plus. Salary $10,000 plus excellent benefits. Send cover letter and resume to: Chief Engineer, 3858 Morningside Blvd., Columbia, SC 29205. An Equal Opportunity Employer.

H Điều viển: CMX oprerating engineer for expanding full service production company. Knowledge of CMX digital effects and Ampex 1" preferred. Experience operating CMX digital effects and Ampex 1" dedicated to quality production. Send resume to Mark Hanson, Spectrum Video, 3350 Sunset Blvd., Youngstown, OH 44501 or call: 216-792-1144.

Electronics Technician: Experienced in video equipment and analog and digital systems. Experience at Newark Studios of New York Public Television. Applicant should have training and experience in mainte- nance of high definition studio cameras and Precision Definition video broadcast experience, preferred, but will consider equivalent experience. Send resumes to John Appleton, New Jersey Public Television, 19th & Broad St., Newark, NJ 07102 (EO).

TV Technical Operations Manager. Requires a dedicated, innovative manager whose experience and training (at least five years in the TV broadcast industry) is preferred. Has the opportunity to supervise all equipment, and, a work experience preferred, will consider equivalent experience in closed-circuit or educational broadcast systems. Send resume to John Appleton, New Jersey Public Television, 19th & Broad St., Newark, NJ 07102 (EO).

Chief Engineer, Public TVFM Station. First class FCC license, hands-on experience in both FM and TV broadcasting. Inquiries must be postmarked by 11/20/80. Write KUAC, University of Alaska, Fairbanks, AK 99701 for information and application. An E/O/A employer and educational institution.


WANTED: CMX operator/engineer for expanding full service production company. Knowledge of CMX digital effects and Ampex 1" important. Excellent conveyor operator candidates preferred. Send resume/summaries and salary history to Box K-91.

An EOE. /Affirmative Action Employer.

HELP WANTED NEWS

Weathercaster. Excellent opportunity for person with interest and background in the weather field. Work with state of the art weather equipment in market known for climate extremes. Good benefits. Equal opportunity employer. Contact Dennis Smith, KARD-TV3, Box 333, Wichita, KS 67201.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background re- quired. Send resume and tape to: Graham Smith, KGTV, 1st & K, P.O. Box 1069, Lafayette, LA 70502. Equal Opportunity Employer.

Assignment Editor for aggressive news department in top 100 southeastern market. Applicants must be good journalists first, possess organizational skills and have tile motivation to be a success. Excellent benefits and good salary for the right person. Write Box M-26.

Producer, for six and ten o'clock hour news blocks. Must know film and ENG editing, writing to visuals, handling assignments and talent. Must be creative and helpful. You will become part of an eight person photo- graphic staff. We are an Equal Opportunity Employer. Send letter and resume to Box M-13.

Assignment Editor. Aggressive Corinthian-owned Cable TV station needs experienced editor. Must be organized, an "idea person" with the ability to motivate news staff and coordinate news coverage. Considerable TV news experience required. Resume to: Robert Allen, News Director, KOTV, PO. Box 8, Tulsa, OK 74101. Equal Opportunity Employer M/F.

News Photographer. Seeking qualified News Photo- grapher with minimum of two years experience with ENG. A steady hand, creative mind, and dependability a must; must be able to work well with people in the field as well as newsroom situations; salary O/E, sub resume and tape to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/ME.

TV News Director: WLBT, Mississippi's award win- ning news operation is looking for a top notch person to direct our News Department. This person must be a strong motivator and teacher for a young staff that is given the talent and equipment to make the move to excellence. Must have a solid knowledge of News, both gathering and producing. Send resume and salary re- quirements to: Personnel Manager, WLBT-TV, Box 1715, Jackson, MS, 39205. No phone calls accepted. An Equal Opportunity Employer.

News Positions — Weekend News Anchor and Morn- ing News/Weather Anchors. Send resume and tape to: Mike McDonald, KSWO, PO. Box 708, Lawton, OK 73502, EOE.

Reporter ... immediate opening for aggressive knowledgeable creative general assignment reporter for growing E/G. News operation. Experience prefer- red, must be BA. Send resume to: Dir. of News, WMTW-TV, PO. Box 4705, Portland, ME 04101.

Televisioorn Director — outstanding person as co- anchor for 6 p.m. and 10 p.m. television newscasts at station with major commitment to quality news in medium-sized midwest region. Must have BA in broadcast journalism, 5 years current commercial television news reporting, producing and anchoring experience. Salary $25,000 minimum, depending upon experience. Send resume and tape to: Personnel Manager, WMTW-TV, PO. Box 1715, Portland, ME 04101.

Television Co-Anchor: outstanding person as co- anchor for 6 p.m. and 10 p.m. television newscasts at station with major commitment to quality news in medium-sized midwest region. Must have BA in broadcast journalism, 5 years current commercial television news reporting, producing and anchoring experience. Salary $25,000 minimum, depending upon experience. Send resume and tape to: Personnel Manager, WMTW-TV, PO. Box 1715, Portland, ME 04101.

Director of News Programs. Leading news station in the Intermountain West has an opening for an ex- perienced program producer to work in a competitive market. State current commercial television news reporting, producing and anchoring experience. Salary $25,000 minimum, depending upon experience. Send resume and tape to: Lucy Valerio/Personnel/EOE. 2185 South 3600 West, Salt Lake City, UT 84119.

The Pool will be open from 11 a.m. to 6 p.m., weather permitting, until July 23. The pool is located behind the old swimming center at the Corner of 9th Street and W. Terra Drive. Fees are $2.50 for adults and $1.50 for children.
HELP WANTED NEWS CONTINUED

Producer/Reporter. No. 1 Midwest CBS Affiliate needs creative combo who can turn out top-notch field reports in the late afternoon and produce the 11:00. 5 years experience a must. Send resume and salary preferences. Send a tape of a show you have produced along with sample field reports to: Kirk Winkles News Director WTOI TV Post Office Box 1115, Toledo, OH 43605, Equal Opportunity Employer.

Network affiliate in top 100 seeks an experienced news director to lead and administer a 35-member television news staff. EOE/AF. Send your resume to Box M-81.

TV Meteorologist. Station with total commitment to the public in weather forecasting and casting looking for top meteorologist. Latest equipment, including enter- prise radar. Must be able to generate up-to-the- minute information and deliver compellingcasts, including graphics. Minimum requirements: Professional meteorologist with BS and AMS certification with 2-5 years current TV weathercasting experience. Salary negotiable, depending upon experience and training. Send current resume and tape to Dick Vohs, News Director, WQI-TV Ames, IA 50312, by November 21, 1980. EOE/IAE.

News Director. California station (top 30 market) seeking highly creative, innovative News Director who has produced magazine or entertainment program. Send resume. Box 47035, Dallas, TX 75247.

Two positions available. General assignments reporter with experience in TV news and ENG. Chief photographer experienced in all phases of ENG camera operation and editing. Send resume and salary requirements. EOE employer. Box M-85.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Art Director. The seasoned pro we're looking for should have a background in television and new graphics. A creative, hardworking, design-minded individual. You'll be a part of our creative team as we continue to expand our programming. Send your resume to Box M-86.

The Mississippi Authority for Educational Television is seeking a Writer/Producer. incumbent should have a background in television scripting for instructionlional, public affairs and cultural programs. Requirements: includes B.S. degree with 12 plus hours in radio/television production with portfolio of student work, School Diploma and 4 years experience as a writer in radio/television/film with script portfolio. EOE/AA Employer. Cable System Manager, PO. Drawer 1101, Ames, IA 50011-6228.

TV Director. Major market PTV VHF in Pacific North-west seeks creative professional to plan, stage and post produce programs for local, regional and national release. Minimum qualifications: BA or equivalent experience in broadcasting, demonstrated ability directing music, drama, interview, panels, news with three years experience as a television director with verified credits. Salary $4724-$51,048 plus liberal benefits. Deadline November 21. Resume and cassette to Selection Committee, PO. Box 1410, Willows, CA 95988. Please indicate women, non-whites, qualified, handicapped encouraged to apply.

Production Manager - Public television station WIPB needs an experienced producer-director to plan and execute the creative activities for special events programming and remote broadcasts. You will supervise all time and personnel. Salary competitive, with experience. Excellent benefits. 18 days paid vacation. Send resume to Personnel Services Office, Ball State University, Muncie, IN 47306. Application deadline: 12/2/80. An Equal Opportunity/ Affirmative Action Employer.


Television Director/Producer. Heavy emphasis on directing multiple camera, real-time productions. Prior experience with remote and studio live, live on tape and tape editing required. Minimum three years experience preferred. Send resume only to: Vice Presi- dent/Program Production. WTTW, 5400 N. St. Louis Avenue, Chicago, IL 60625. WTTW is an equal oppor- tunity employer.

Talk show co-host for live morning show in 22nd market in Northern California. Must articulate and pro- duce lively program. Experience necessary. Send resume and salary requirements. Send resume to Box M-87.

Graphic Artist—No. 1 station in market seeks top- notch artist. Minimum three years TV art experience, skilled in computer graphics and videotape animation, typography, scenic design and photogra- phy. Degree in Commercial art preferred. Person selected must have a professional resume and send to: Tony Viviano, KWEA-TV, 310-11th St, Sacramento, CA 95814. EOE.

Promotion Manager, creative person for fast growing UHF market. Skilled in writing, production techniques, and television production important. An Equal Opportunity Employer. Send resume to Box M-101.

Two positions available. General assignments producer with experience in the television industry. Send resume and salary requirements to: News Director, KQTV, 1216 Arden Way, Sacramento, CA 95815. Equal Opportunity Employer/M-F.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Films-Engineering Service. Estab- lished 1971. Installation-maintenance-systems design, survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of pro- ject. Phone Bruce Singleton 813-869-2899.


SITUATIONS WANTED NEWS

Print Journalist, 2 years experience as Washington Post news aide. Roving investigative reporter, magazine researcher. Top experience as TV reporter-deskman, Age 24, degree, college background in radio, film, video. Mike Malloy, 8313 Meadowlark, Bethesda, MD 20034. 301-385-8055.

Dynamic Reporter, national award, seeks new challenges in TV Journalism. Strong background as troubleshooter and investigative reporter. Currently working general assignment reporter in number one market. Looking for growth opportunity perhaps as combination weekend anchor/newsweekly by enterprise reporter. Must be a master at all things related to TV news. Box M-90.

Lead Anchor—Also produces, personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news company. Box M-91.

Experienced T.V. newswriter seeks reporting posi- tion in entry level market. M.A. Journalism, ENG report- ing, talented and aggressive. Box M-10.

Looking for a pro who can deliver a complete sports package? Radio background, wish to make jump to TV. Box M-88.

Sports Anchor/Reporter whose knowledge is un- surpassed seeks position in major league city 5 years sports reporting experience in Los Angeles. Larry Kahn, 18047 Collins St., Encino, CA 91316. 213-343-6525.


Desk Assistant. 79 Syracute broadcast journalism major seeking entry level positions. Requires ENG ex- perience. Contact Patrnick Mantei 601-476-3396 anytime or 201-234-0062 mornings.

Top Pro News Director seeks new challenges. Boosted Nielsen at current top 50 station from poor to impressive. Top Pro News Director /Producer. Send resume by November 15th.

SITUATION WANTED, PROGRAMMING, PRODUCTION, OTHERS

Production Technician. Thoroughly experienced in every aspect of EFP studio production, Extensive light- ing and audio production plus design. Will relocate. If you need total dedication call Gilbert Hammer 914-277-3948.

Aggressive college graduate, with four years of television production experience, seeks entry level position in television production. Box M-64.

Japanese-English Bilingual female with film and ENG experience available for freelance work as cor- respondent, editor, or research assistant in U.S. West Coast and Japan. Box M-70.

CABLE

HELP WANTED MANAGEMENT

Cable System Manager - Diversified broadcasting company looking for an individual to manage a medium sized cable system located in New England. Background in cable operations, construc- tion and upgrading facilities. If you are interested in a management opportunity with a progressive, growth oriented company, please forward your resume and salary requirements to Box M-19.

ALLIED FIELDS

HELP WANTED SALES

Marketing/News—Multinational news organizations is seeking experienced salespersons to market its services to radio, television and cable television. Will look to general managers or sales managers who know how to make money with news pro- graming; news directors with some sales experience or one in two years. Excellent background in the cable television industry. A high degree of organization and extensive travel are required. We are an Equal Opply Employee. Send resume, including salary history to Box M-85.

Sales Management. Leading internationally known electronics firm seeks experienced personnel in radio broadcast sales and broadcast sales management. Must be experienced in radio programming and desirable locations. For immediate consideration please forward resume with salary history to Box M-83.
SPORTS ANNOUNCER
California

Major West Coast Newstalk station seeking seasoned professional to provide morning-drive sports reports, cover professional and college sporting events, and substitute for Sports-Talk programs as required.

Minimum 5 years major market sports broadcasting experience required, preferably including play-by-play coverage for professional sports team(s).

Outstanding opportunity to gain maximum exposure in a diverse sports market. For prompt and confidential consideration, send resume to Box M-51.

WANTED
DYNAMIC TALK PERSONALITY
50,000 Watt KSTP-Minneapolis/St. Paul is conducting a nationwide talent search for an experienced talk personality with proven track record.
Send tape and resume to:
Robert Oakes, Operations Manager
KSTP-AM
3415 University Avenue
St. Paul, Minnesota 55114
Equal Opportunity Employer

KSTP 1500
NewsPlusRadio

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS
Continued

PROGRAM DIRECTOR
FOR TOP COUNTRY FM
KSCS, Dallas-Fort Worth, one of America's highest rated country music radio stations is seeking a Program/Production Director. If you have three years of programming experience, a solid knowledge of Country Music, are skilled at managing people, have a flair for creative writing, understand ratings, and can create effective outside-of-station promotions, send resume, tape of production samples, and track record to Vern Oakes, Station Manager. KSCS, 3900 Barnett St., Fort Worth, Texas. 76103. An E.O.E.

SITUATIONS WANTED NEWS
Attention Major Market Radio Stations!
Please hire my husband, Gene Steinberg! He's an incredibly talented newsman and talk-show host with 12 years of multi-media experience. You won't be disappointed.
Sincerely,
Barbara Steinberg

PS. You can call Gene at 212-631-9290. Thanks!

TELEVISION
HELP WANTED MANAGEMENT

Assistant Controller
Position available with large broadcasting/newspaper group. Background should include both broadcasting and newspapers, preferably with a group operation. Also, experience in financial reporting and analysis, budgeting and forecasting required. Send resume with salary history to Box K-183

HELP WANTED TECHNICAL

TELEVISION TECHNICIAN
Major market station seeking TV technician. Must have FCC 1st class license and technical school background.
Direct all inquiries to:
Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F
Help Wanted Programming, Production, Others

PM Magazine co-host needed to work with personable female in top 25 market. Must be energetic with positive personality and strong desire to be part of the team. The ability to write and produce features a must. Send resume to Box M-50. An Equal Opportunity Employer.

TV PROMOTION DIRECTOR

An opportunity for someone with TV production experience for highly in house production of TV and radio promotions. Experience in print not a must. However, a degree in mass communications or promotional background advantageous. Those without production experience need not apply. Send resume and salary history to Richard Plank, Station Manager, WVNC-TV, 3301 West Broad Street, Richmond, Virginia 23230 E.O.E.

PROMOTION ASSISTANT

WFLA-TV, NBC affiliate in Tampa, Florida, needs promotion assistant with strong writing and on-air production skills. Experience in news promotion preferred. Qualified applicants send resume and tape to:

Richard W. Roberts
Corporate Personnel Director
PO Box 1410
Tampa, Florida 33601

WFLA-TV
An equal opportunity employer M/F

Help Wanted News

REPORTER/CO-ANCHOR

needed immediately for station in 30th market.

Excellent benefits. Person must have solid journalistic background. Good communicative abilities. Creative background. Salary negotiable. Send resume, VTR tape, salary requirements to News Director, WOTV, Box B, Grand Rapids, Mich 49501 E.O.E.

CO-ANCHOR


Help Wanted News Continued

NEWS CO-ANCHOR

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

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

An EEO Employer. Women and minorities are encouraged to apply.

WNAC-TV BOSTON
A CBS AFFILIATE

News Reporter

Top rated Miami TV station needs an experienced news reporter. Must have solid reporting background including live reports. Major market experience desired. Journalism degree preferred. This position offers an excellent salary & benefits package. Send resume to Manager of Employment, PO. Box 0107B7, Miami Fl 33101.

Equal Opportunity Employer M/F

Situations Wanted News

FREELANCE E.N.G. CREW

Available for assignments in Central & South America. Ikegami 79A, Sony BVU 50.11C.

Contact: Howard Dorf
(305) 653-3815

Situations Wanted Programming, Production, Others

AWARD-WINNING FILM/VIDEO TAPE DIRECTOR

available for short or long term freelance assignments. DGA Member. Reel and list of impressive credits available. Jack Kunev 863-5th Ave, New York, New York, 10022 (212) 752-7388.

Help Wanted Sales

REGIONAL SALES MANAGER MIDWEST TERRitory

A leading manufacturer of television broadcast and film production equipment has an opening for a regional sales manager for the Midwest Territory.

The company has been in business for twenty years and has consistently led the industry in technical innovations in Switcher, Automation and VTR Editing.

The opening is a unique opportunity for personnel with technical sales experience in TV equipment to meet the needs of this or her own personal objectives in a well-established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, company car and paid travel expenses.

For further information send your resume, in confidence to:
Central Dynamics Corporation
Attn: John Barker
Vice President
331 West Northwest Highway
Palatine, Illinois 60067

Help Wanted Instruction

DIRECTOR SCHOOL OF JOURNALISM OHIO UNIVERSITY

One of the nation's leading journalism schools with more than 1,000 undergraduate students, and graduate programs awarding master's and doctoral degrees, a prestigious faculty and full accredited sequences in newspaper, magazine and broadcast journalism, advertising and public relations. Is seeking an outstanding administrator from the communications or academic professions to lead its rapid growth and enhance its national reputation.

Journalism is the largest school on the 14,000 student campus located in the beautiful hill country of Southeastern Ohio. It is one of three major units of the University's nationally acclaimed College of Communication. Salary up to $40,000 plus many benefits. Resume before January 15, 1981 to Professor Melvin Helitzer, Journalism Search Committee, Ohio University, Athens, Ohio 45701.

An Equal Opportunity Employer

Broadcasting Nov 10 1980 119
MEDIA RELATIONS WRITER

Major Midwest Utility seeks experienced News Reporter to join the Media Relations Section of its Public Affairs Department.

Duties involve preparing news releases and background papers, handling inquiries from news representatives, arranging press conferences and making recommendations on public relations programs. Must have excellent writing skills. Require degree in Journalism or English and at least 3 years of media experience. Must be a self starter.

Salary is competitive and benefits are excellent. Good opportunity for professional growth and advancement. Send resume and clips to: Box M-107

An Equal Opportunity Employer M/F

PUBLIC NOTICE

The City of Tampa will accept Letters of Intent from prospective applicants interested in providing cable television and communications services to the residents of Tampa. Letters of Intent shall be the sole indication of eligibility to receive any further information concerning the franchise. Letters of Intent shall include the following: The name of the company, both local and parent organization, name of contact person and title, address, phone number and a non-refundable check made payable to the City of Tampa in the amount of $1,000. The non-refundable check shall be utilized to defray processing expenses.

The City of Tampa, Florida Cable Television Committee will accept only certified return receipt requested letters postmarked no later than November 1, 1980 and no later than midnight, November 30, 1980. Letters shall be addressed to:

City of Tampa, Florida Cable Television Committee
One City Hall Plaza, 8N
Tampa, Florida 33602

Attention: Robert B. Morrison Jr.

November 17, 1980 Public Broadcasting Service, Transponder Allocation Committee, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Consider future transponder requirements, priorities, and no later than midnight, November 30, 1980 and no later than midnight, November 30, 1980. Letters shall be addressed to:

City of Tampa, Florida Cable Television Committee
One City Hall Plaza, 8N
Tampa, Florida 33602

Attention: Robert B. Morrison Jr.

November 17, 1980 Public Broadcasting Service, Transponder Allocation Committee, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Consider future transponder requirements, priorities, and guidelines for transponder allocations.

November 17-18, 1980 Public Broadcasting Service, Board of Directors meeting, Snowmass Hotel, 2500 Calvert Street, N.W., Washington, D.C. Election of General Directors; President's Report; Chief Financial Officer's Report, Board Committee Reports; announcements, underwriting and advertising; interconnection; new ventures; SPC reform; services to members and nonmembers; responsibility for transponder allocations; CPB Program Fund Panels; PBS pension plan; PBSF/Scholar Program; delegations of authority, Discuss PBS/PTV financial perspective and budget process.

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COUNTRY CONSULTANTS
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Pasadena, California, 91104
213 791 4536.

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If sales aren't so hot, perhaps we can help. We are a company called S.A.L.E.S. We help radio stations get their sales departments in gear. We come to your market and work with your sales manager, sales people and, or everyone else at your station with one thing in mind, "getting that order". We'll show your sales people how to talk with retailers and agency people and show them how to get those budgets. We'll show your sales manager how to hire and how to motivate. Best of all, we go out on the street with your sales people and show them how to get the job done. We have a sales specialist for every size market. To find out more about S.A.L.E.S call

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CLASS C FM MOUNTAIN TIME ZONE

High undeveloped potential

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**FM STATION WANTED**

$100,000 down payment for profitable or near-profitable FM station in medium-size sunbelt market. Provide details and asking price in absolute strictest confidence to: Attorney, Box M-82.

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Leading Class IV and Class B FM. Excellent equipment-physical plant including 20 acres. Principals only. 3½ x gross. Write Box K-156.

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POWERS FULLTIME AM HIGH PROBITABLE (100,000+)-SMALLER MARKET. OWNERS RETIRING 825,000 ATTRACTION TERMS ---

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**MEDICAL BROTHERS & ASSOCIATES**

Broadcast Consultations & Brokers

Has stations available in Ga., Fl., N.C., & S.C.

Call or write:

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1619 Peachtree Road, N.E.

Atlanta, Georgia 30309

**WANTED TO BUY STATIONS**

**FOR SALE**

FOR SALE: 2450 shares. Ridgeland Broadcasting Company Inc. (Owner/Operator Radio Station WJMR Ridgeland! South Carolina

PLACE OF SALE: First Citizens Bank and Trust Company of South Carolina, 1230 Main Street Columbia, South Carolina. Telephone (603) 711-8700

TIME: 10:00 a.m.

DATE: November 17, 1980

TERMS: Cash

**NOTICE OF PUBLIC SALE**

**For Sale Stations Continued**

- **Als. 1000 watt fulltime. $200,000. Terms**
- **1000 watt daytimer, SE KY. $300,000. Terms**
- **1000 fulltimer. Tenn. Chattanooga area. $350,000. Terms**
- **5,000 watt daytimer. E. Tenn. $340,000. $40,000 down. Terms**
- **Fulltimer. W. Virginia. $275,000. Terms**
- **Daytimer. Middle Tenn. Medium size town. $290,000. Terms**
- **Daytimer. Fort Worth powerhouse. $1,000,000. Terms**
- **AM/FM Eastern Kentucky. $380,000. Terms**
- **Daytimer. N.C. Missouri. $380,000. Terms**
- **AM/FM in Northwest Mississippi. $360,000. Terms**
- **Fulltimer near Charlotte, N.C. $600,000. Terms**
- **Daytimer. Good dial position. Central Florida. $260,000. Terms**
- **UHF-TV-C.P. in the Deep South. At cost—$250,000. Terms**
- **1,000 watt daytimer. Southern Utah. $330,000. Terms**
- **UHF-TV in Central Iowa. “Turn key job”. $320,000. Terms**
- **NW Florida. C.P.—$100,000 at cost. Terms**
- **Atlantic area. $5,000 watts. $470,000. Terms**
- **3,000 watt FM. Southern Arkansas. $380,000. Terms**
- **Class C in single FM market. Montana. $510,000. Terms**
- **AM/FM in NE Oklahoma. $1,100,000. Terms**
- **AM/FM in NC Louisiana. $320,000. Terms**
- **Class C. Near city. Midwest. $700,000. Terms**
- **250 watt daytimer. NE La. $250,000. Terms**
- **Cable TV. Southern Alaska. Small. $110,000. Terms**
- **AM/FM. N.E. Louisiana. $25,000 down. Terms**
- **500 watt daytimer. Single market station. CA resort area. $430,000. Terms**
- **Fulltimer. Major market Idaho. $660,000. Terms**
- **Daytimer. NC. About 50 miles from coast. $240,000. Terms**
- **Two AM’s. CA. Fulltimer and daytimer. Terms**
- **AM/FM in No. Mich. $190,000. Terms**
- **Louisville area daytimer. Terms. Small DP**
- **Eastern Kentucky AM/FM. Bargain. $90,000. Terms**
- **VA. Coastal. Attractive. $600,000. Terms**
- **Powerful daytimer In Northern Michigan. $430,000. Terms**
- **Fulltimer. r. Dominant. Metro. TX. $1,200,000. Terms**

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES

615-756-7655 24 HOURS

**EDEN BROADCAST SERVICES**

528 Washington St., Eden, N.C. 27288

919-623-3000 P.O. BOX 647
**For Sale Stations Continued**

**CHAPMAN ASSOCIATES**
media brokerage service

**STATIONS**

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**CONTACT**

J.T. Malone (404) 458-9226
Bill Case (804) 893-8471
Paul Crowder (215) 298-4986
Ray Stanfield (213) 363-5764
Bill Whiteley (214) 387-2303
Bilt Chapman (404) 458-9226

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

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**STATION FOR SALE**


**Fulltime AM**

Class C FM in major Texas market—Priced 2 1/2 times gross revenues—$2,500,000.
Box M-71

**MEDIUM SIZE MARKET AM/FM**

with good facilities in warm southwest Texas area. No brokers. Send to Box M-8.

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**CORPORATE ACQUISITION**

10 Radio Stations, other assets $14 million. Box M-105.

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**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 numbers) c/o BROADCASTING, 1755 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audiotapes, videotapes, transcriptions, films or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audiotapes, videotapes, transcriptions, films and VTRs are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 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: $50.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm. COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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**Successful Small Market**

V.H.F. Independent TV Station, Western U.S. Box M-97.
Media

Dick Lobo, program director, NBC-owned WMAQ-TV Chicago, named station manager, wnbc-TV New York.

Robert George, program manager, KPIX(TV) San Francisco, named station manager.

Alan McLaughlin, air personality, KENO-AM-FM Las Vegas, named operations manager.

Arthur Gillick, VP broadcast operations, non-commercial WCNY-FM-TV Syracuse, N.Y., joins non-commercial WLW(TV) Garden City, N.Y., as president-general manager.

Norm Hankoff, VP-general manager, KTHO-AM-FM South Lake Tahoe, Calif., resigns after 14 years of service. No future plans have been announced.

Robert Owens, area manager, new market development, Teleprompter, Boston, joins American Cable systems as VP-corporate development, responsible for coordinating efforts to compete for cable franchises in Massachusetts.

Marla Dorrell, systems operation coordinator, Wometco Communications, Miami, named VP-director of government relations. Richard Dorsey, former controller, Chanute Technical Training Center, Rantoul, Ill., joins Wometco as business manager.

Robert (Kip) Scripps, associate director, financial control, ABC Owned Television Stations, named director of financial planning for unit. Irma Morales, manager, program budgeting and administration, ABC Owned Television Stations, succeeds Scripps.

Advertising

William Baker, executive VP-executive creative director, Foote, Cone & Belding, Chicago, named to new post of executive VP-director of creative services for agency's offices outside U.S. He will be based in New York.

Albert Lehman, senior VP-creative assistant to FC&B's president, named executive director, Foote, Cone & Belding International, New York.

With gratitude. John Brooks Fuqua, who started his career as radio engineer and broadcast station owner, now chairman of Fuqua Industries of Atlanta, has donated $10 million to Duke University, Durham, N.C. The donation, in the form of stocks, cash and real estate, was made by Fuqua to show his appreciation to the school for sending him library books through the mail when he was a Virginia farm boy. Fuqua is major conglomerate which is liquidating its broadcast properties.

Kaye Hughes, director of client accounting, Dancer Fitzgerald Sample, New York, named senior VP, Marvin Press, media director, DFS, Torrance, Calif., named VP West Coast broadcast manager. Lois Heid Miller, account executive, DFS, Torrance, succeeds Press. Sherrylynn Connors, senior media planner, Ogilvy & Mather, Los Angeles, joins DFS as account executive.


Bruce Nelson, creative group head and copywriter, and Eli Tulman, art director, McCann-Erickson, New York, elected senior VP's.

Mitchell Silver, creative supervisor, Grey Advertising, New York, named VP.

Marshall Co.'s new VP's in creative department, New York: Bob Anastasio, senior art director; Fili Jacobs, creative administrator; Harold Karp, senior copywriter; Ed McCabe, senior art director; Tony Pagano, senior copywriter, and Mel Rustom, senior art director.

Phil Mandel, account supervisor, Sive Associates, Cincinnati, named VP, marketing and planning. Michael Leary, director, broadcast production, Willis-Case-Harwood, Dayton, Ohio, advertising agency, joins Sive as audio-visual manager and broadcast producer.

Suzanne Loulau, production manager, Michael Maloney Advertising and Photography, Cincinnati, joins Sive as assistant producer. Sive is advertising, marketing and public relations firm owned by Young & Rubicam.

Ilene Waksler, head of media department, and Janet Weisman, creative director, FitzGerald-Toole and Co., Providence, R.I.-based advertising and public relations firm, named VP.

George Bragg, executive producer, BBDO, New York, named to new post of associate director, TV production.

Sue Gallo, senior media buyer, McDonald & Little, Atlanta, joins Tatham-Laird & Kudner Advertising, Chicago, as media supervisor.

Merry Johnson, senior media planner and network buyer, Campbell-Mithun, Minneapolis, joins Rumsey, Knutson & Oberprieler there as manager of media services.

Leslie Amozig, media planner, Rosenfeld, Sirowitz & Lawson, New York, named assistant media director.

Ruth Nash, sales assistant, Storer Television, Chicago, joins Kelly, Scott & Madison, media buying service there, as assistant media buyer.

Rosalinde Estes, broadcast business affairs manager-associate producer, Allen & Dorward, San Francisco advertising agency, joins Chiat-Day-Hoefer there as broadcast production man-


William Panko, former account supervisor, Marvin Frank Advertising, Chicago, joins Kenyon & Eckhardt there as account executive.


Pam Montgomery Davis, copywriter, First Marketing Group, Houston, joins Weekley & Penny there in same capacity.

Sharon Munzert, writer, UPI, joins Engel Marketing, Tucson, Ariz., advertising agency, as specialist in client services.

Doug Ferguson, from Wichita (Kan.) State University, joins Associated Advertising Agency there as account service assistant.

Jim Hunt, VP, sales manager, American team, Peters, Griffin, Woodward, Chicago, appointed director of marketing development-Midwest, Chicago, for Katz PROBE Marketing staff.

Don Hudson, manager, Eastman Radio's Philadelphia office, transfers to Eastman's New York office as account executive. Jim Harder,
Steve Morris, on sales staff of KOCO-TV Oklahoma City, named local sales manager.

Lorraine Oberlin Daube, account executive, WMET(FM) Chicago, joins WIND(AM) there as sales manager.

Vincent Lee, salesman, KDEE-AM-FM Palm Springs, Calif., named sales manager.

Dennis Ryan, former general manager, WLWP-FM Lake Placid, N.Y., joins WIBO(AM) Utica, N.Y., as sales manager.

Linda Stephens, account executive, WOKX(AM) High Point, N.C., named sales manager.

Craig Lundquist, air personality, KBAY(AM) San Jose, Calif., joins KBHK-TV San Francisco as account executive.

Sandra Holmes, sales manager, WIND(AM) Chicago, joins WLS-TV there as account executive.

Bill Lage, director, account management, Raider Advertising, Washington, joins WLTA-TV there as account executive.

Maria Del Rio, account executive, KSOL(AM) San Mateo, Calif., joins KFBK(AM) San Francisco in same capacity.

Lee Ballard, from WOOD(AM) Philadelphia, joins WEAZ(AM)'s sales department there.

Steven Weyrick, from KEKX(AM) Portland, Ore., joins KEKX(AM) Seattle as account executive.

Ronald Kruman, account executive, Suburban Communications Corp., Detroit newspaper owner, joins WXYZ(AM) there in same capacity.

Nilette Neuman, Jr. and co-owner of Jumbo & Redman Advertising, Columbus, Ohio; Teressa Fowler, sales representative, WKLC-FM Charleston, W.Va., and Michael Huffstetter, account executive, WOKK-HV Huntington, W.Va., join WCMH-TV Columbus as account executives.

Larry Blum, from WBGK(AM)-WWMM(AM) Cleveland, joins WCUE(AM)-WKDD(AM) Akron, Ohio, as regional account executive.

Howie Leonard, former executive director, Hampton Beach Chamber of Commerce, Hampton Beach, N.H., joins WXRX-AM Exeter, N.H., sales staff.


**Programing**

Shelly Schwab, VP-director of sales, MCA TV, New York, named senior VP-marketing. Before joining MCA TV in 1978, he was station manager at WAGA-TV Atlanta.

Ted Butcher, assistant head of television production, 20th Century-Fox, Los Angeles, named VP-film production, ABC-TV, Los Angeles.

Joan Barnett, producer, NBC Entertainment, Los Angeles, named VP, casting, for TV mini-series and movies.

Jack Willis, freelance writer-producer for television movies, joins CBS Cable, New York, as VP, programming and production.

Margot Waln, editor, program practices division, CBS Entertainment, Los Angeles, named manager, daytime programs. Gary Barton, associate director, talent and casting, CBS Entertainment, named director of casting for TV motion pictures.

Charles Jeffrey Calman, from Harper & Row, New York, joins Warner Bros. Television there as manager of planning and development for East Coast. Eric Frankel, concert coordinator, Syracuse (N.Y.) University, and sales representative, Upstate Cable, Syracuse, joins Warner Bros. as advertising and publicity supervisor.

Peter Diamond, associate producer, Olympics research, NBC, New York, joins ABC Sports there in newly created post of director, Olympic planning, with major responsibilities for coordinating coverage of 1984 summer and winter games.

Alfred Monacella, former director, series development, Aaron Spelling Productions, Los Angeles, joins Home Box Office there in newly
Jane Schramm, with Time-Life Films, New York, named manager of traffic operations for motion picture division.

Larry Goebel, with Avco Embassy Pictures' nontheatrical sales division, Los Angeles, named director of pay television for Avco.

Michael Berk, Douglas Schwartz and Paul Radlin, writers-producers for their own production company, BSR Productions, Los Angeles, have signed contract to produce long-form programs for Columbia Pictures Television there.

Kenneth Meilgren, operations manager, WJFJ(WF) Boston, joins Schulke Radio Productions, South Plainfield, N.J., as vp laurence Adams, vp, stations, Pacific division, Katz Radio, joins Schulke as vp, marketing.

Lynn Reilly, sales representative, Container Corp. of America, Cleveland, joins TPC Communications, Pittsburgh television production company and industrial films producer, as industrial sales representative.

Gerard Ferrl, former RKO national advertising representative, Los Angeles, joins TM special projects division there with responsibilities for dealing with national advertisers for its special event programming syndication.

Julie Sommers, television and movie actress, joins Montanus Productions, Los Angeles, as director of development.

Vince Hedges, director, personnel relations, The Burbank Studios, Burbank, Calif., named director of studio services.

Dave Williams, associate producer, Focus on Youth, syndicated radio program producer, Princeton, N.J., and producer of its Radio Magazine, named president.


Dick Bartley, assistant program director and air personality wYFRFM Chicago, named program director.

Al Caldwell, air personality, KLYHAMI Beaumont, Tex., named program director.

Doug Paul, air personality, WKZL(FM) Winston-Salem, N.C., named program director. Sharon Paul, with WKZL named music research director.

Michael Amour, creative director, L.J. Sands, Seattle advertising agency, joins KIRO-TV there as director, special projects.

Kathryn Bradley, from Media Associates, consulting agency in Dallas, joins WAFF(TV) Huntsville, Ala., as special projects producer.

Tim Holt, production manager, noncommercial WGBY-TV Springfield, Mass., named director, telecommunications services, which leases WGBY-TV's video production equipment, studio facilities and mobile production unit. Michael Nathanson, production supervisor, WGBY-TV, named production director in charge of scheduling of equipment and personnel, station's student intern program and remote and studio productions.

A. Gregory Snow, production director, WABI-TV Bangor, Me., joins WNED(TV) New Bedford-East Providence, R.I., as producer-director.

Ken Strayhorn, sports reporter-weekend sports anchor, WXEX-TV Richmond, Va., named sports director.

Bob Wagner, general assignment reporter, KJTV(TV) Gainesville, Fla., joins WETM-TV Elmira, N.Y., as sportscaster and anchor.

Bryan Kehane, air personality, WXRX-AM-FM Exeter, N.H., named music director.

Bill Lenkey, air personality, WTIC-FM Hartford, Conn., joins KFRI-AM San Francisco in same capacity.

Stan Major, talk show host-producer, WNNX-AM Miami, joins WWDB(FM) Philadelphia in same capacity.

Gordon Mills, announcer, WXIP(FM) Danville, Ill., named music director.

Mark Campbell, announcer, KAFM(FM) Dallas, and Allen Farmer, announcer, KXTQ(FM) Fort Worth join KMOJ(FM) Dallas in same capacities.

Bob Del Giorno, air personality, WLL-AM-FM New Orleans, joins WXQ(FM) Chicago in same capacity.

John Stevens with WYSP(FM) Philadelphia; Tom Robinson, air personality, WFBQ(FM) Indianapolis, and Meg Grifien, music director, WXFM-FM New York, join WMMR(FM) Philadelphia as air personalities.

Ray Cooper, announcer, WBXM(FM) Chicago, joins WLTV(FM) Indianapolis in same capacity.

Craig Worthing, air personality, WATX(AM) Miami, joins WZFX(AM) there in same capacity.

Teleprompter Corp. has named eight "distinguished Americans" to new national program advisory board: Lou Brock, former St. Louis Cardinal outfielder and board member of Teleprompter Training Institute; Fletcher L. Byrom, chairman of Koppers Co. and chairman of Committee for Economic Development; Lawrence A. Cremin, president, Teachers College, Columbia University; Marlan Wright Edelman, president, Children's Defense Fund, Dr. William Gaylin, president and founder of Institute of Society. Ethics and the Life Sciences; Richard D. Heffner, professor of communications and public policy, Rutgers University, and Lloyd N. Morrisett, president, John and Mary R. Markle Foundation and chairman of Children's Television Workshop. Teleprompter president, Russell Karp, will chair program board; cable division president, William J. Bresnan, is to be vice chairman. Board's mandate is "to help realize new opportunities for broadband communication program development."

News and Public Affairs

Marsha Bryant, former news and public affairs director, WIOCGA Atlanta, joins WWRL(AM) New York as news director.

Fred Walters, executive editor, WINS(AM) New York, joins WXYI(AM) Detroit as news director.


William Golden, technical director, KGW-TV Denver, joins WFIR-FM Green Bay, Wis., as on-air director of news.

Cynthia Samuels, assistant bureau chief, CBS News, New York, named writer-field producer for NBC News's Today program.

Dennis Herzig, producer of 10 p.m. edition of Eyewitness News, KSTV-TV St. Paul, named executive producer of station's entire Eyewitness News operation.

J. Edward Wilson, news and public affairs director, WDAK(AM)-WEIZ(FM) Columbus, Ga.

Please send Broadcasting
The News Magazine of the Fifth Estate
Name ____________________________
Company ____________________________
□ Business Address □ Home Address ____________________________
City ____________________________ State ____________ Zip ____________
Type of Business ____________________________
Title/Position ____________________________
Are you in cable tv operations □ Yes □ No ____________________________
Signature (required) ____________________________
□ 3 years $120 □ 2 years $85 □ 1 year $45
□ 1980 Yearbook $55.00 (if payment with order: $50.00)
□ Payment enclosed □ Bill me ____________________________
For Address Changes Place Most Recent Label Here.
1735 DeSales Street, N.W., Washington, D.C. 20036

Broadcasting Nov 10 1980

125
joins McClure Broadcasting Radio Group there as corporate news director of licensee's five Georgia stations: WRCG(AM)-WGQ(FM) Columbus; WQWF(FM) Athens, and WCRA-AM-FM Canton.

Mary Dulfage, day editor, Cable News Network, Atlanta, named overnight supervising producer.

Jack Curran, with WSKH-TV Portland, Me., joins Maine Information Radio Network there as bureau chief.

Bob Kelly, supervisor, UPI's Dallas technical center, named communications manager there.

Alan Smith, director, WJZ-TV Baltimore, joins WMMR-TV there as reporter.

Tony Leita, news director, noncommercial KCMU(AM) Seattle, joins KXLY-TV Spokane, Wash., as reporter-weekend anchor.

Dan Hayes, reporter, WTITV Tampa, Fla., joins KOMU-TV Columbia, Mo., as executive assignment editor.

Robert Hadlock, anchor-producer, KPLO-TV Lake Charles, La., joins KSLL-TV Shreveport, La., in same capacity.

Bob Ratliff, former assistant radio-TV editor, Mississippi Cooperative Extension Service, joins Progressive Farmer Network, Starkville, Miss., as assistant farm director. Progressive is network for business news of agriculture and has 43 affiliated stations in five states.

Ed Bradley, correspondent. CBS-TV, will be honored Nov. 22 at Capital Press Club awards dinner in Washington. Bradley will receive National Media Award for outstanding achievement in broadcasting.

Marsha Nye Wise, director, special legislative projects, office of federal relations, National School Board Association, Washington, joins Marston & Rothenberg Public Affairs there as account executive.

Timothy C. Weis, general sales manager, WCMI(AM) Baltimore, joins Metro Networks there as VP marketing. Metro Networks is national independent news and information service.

Promotion and PR

George F. Schweitzer, director of communications, CBS/Broadcast Group, named VP, CBS Sports, responsible for on-air promotion, print advertising, public relations and publicity.

Pat Patterson, director, advertising, KTIV(TV) Los Angeles, joins co-owned WTTG(TV) Washington as director, advertising and promotion.

Sam Dalton, creative director and assistant director of advertising and promotion, KMHS(AM) Denver, joins KVTV(TV) Salt Lake City as promotion manager.

Mary Zuzze, assistant promotion manager, WXEX-TV Richmond, Va., named advertising and promotion manager.

Dave Orrell, account executive and sales manager, KXAS-TV Dallas-Fort Worth, joins Texas State Networks there as director, affiliate relations.


Technology

Robert Smith, systems engineer, Wometco Communications, Miami, named VP-chief engineer. Louis Wolfinson III, with Wometco, named VP and cable TV construction coordinator.

E. Oran Brigham, VP-general manager, E-Systems, Melpar division. Falls Church, Va., assumes same duties at ECI division, St. Petersburg, Fla. Talbot Huff, VP, E-Systems, Melpar, replaces Brigham there.

John McGuire, president-general manager, Kentrox Industries, Portland, Ore., microwave equipment manufacturer, joins TerraCom, San Diego, as executive VP. TerraCom specializes in portable microwave systems.

Linc Reed-Nickerson, former chief engineer, WWKR-TV Huntington, W.Va., joins WEXX-TV Richmond, Va., in same capacity.

Greg Virtue and Mike Cappi, engineers, KXTL(TV) Sacramento, Calif., named night operations supervisor and engineering maintenance supervisor, respectively.

David Sanford, producer-director, WBBY-TV Detroit, joins noncommercial WTTV(TV) Chicago as operations manager, engineering division.

Meryl Valnes, chief engineer, KLOQ(AM) Lyons, Kan., joins Sorensen Broadcasting, Pierre, S.D., as group engineer. Sorenson is licensee of seven South Dakota radio stations and one in Minnesota.

Allied Fields

Larry Pfister, VP, marketing, Station Business Systems, New York, joins Arbitron there as cable marketing manager.


New Jersey Broadcasters Association new officers: Peter Arnow, president-general manager. WMTW(AM) Morristown and WDHA-FM Dover, (re-elected) president and Herbert Saltzman, president-general manager, WVNJ-AM-FM Newark, VP.

North Carolina Association of Broadcasters new officers: Jim Goodman, Capitol Broadcasting Co., Raleigh, president; Wally Auley, WPTF(AM)-WGIF(AM) Raleigh, president-elect; Tom Campbell, WGA(TV) Elizabeth City, VP for radio; Dick Paul, WITN-TV Washington, VP for television, and Jack Starnes, WDB(AM)-WBRG-FM Burlington, secretary-treasurer.

New officers, Missouri Broadcasters Association: Tom Gray, general manager, KOMU-TV Columbia, president; Steve Shannon, KCMO(AM)-KCEZ(FM) Kansas City, president-elect; Laurel Thompson, KWPM-AM-FM West Plains, secretary-treasurer.


Ralph Stoddard, manager, systems information. Young & Rubicam, New York, joins Telmar Group Inc., New York-based computer consulting firm, as VP, administrative systems.

Lieutenant Colonel Robert R Bubniak, U.S. Army, assigned to American Forces Network, Europe (AFNE) as commanding officer.

Dr. Harold E. Morse, former director of education, Appalachian Regional Commission, Washington, appointed president, Appalachian Community Service Network there. Linda Resnik, marketing and communications consultant, Dallas, joins ACSN as director of marketing.

International

Alan Kauper, former managing director, EMI Records, United Kingdom, joins Magnetic Video Corp. U.K., London, as general manager.

T.E. (Tom) Darling, former president and general manager, CHML(AM) Hamilton, Ont., retires after 50 years in Canadian broadcasting. Darling put several stations on air and was well known for his air personality. He originated city council broadcasts in Hamilton, talk-show format in Canadian radio and helicopter traffic reports. Stations Darling helped start include: CKGB(AM) Timmins; CKL(AM) Kirkland Lake, and CHML, all Ontario. In 1974 he was named Canadian Broadcaster of Year.

Gene Lawrence, production director, Provin- cial Educational Media Center, Ministry of Education, British Columbia, Canada, joins educational network of Ontario Educational Communications Authority in Toronto as general manager, educational media division.

Ralph Parker, president and chief engineer, CPFM(AM) Thunder Bay, Ont., retires with sale of station to Leader Broadcasting Co.

Deaths

Rudy Frank, 67, assistant to president of In- silco Broadcast Group, New Haven, Conn., died Nov. 3 of complications after brain surgery at Yale New Haven hospital. Frank, 45-year veteran of Insilco's WELI(AM) New Haven, also served as assistant to station's general manager. He is survived by wife, Sadie, two sons and one daughter.

Sheila Rather, 50, who in 1960's was casting director of To Tell the Truth and assistant to producer of Name That Tune, and previously was with BBC and Associated Television in her native England, died Nov. 1 at Pachogue, L.I., after long illness. At her death, she was exec- utive VP of Brook Street Bureau of Mayfair Ltd., British employment agency, and headed its New York branch. Survivors include her husband, Hal Evans Rather, two sons and her parents.
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#### Broadcasting

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<th>Closing Wed. Nov 5</th>
<th>Closing Wed. Oct 29</th>
<th>Net Percent Change in Week</th>
<th>P/E Ratio</th>
<th>Market Capitalization ($000,000)</th>
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<tbody>
<tr>
<td>ABC</td>
<td>31 1/4</td>
<td>29 3/4</td>
<td>+ 2 1/8</td>
<td>6 400</td>
<td>6 875</td>
</tr>
<tr>
<td>Cities Media</td>
<td>6 3/4</td>
<td>5 9/16</td>
<td>+ 2 5/8</td>
<td>6 1400</td>
<td>6 702</td>
</tr>
<tr>
<td>CBS</td>
<td>50 1/4</td>
<td>48</td>
<td>+ 2 1 1/4</td>
<td>6 487</td>
<td>6 1400</td>
</tr>
<tr>
<td>Cox</td>
<td>52</td>
<td>49 1/2</td>
<td>+ 2 5/8</td>
<td>6 1500</td>
<td>6 702</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>26 3/4</td>
<td>26 1/4</td>
<td>+ 2 1/8</td>
<td>6 420</td>
<td>6 702</td>
</tr>
<tr>
<td>LIN</td>
<td>62 1/4</td>
<td>61 1/2</td>
<td>+ 1 1/8</td>
<td>6 1400</td>
<td>6 702</td>
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<tr>
<td>Metromedia</td>
<td>104 1/4</td>
<td>103 3/4</td>
<td>+ 1 1/8</td>
<td>6 1400</td>
<td>6 702</td>
</tr>
<tr>
<td>Mooney</td>
<td>8 1/2</td>
<td>8 1/2</td>
<td>+ 1 3/4</td>
<td>6 1400</td>
<td>6 702</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>56</td>
<td>55</td>
<td>+ 1 8/12</td>
<td>6 1400</td>
<td>6 702</td>
</tr>
<tr>
<td>Storer</td>
<td>51 3/8</td>
<td>50 3/8</td>
<td>+ 1 1/8</td>
<td>6 1400</td>
<td>6 702</td>
</tr>
<tr>
<td>Tait</td>
<td>30 1/2</td>
<td>29 1/8</td>
<td>+ 1 3/8</td>
<td>6 1400</td>
<td>6 702</td>
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#### Broadcasting with Other Major Interests

- Adams-Russell
- Affiliated Pubs.
- American Family
- John Blair
- Charter Co.
- Chris-Craft
- Coca-Cola New York
- Cowles
- Dun & Bradstreet
- Field Ind.
- Fuqua
- Gannett Co.
- General Tire
- Gray Commun.
- Harte-Hanks
- Heritage Commun.
- Insico Corp.
- Jefferson-Pilat
- Marvin Josephson
- Kansas State Net.
- Knight-Ridder
- Lee Enterprises
- Liberty
- McGraw-Hill
- Media General
- Meredith
- Multimedia
- New York Times Co.
- Outlet Co.
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### Stock Index

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- Compact Video
- Doyle Dane Bernbach
- Foote Cone & Belding
- Grey Advertising
- Interpublic Group.
- MCI Communications
- Movielab.
- MPO Videotronics
- N. American-Phillips
- Ogilvy & Mather
- Telemation
- TPG Communications
- Wall Street Journal
- Western Union

### Electronics-Manufacturing

- AEL Industries
- Apex
- Arvin Industries
- Cetec
- Chryson
- Cohu
- Comac
- Dynacon
- E Selec & Comm. &
- General Electric
- Harris Corp.
- Int'l Video
- Microdyne
- National Electric
- NSA Inc.
- Nippon Electric
- Oak Industries
- Kurok
- Scientific-Atlanta
- Sony Corp.
- Tektronix
- Texscan
- Varian Associates
- Westinghouse
- Zenith

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Earnings figures are exclusive of extraordinary gain or loss. Footnotes:** Stock did not trade on given day for price shown is last traded price. ** No P/E ratios computed. ** Company not registered for net loss. *** Stock splits, ** Stock traded at less than 1.5 cents.
The call was made at 8:15 p.m., Eastern Standard Time. Long before either of the other networks, NBC News went on record projecting Ronald Reagan as the next President of the United States.

It was a triumph of careful preparation and hard work, the culmination of an effort that began many months before. It was the same kind of preparation that had paid off all through the primaries and at both political conventions.

It was a tribute to the stamina and professionalism of a remarkable group of journalists. And NBC is proud of their work. Just as millions of people were counting on us, we were counting on them.


NBC thanks them all. They didn't keep America waiting.
TVB's Huntington: selling TV with facts, figures and flare

Research people are not generally thought of as creative, or creative types as researchers.

The conventional wisdom is in for a jolt, however, if applied to the Television Bureau of Advertising's George Huntington. For years he has merged creative and research responsibilities—and a lot more, too.

When TVB holds its 26th annual meeting this week in Las Vegas, Huntington won't be the senior staff executive there. But he'll come close. The bureau commenced operations Jan. 1, 1955; Huntington joined Jan. 1, 1956. And he has been at or near the center of operations ever since, with current responsibility not only for TVB's creative and research activities but also for its public relations, technical/videotape, sales training and member services departments.

Huntington reached TVB by way of advertising agencies, broadcasting, media research, college teaching and the study of psychology—with a dash of hypnagogism thrown in.

He brought with him a quick mind, a quick and sometimes whimsical wit, patience, good humor, knowledge of the business and a desire to get the job done, whatever it might be. Those are among the attributes cited by long-time associates.

His sense of humor is almost always in evidence, and has been credited by colleagues with keeping him relaxed under pressure. "George can joke with you about almost anything," says one. "I've almost never seen him terse or abrupt with anybody about anything. Nothing seems to bother him."

Huntington says he "sort of grew up" with advertising: His father was art director and later creative director and a principal in an advertising agency in Utica, N.Y., where he grew up. He got his BA degree in psychology at Colgate University, where he also distinguished himself by getting accepted for a summer of graduate work, at Bread Loaf School of English, at the end of his freshman year.

At college, Huntington majored in psychology because, he says, he had "always been interested in people and how they work and why." In addition, the head of the Colgate psychology department was a friend of the Huntington family. This friend was also "one of the biggest hypnotists of his day," which further captured young Huntington's interest.

After college, Huntington entered the Air Force, rising to staff sergeant and serving in India—where for a year he also taught psychology to U.S. troops.

After World War II was over, he returned to Colgate to teach psychology, but left after two semesters—"because I saw the PhD's coming." He had planned to get a PhD himself, and had his application ready for Harvard, but had waited when Colgate invited him to teach. Now, with two semesters of teaching behind him, he no longer wanted to go back to school.

He went instead to New York, where he got a job as assistant to Daniel Starch of the Daniel Starch & Staff research firm, for which he had done some interviewing. His first choice in New York had been Benton & Bowles, but the only suitable opening there was being saved for a returning serviceman. When the call came telling him that the serviceman had decided not to return, Huntington left Starch to become manager of copy research at B&B. Three years later he moved to Kenyon & Eckhardt as manager of media research.

He was hired twice by Oliver Treyz, then head of sales development at ABC and later president of TVB. The first hiring took him to ABC radio and TV sales development work; the second, after he had left ABC for Dancer Fitzgerald Sample, took him to TVB, again to work in sales development.

Each year, TVB creates a major presentation for showing to advertisers. For 23 years, Huntington has been responsible for writing and directing these "epics," as they are known around the TVB offices. Writing them can be tricky, for each must be useful both to TVB's station rep members in dealing with national advertisers and to its station members in dealing with local accounts.

The new one, "A New Perspective on the Changing 80's," which will be previewed at the Las Vegas meeting this week, takes a look at the new electronic media and the effect they may have on broadcast commercial TV. The expected effect? Not much. "We believe that many of the new media, like cable, may be very important to the future," says Huntington, "but not as an advertising medium... Many of the gadgets will probably become more competitive for other media than for us."

The presentation typifies a Huntington preference for looking ahead rather than backward. He recalls a line from his mother: "Don't show me your diary, show me tomorrow's calendar."

"I don't think I spend my time looking back," he says, "and I don't think TVB does. My thought has been—and I think the company's is: 'Hey, what are we going to do next year?'"

In his job, Huntington doesn't do much traveling—except two hours of daily driving each day between home and office, a chore he professes to enjoy. The enjoyment is enhanced, friends say, by an attraction to gadgetry, exemplified in his car by AM-FM, tape deck, TV sound and a CB unit—the last used to signal TVB colleague Harvey Spiegel, who lives en route, that he'll be picking him up shortly.

Asked to define the biggest change at TVB over the years, Huntington puts it this way:

"In the 18 years Pete Cash was president and the bureau was growing up, our size made us concentrate on doing just one thing at a time. We did some very good things." Roger Rice (Cash's successor) as president brought greater member involvement and with their support, we can now do more good things faster.

"We've been fortunate to have so many professional broadcasters serve on our board and advisory groups—people willing to take the time to help set TVB's directions and then help us get there. That's why I think today's TVB is so exciting: We're doing something we believe needs doing, we're doing more of it and we're doing it right."
Casualty list

The voters may not have known it, but when they turned out Jimmy Carter last Tuesday, they also turned out all of the principal administrators in communications regulation. As Carter appointees, Henry Geller, Michael Pertschuk, Charles D. Ferris and their circle of like-minded friends have dominated the Washington regulatory scene. The town won't be big enough for them and Ronald Reagan.

Geller's departure will be particularly poignant. The job and the organization that he will be leaving were largely his creations. Retired from service at the FCC, including a term as general counsel, Geller had been indulging in scholarly research for the Aspen Institute, a haven for Democratic thinkers between serious jobs, when summoned by the Carter administration to manufacture a successor to the Nixon and Ford Office of Telecommunications Policy. The National Telecommunications and Information Administration was Geller's design, although embellished in the legislative process. He was the inevitable choice to head it as assistant secretary of commerce.

Carter was right to order the dismantling of OTP, which was grossly used as a political instrument in the Nixon tenure and as make-work for civil servants under Ford. The NTIA, however, is an equally fit subject for Reagan review. Under Geller's imaginative direction, it has busied itself in social engineering in the guise of technical adjustments. In search of opportunities for minorities, the NTIA has been advocating a proliferation of broadcast facilities, with only perfunctory attention to the physical disruptions expansion may create. If economy in government is to be a Reagan policy, he could make a start by cutting the NTIA budget from its present $18 million to more realistic size.

Pertschuk was Carter's choice for chairman of the Federal Trade Commission after establishing a reputation that had endeared him to the Ralph Naders from whom the new President was taking his personnel selection cues. As chief counsel of the Senate Commerce Committee, Pertschuk had become the darling of the anti-business movement. As chairman of the FTC, he was put in charge of administering legislation he had been influential in drafting. No wonder circumstances went to his head.

A series of punitive assaults on various business practices finally cost Pertschuk some of his power, but only after Congress shut off the FTC's money. The agency's attempt to eliminate children's television advertising that it judged to be "unfair" was an example of Pertschuk's excesses.

Last week Pertschuk was talking of staying on the FTC, as an ordinary commissioner, after the inevitable selection of another chairman. In that role, if he assumes it, his influence is certain to be further diminished by the equally inevitable selection of successors to key members of his staff, Albert Kramer and Tracy Westen, whose destructive inventiveness is perhaps the equal of his.

At the FCC things promise to be considerably different. It may take a while for Charles Ferris's successor to dislodge the solid body of Ferris appointees that now control agency policy and operations. There is, however, little doubt that there will be a successor early in the Reagan administration.

Whether Ferris remains as a commissioner may depend on whether that is the best job he can find. The employment market for lame-duck regulators of unswerving Democratic fealty took a rapid dive at about 10 o'clock last Tuesday night. If he remains at

the FCC, his role will be comparable to Pertschuk's, especially after his palace guard has gone.

Broadcasters, however, ought not to expect regulatory euphoria under a de-Ferrised FCC. Some of the initiatives of his administration have been products of their time. Cable de-regulation, for example, is unlikely to be undone unless found to be illegal by the courts. Movements toward the creation of more competition in a freer marketplace may be brought into reasonable perspective, but they will go on. The most agreeable expectation that broadcasters may entertain is a change in FCC attitude. Ferris and his immediate advisers have been motivated by unconcealed hostility to broadcasting. Surely Reagan will look for more open minds.

Rerun

A side result of last week's elections was a howl of protest about network projections of the outcome of the presidential race. Calling it for Reagan while polls were still open in Western states, the complaints ran, kept many eligible voters at home, thinking it too late for their votes to make a difference, forgetting that they might indeed make a difference in other races.

It should be noted that Carter himself projected a Reagan victory at about the same time as ABC and before CBS. A loser's concession must carry more weight than a network's projection.

Fifteen or so years ago, when projections were becoming established in election-night reporting, the same questions were raised. CBS underwrote some studies that concluded that projecting the outcome does not influence the voting. Last week's howls demonstrated that public doubts still remain.

The California secretary of state last week proposed a bill to change the state's voting hours to minimize the impact of projections. Perhaps there is a better way. In the mid-1960's there was a much-discussed proposal for a uniform, 24-hour period to be considered election day throughout the country. Polls everywhere would open and close at the same times. Nothing came of the idea then, but is it worth reconsideration? With uniform voting hours there would be no early returns from which anyone—including an incumbent President—could project victory or defeat while polls were still open anywhere.

"When we asked you to read a paper at the seminar, what we had in mind was..."
Meet Jerry Lyman
RKO FM Division
WGMS AM-FM Washington, D.C.

To function as General Manager of the most prestigious classical music station in America is a job in itself, but when you add the responsibility of serving as Senior Vice-President and Director of the industry's most exciting and innovative FM group, you have a monumental task. And Jerry Lyman fits his impressive six-and-one-half-foot frame into both positions with ease and skill.

A career RKO Radio employee, Jerry has served impressively in a number of capacities within the stations and RKO Radio Sales over the past decade. His present goal is to build the RKO FM Division into a group of full-service Adult oriented stations keeping pace with the amazing projected growth of FM in the eighties.

A curious and inquisitive individual, Jerry has traveled the world on behalf of RKO to better inform and alert himself to the cultural effects of broadcasting in all societies. At home he has been honored by the Freedoms Foundation, the Congressional Record, and with the George Foster Peabody Award. He served the nation's capital as Chairman of the Washington Area Broadcasters Association, on the boards of the National Symphony, the National Ballet and the Children's Hospital of the National Medical Center. He is also co-founder of the WGMS Radiothon, an annual fund-raising event for the symphony.

Out of the stations, Jerry is interested in photography, history, politics, playing the piano, pitching softball and putting golf balls.

RKO is proud to have such a man as Jerry Lyman on its corporate staff and is equally as proud of giving you this chance to meet him.
Contemporary reflections!

A dazzling new performer has captured the spotlight in the sophisticated world of contemporary sound.

Reflecting industry demands for comprehensive facilities, and studio reproduction quality in a transportable console, Ward-Beck presents the WBS-T1202.

Another classic example of Ward-Beck's flawless dedication to engineering excellence!

WBS
First by Design

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Tel: (416)438-6550.

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