

Low-power TV: the land rush is on  
November sweeps: the prime time breakdown

# Broadcasting Feb 23

The News Magazine of the Fifth Estate □ Vol. 100 No. 8

Our 50th Year □ 1981



**JUST SOLD TO  
ALL FIVE CBS O&O'S**

# QUINCY

## MCATV

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SERIAL ACQ SECTION  
MONTGOMERY AL 36112

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The First  
**50**  
Years Of  
Broadcasting

1949

PAGE 89

# Look who's handing you control of your market!

For three solid seasons "CHiPs" has compiled an amazing record of virtually equally distributed growth in every important demographic.

That means in late afternoon and early evening especially, when the viewing audience is most changeable, "CHiPs'" all-family appeal will really work for you...at the expense of your competition.

And "CHiPs" makes perfect programming sense, always in control, no matter who controls the set.



## **It all comes down to this:**

When a show captures and holds onto the number one position in its time period, you've got to call it Number One.

When it continues to grow in household ratings and share every season, you've got to call it powerful.

And when it also pulls winning numbers among women 18-49...men 18-49...teens...and children... you've got to call that a "controlling interest"!

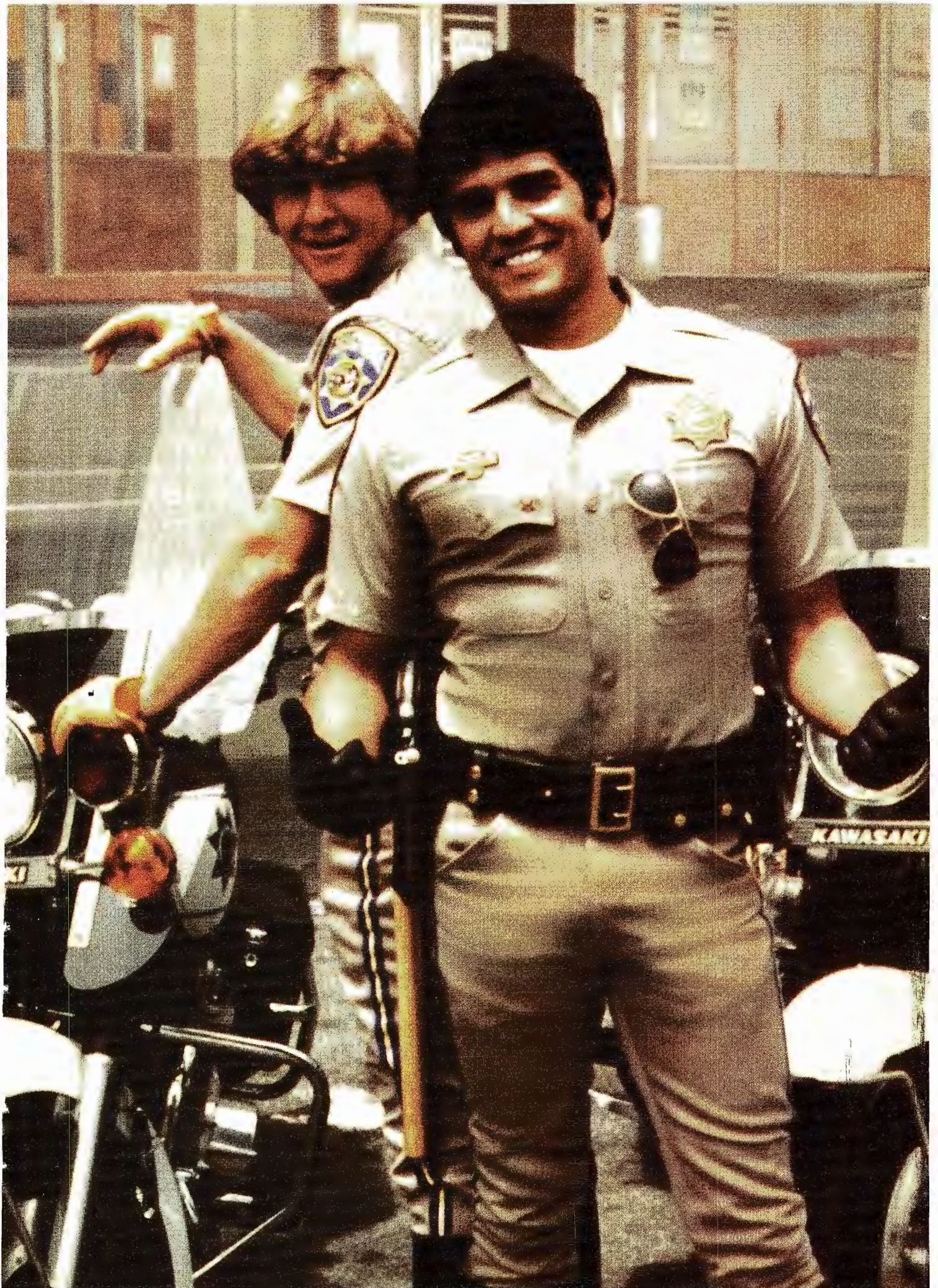
## **"CHiPs"\***

Visit us at NATPE, Americas Suite, New York Hilton



**MGM TELEVISION**

\*Or another appropriate title  
Source: NTI Nov. & Feb. 1977-80



MEMORIES ARE



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# MGM PRE-48

Over 250 unforgettable feature films.

Visit us at NATPE, Americas Suite, New York Hilton

# MADE OF THESE



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# THE BOTTOM LINE!

Competing head to head  
with Davidson, **The Merv  
Griffin Show is #1 in:**

**CLEVELAND**  
(5-6pm)

**PHILADELPHIA**  
(4-5pm)

**ORLANDO**  
(430-530pm)

**NORFOLK**  
(430-530pm)

**MADISON WISC.**  
(3-4pm)

**SAN ANGELO**  
(4-5pm)

**MERV**  
**#1**  
PHILADELPHIA  
Competing head to head  
with Davidson, **The Merv  
Griffin Show is #1 in:**  
**RATING  
SHARE  
HOMES  
TOTAL WOMEN  
WOMEN 18-49  
WOMEN 25-54**  
METROMEDIA  
PRODUCTIVE  
CORPORATION

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**#1**  
CLEVELAND  
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HOMES  
TOTAL WOMEN**  
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PRODUCTIVE  
CORPORATION

# The Week in Brief

TOP OF THE WEEK

**HOUSTON VERDICT: GUILTY** □ Federal jury finds city, mayor and Gulf Coast Cable Television conspired to limit competition in 1978 contest for CATV franchises. Plaintiff awarded \$6.3 million damages. **PAGE 27.**

**REAGAN ACROSS THE BOARD** □ President's economy address on Wednesday is just beginning of administration's PR blitz. **PAGE 28.**

**LPTV DELUGE** □ Low-power filings at FCC pass 3,000 mark with Microband's 100 among the biggest. Appeals court turns down CPB request for stay of interim processing rules for LPTV. **PAGE 29.**

**THE BRITISH ARE COMING** □ Joint teletext venture of British Telecom and Logica will compete with French system in U.S. market. **PAGE 30.**

**SIX WEEKS' WIRTH** □ House Telecommunications Subcommittee has 10 issues on agenda, including looks at program diversity, copyright and broad spectrum of policy issues. **PAGE 30.**

**CALL TO ARMS** □ NCTA's Wheeler repeats objections to settlement of AT&T antitrust suit. He asks united front in fight for regulation of company he feels imperils some broadcast and cable interests. **PAGE 31.**

**ARBITRON SWEEPS** □ Network TV's prime-time audience in November 1980 declined 1.8% from preceding year, according to CBS researchers who report their network as the only one with increase in total homes delivered. Comparative performances in 214 markets listed. **PAGE 32.**

SPECIAL REPORT

**LOW POWER IN HIGH GEAR** □ When the decade dawned, low-power TV was a relatively obscure contender in the technological race of the 80's. All that changed last September when the FCC opened the doors for the new service and proposed rules that more aptly might be called no rules. Here's how LPTV is expected to work and how entrepreneurs will build, pay for and operate stations. **PAGE 38.** A short primer on how to apply, **PAGE 43.** A complete rundown of the major applicants as well as where and what they want starts on **PAGE 58.**

PROGRAMMING

**\$40-MILLION PROJECT** □ Bristol-Myers's 10-year contract with USA Network makes it first major advertiser to provide continuous programming for national cable network. **PAGE 67.**

LAW & REGULATION

**INTERIM DBS URGED** □ Comsat defends itself against broadcaster opposition as it reargues its case for service now pending final guidelines. **PAGE 70.**

TECHNOLOGY

**CANADIAN POTSHOTS** □ Dominion recruits support for its opposition to 9 khz with brochure that points finger at U.S. as spectrum grabber. **PAGE 75.**

MEDIA

**EQUAL TIME FOR AT&T** □ Company executives give their side of story to NAB executive committee board in answer to earlier ANPA allegations about telco intentions. Radio deregulation, 9 khz plans also reviewed at NAB session. **PAGE 79.**

BUSINESS

**COMCAST'S RISING STAR** □ Company discusses its revenue growth, cash flow breakdowns, cable philosophy and accounting practices with Wall Street experts. **PAGE 83.**

JOURNALISM

**SITTING ON HANDS** □ duPont-Columbia awards jurors find little to applaud in past year's broadcast journalism, but do salute some old hands for maintaining good standards. **PAGE 85.**

1949

**THE 'BROADCASTING' YEARS** □ The FCC docked its Mayflower decision against editorializing, deep-sixed its Avco rule on station sales, and tried to take away giveaway shows. Other 1949 highlights involved national talent raids, state censorship forays and city taxes on broadcasters. **PAGE 89.**

PROFILE

**BIRTH OF A SALESMAN** □ In 1969, Ted Hepburn turned his back on station management to become a broker of broadcast properties. Today, as president of Ted Hepburn Co., he has long list of successful transactions that proves he made the right decision. **PAGE 111.**

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Coming very soon...

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The biggest features ever!

MCA TV



## FCC prospects

Henry M. Rivera, 34-year-old Albuquerque, N.M., lawyer, seems to have good shot at Democratic vacancy on FCC scheduled to be created in April with resignation of Chairman Charles D. Ferris. He is regarded as able, conservative, and is said to have backing of Senator Harrison Schmitt (R-N.M.), major force on Senate Communications Subcommittee. Schmitt, who will run for re-election in 1982, would like to be able to take credit for Hispanic appointment to FCC. Ernest Sanchez, general counsel for National Public Radio and native of New Mexico, was thought to have had Schmitt's support, but, according to one source, Sanchez was regarded as too liberal.

Meanwhile, slowness of White House to make decisions on personnel for regulatory agencies is sparking rumors, unconfirmed, that Washington lawyer Mark Fowler may have some competition for chairmanship. One new—or old—name has cropped up. Robert Wells, who served on commission from November 1969 to November 1971 and who is now vice president of Harris Enterprises, owner of 12 AM and FM stations, has expressed interest in chairmanship. He has talked to his senator, Bob Dole (R-Kan.), and one White House aide about that interest, but is not waging campaign.

## All gone

Exhibition space at National Association of Broadcasters convention April 12-15 in Las Vegas convention hall is sold out. Record 458 exhibitors have contracted for 222,000 square feet, better than 12% increase over 1980. List of companies hoping for cancellations is growing.

Real problem is next year when show moves to smaller facilities of Dallas. Exhibitors will have to squeeze into 10%-15% less space.

## Hole in dike?

ABC-TV is considering lifting, experimentally, its ban on issue advertising, and decision may come this week. If decision is yes, experiment will be limited to one specific daypart—almost certainly late night. There will probably also be provision for “other side” presentations, probably within same week, on issues in which other side may not have been fully treated in news coverage. ABC affiliates have been briefed in winter regional meetings.

ABC officials say they do not consider plan to be in conflict with basic philosophy, which—as at other networks—

is that controversial public issues should be covered in news and public-affairs reports, not in commercial time. But they feel this plan, if it works, could expand scope of issues presentations without diminishing their coverage otherwise.

## Out of business

Storer Broadcasting's move to divest itself of all radio properties is almost complete. It has listed last radio holding—WLAQ (FM) Chicago—with Ted Hepburn Co., Cincinnati brokerage firm (see “Profile,” page 111). Asking price: \$12,250,000. FCC's three-year trafficking rule prevented earlier sale of station which Storer acquired in April 1978.

## Going begging

Whatever happened to those VHF assignments dropped into four cities by FCC last year over vigorous opposition of broadcasters? Not much. So far nobody has applied for two: channel 8 in Johnstown, Pa., and channel 11 in Charleston, W. Va. There's one applicant each for others: for channel 13 Salt Lake City, group including Richard McKnight, local businessman; Arnold Orleans, Washington real estate operator, and G. Andrew Lawrence, on U.S. Senate staff; for channel 8 Knoxville, Tenn., local group headed by J. Hugh Branson, former administrative assistant to Senator Howard Baker (R-Tenn.), new majority leader. Baker was persistent advocate of Knoxville drop-in.

With such limited demand for those four drop-ins, which were subjects of six and half years of battling in and out of courts and FCC, commission may be wondering what will happen if it goes through with 140 other drop-ins it has proposed.

## Back in action

Carl Ward, who took early retirement from CBS-TV in 1979 as VP, administration, and before that was head of television affiliate relations, is joining MMT Sales as VP/station relations. Ward, who spent more than 33 years with CBS, will be based in Scottsdale, Ariz., where he lives.

## Casualties

Key staff members are following old boss, Henry Geller, out door at National Telecommunications and Information Administration. Resignations of four career appointees recruited by Geller—Edward Zimmerman, deputy assistant secretary; Forrest Chisman, deputy

associate administrator for policy and analysis and development; William Garrison, head of congressional and public affairs, and Patricia Elliott, who was Geller's personal assistant—were accepted last week. Spared, at least temporarily, was William Fishman, acting chief counsel, who joined NTIA from predecessor agency, Office of Telecommunications Policy, where he had served in Ford administration. His resignation was not accepted.

Speculation is growing over successor to Geller. Names being mentioned are Dale Hatfield, NTIA's associate administrator, now acting assistant secretary of commerce in charge of NTIA; Bernard Wunder, minority counsel of House Communications Subcommittee, and Hugh Donahue, vice president of Communications Data Corp.

## No go

After long look-see, A.C. Nielsen Co. has decided not to get back into radio audience measurement in any form. It had been urged to take plunge by broadcasters (“Closed Circuit,” Nov. 17, 1980), but has concluded that commitments to other projects would leave insufficient manpower, computer time and other resources needed to give radio really fair shake. Secondarily, officials say, idea didn't get as much encouragement from agencies as from broadcasters—some of whom weren't too enthusiastic, either.

## Door opener

Representatives of Canadian cable television industry which has demonstrated—through acquisition of some franchises—interest in penetrating U.S. market will be in Washington next week visiting folks who could help or hurt them. Officials of several cable companies will join Canada's Ambassador Peter Towe to hold reception at ambassador's residence on March 3. Among those invited are FCC commissioners and members of Congress and their staffs.

## New 'voice'

Among prospects for director of Voice of America (to replace Mary G.F. Bitterman) is veteran broadcaster Sherril Taylor, consultant to Bonneville International, headquartered in New York, and former vice president CBS Radio station relations and of National Association of Broadcasters. Taylor, 57, took early retirement from CBS two years ago, rejoining Bonneville where he began his broadcasting career (at KSL[AM] Salt Lake City) in 1947.

# Business Briefly

TV ONLY

**A&W Beverages** □ Root beer. Begins March 30 for four weeks in at least 15 markets. All dayparts. Agency: Humphrey Browning MacDougall Inc., Boston. Target: women, 18-49.

**Grandy's Country Cupboard** □ Fast food restaurants. Begins March 30 for second quarter in about 10 markets. All dayparts. Agency: Popejoy & Fischel Advertising Agency, Dallas. Target: adults, 25-54.

**Montgomery Ward** □ Department stores. Begins March 30 for 13 weeks in about 100 markets. All dayparts. Agencies: CPM Inc., Chicago/Media Bureau International Inc., Chicago. Target: adults, 25-54.

**General Electric** □ Appliances. Begins March 15 for three weeks in nine to 12 markets. Day, fringe, prime sports and news times. Agency: Cliff Furgurson Advertising Inc., Fresno, Calif. Target: adults, 25-54.

**Blue Cross of Northern California** □ Insurance plan. Begins March 16 for three weeks in California markets of Sacramento-Stockton, Fresno, San Francisco and Salinas-Monterey. Early fringe, late fringe, news and weekends. Agency: Allen & Dorward, San Francisco. Target: total adults.

**Frito-Lay** □ Ruffles potato chips. Begins this week for first quarter in Joplin, Mo.-Pittsburg, Kan., and Springfield, Mo. Agency: Young & Rubicam, New York. Target: adults, 18-49.

**William Underwood Co.** □ Meat spreads. Begins April 27 for four weeks in about 50 markets. Day, fringe and weekends. Agency: Kenyon & Eckhardt Advertising Inc., Boston. Target: women, 25-54.

**Southern Bell** □ Business sales. Begins March 7 for one week in Florida, Georgia and the Carolinas. Sports times. Agency: Tucker Wayne & Co., Atlanta. Target: men, 25-49.

**South Dakota Division of Tourism** □ Begins March 2 for four weeks in nine markets. All dayparts. Agency: Lawrence & Schiller Inc., Sioux Falls, S.D. Target: adults, 25-54.

**Heilman Brewing** □ Mickey's malt liquor. Begins March 30 for about 26 weeks in six markets. Prime, late fringe and sports times. Agency: Burton Advertising, Detroit. Target: men, 18-34.

**Remco Industries** □ TV rentals. Begins April 1 for 13 weeks in about 30 markets. Prime and news times. Agency: Mediacomp, Houston. Target: adults, 25-54.

**Mars Inc.** □ Summit/Twix cookie bars. Begins April 27 for four to five weeks in over 25 markets. Early fringe, prime access and weekend programming. Agency: D'Arcy-MacManus & Masius/deGarmo, New York. Target: women, 18-49; children, 6-11.

**E.I. DuPont** □ Silverstone cooking ware. Begins April 20 for eight weeks in 12 markets. Daytimes. Agency: N.W. Ayer ABH International, New York. Target: women, 18-49.

**Dubuque Packing Co.** □ Ham. Begins April 6 for two weeks in 13 markets. Day

**WESTWOOD ONE SALUTES**

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

**KHJ**

**WESTWOOD ONE**

9540 Washington Blvd.,  
Culver City, CA 90230  
(213) 204-5000

America's Number One Producer of Nationally Sponsored Radio Programs

## Rep Report

WYNZ(AM) Portland, Me.: To Eastman Radio from PRO Radio Sales.

WCME(FM) Rochester, N.Y.: To Eastman Radio from Buckley Radio Sales.

WQXR-AM-FM New York: To McGavren Guild from Concert Music Broadcast Co.

KTFX-FM Tulsa, Okla.: To HR/Stone from Gert Bunchez.

WJAX(AM)-WJAX-FM Jacksonville, Fla.: To Buckley Radio Sales from Selcom.

WCKO(FM) Fort Lauderdale, Fla.: To Lotus Reps from Savalli/Schutz.

WDEF-AM-FM Chattanooga; WNCT-AM-FM Greenville, N.C.: KWJJ(AM)-KJIB(FM) Portland, Ore.; WHEN(AM)-WONO(FM) Syracuse, N.Y., and WNAX(AM) Yankton, S.D.: To Katz Radio from Eastman Radio.



Just as fine paintings are the backbone of a great art collection, comedies are still the mainstay of a winning program lineup.

One Day at a Time innovatively mirrors contemporary American life, drawing its humor from creating a portrait of real people in identifiable situations.

In its sixth network year, One Day at a Time remains solidly in the Top Ten among all shows. Such sustained popularity is unique in television, and, as with a cherished work of art, ensures continued endurance.

# One Day at a Time

America Knows a Classic When It Sees One!

Distributed by **TAT** Communications Co.  
1901 Avenue of the Stars, Suite 666  
Los Angeles, California 90067 • 213-553-3600

## AdVantage

**Getting acquainted.** Consumer awareness is key to new network TV campaign for Sharp electronics which breaks this week on major network news shows. Featured in commercials is Sharp's 800 series copier, advertised as flexible copier that allows customers to add options such as automatic document feeder and electronic collator. Campaign, created by Rosenfeld, Sirowitz & Lawson, will stress Sharp's "strong technological background and emphasis on research and development."



Sharp

**Firm commitment.** Anheuser-Busch will buy 52 weeks of advertising time on Black Entertainment Network, plus additional time this year. As BET's largest advertiser in 1980, Anheuser-Busch continues commitment this year and has "beer exclusive" on network's black college sports and movie package.

**Expanding on theme.** Scrapping popular "Red Baron" campaign, Lufthansa has come up with more elaborate one which draws attention to airline's "worldwide routes and unparalleled standard of quality." In multimillion dollar radio and print effort, developed by McCann-Erickson, campaign stresses Lufthansa not only as "carrier that travels between the U.S. and Germany," but also as "world-class airline for international business travelers." Radio spots start this week in Atlanta, Boston, Chicago, Dallas-Fort Worth, Los Angeles, Miami, New York, Philadelphia and San Francisco.

**ESPN buy.** Seven advertisers have signed new contracts with Entertainment and Sports Programming Network for 1981 totaling more than \$2 million. Included in list are American Cyanamid Co., which ESPN said has entered into five-year, seven-figure agreement, and Owens-Corning, Getty Oil, American Express, Volkswagen, Noxzema and Goodyear.

and early fringe times. Agency: Campbell-Mithun Inc., Chicago. Target: women, 25-54.

### RADIO ONLY

**Vivitar** □ Pocket cameras. Begins April 1 for three weeks in under 10 major markets. All dayparts. Agency: Mort Keshin & Co., New York. Target: adults, 18-34.

**Random House** □ "Company of Women" novel. Begins March 2 for one week in three markets. Middays. Agency: Sussman & Sugar, New York. Target: men, 25-49.

**Beatrice Foods** □ Dannon yogurt. Begins March 9 for 10 weeks in over 25 markets. Morning and afternoon drive times. Agency: Marstellar Inc., New York. Target: adults, 18-49.

**English Country Cheese Council** □ Begins in March for two weeks in San Francisco. Middays. Agency: The Mediators Inc., New York. Target: women, 25-54.

**Wheel Horse Products** □ Lawn and garden tractors. Begins March 2 for four to six weeks in 16 markets. Agency: Markmakers Inc., South Bend, Ind. Target: men, 35-64.

**Nally's Fine Foods** □ Salad dressing. Begins March 9 for four weeks in eight markets. Morning drive, middays and afternoon drive times. Agency: Cole & Weber, Seattle. Target: women, 35-54.

**Century Shirts Co.** □ Frisbee sports apparel. Begins in April for six weeks in Dallas. Agency: Siteman/Brodhead/Baltz Inc., Beverly Hills, Calif. Target: boys, 12-17; men, 18-24.

**Serta** □ Mattresses. Begins March 2 for three weeks in four West Coast markets. Agency: Mendelsohn, Adler, San Francisco. Target: adults, 25-54.

**Atlantis Restaurants** □ Begins this week for 25 weeks in San Diego. Agency: Cole & Weber/Rogers, Weiss, Los Angeles. Target: adults, 25-54; adults, 35-54.

**Bell of Pennsylvania** □ Telephone promotion. Begins this week for four weeks in Pennsylvania markets of Philadelphia, Allentown, Reading, Lancaster, Harrisburg and Pittsburgh. Agency: Lewis & Gilman Inc., Philadelphia. Target: women, 25-49.

**Coit Drapery Cleaners** □ Begins in March for varying flights in 16 to 18 markets. Agency: Wenger Associates, San Francisco. Target: women, 35-64; women, 25-49.

**Knudson** □ Orange juice. Begins April 13 for 12 weeks in various California markets. Agency: Dailey & Associates, Los Angeles. Target: adults, 25-34.

# TAKE A CLOSER LOOK.

Maybe you noticed.  
Maybe you didn't.  
Our name has  
changed a little.

Now we're Frazier, Gross & Kadlec.

But we'd like to take this opportunity to call attention to more than our new name. We'd like you to take a closer look at what's always been behind it.

For more than thirty years, we've provided financial management services exclusively to the TV, radio and cable industry nationwide. We think our people are the best in the business ... economists, financial analysts, broadcast engineers and statisticians with experience on both the technical and financial sides of broadcasting.

Together we offer you, the station owner or manager, a complete range of

financial management services, including asset appraisals, fair market valuations, feasibility studies, cost benefit analyses and strategic planning.

Frazier, Gross & Kadlec. Next time you're in the market for financial management services, we hope you'll remember our new name. And the tradition of quality that stands behind it.

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# Here's The Program With The Biggest Cash Prize In Television History.



And with a format that's a proven winner.

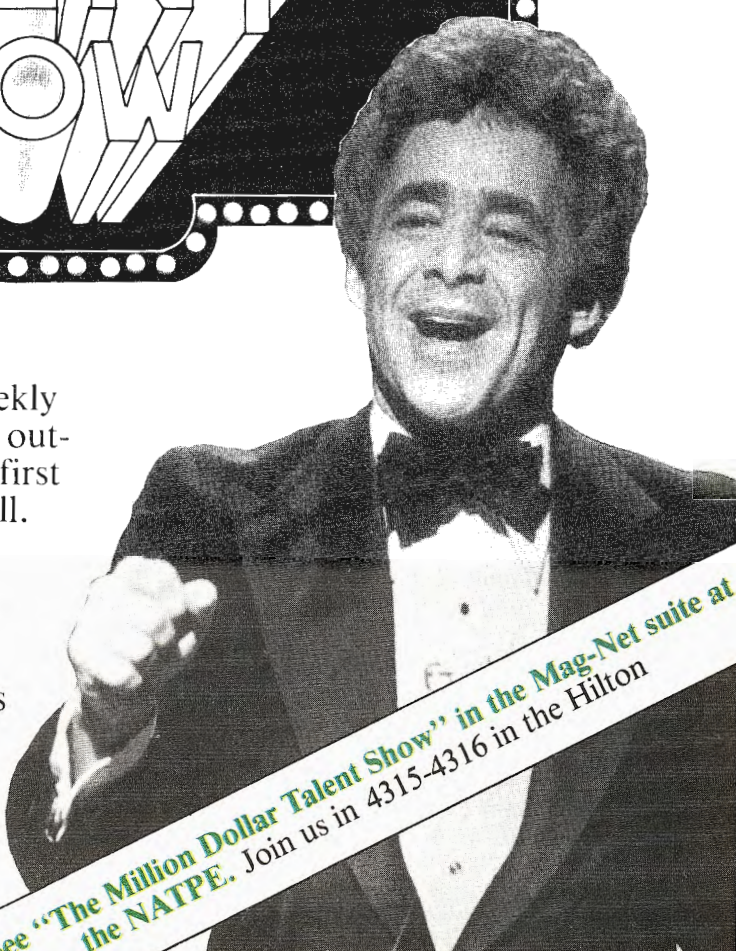
Chuck Barris hosts a new one-hour weekly variety talent show where each week 8 to 10 outstanding performers compete for a \$10,000 first prize. Plus a chance at the biggest prize of all.

*One million dollars in cash.* And the possibility of a million more in bookings!

Instant fame. Instant fortune. It's the stuff that ratings are made of.

Produced by Chuck Barris Productions and distributed by Mag-Net, it's a syndicated show with prime time punch.

**Mag-Net** Los Angeles (213) 273-9400  
New York (212) 888-5150

A black and white photograph of Chuck Barris, the host of the show, is positioned in the lower right corner. He is wearing a dark tuxedo jacket, a white dress shirt, and a dark bow tie. He has a joyful expression, with his mouth open as if laughing or speaking. His right hand is raised, with his index finger pointing towards the viewer. The background behind him is dark and out of focus.

See "The Million Dollar Talent Show" in the Mag-Net suite at the NATPE. Join us in 4315-4316 in the Hilton

# Monday Memo®

A broadcast advertising commentary from Thomas F. Burchill, VP and general manager, RKO Radio Network, New York

## The many talents of network radio in today's multimedia world

In the coming decade advertising executives will be forced to re-evaluate their media objectives. They will need to make ad dollars work harder in inflationary times and to spend more intelligently as all media, particularly television, approach the electronic revolution. Network radio has already undergone its revolution and is particularly well suited to fill future advertising needs.

Let's take a look at how network radio today can improve the productivity of ad dollars. Here are seven ways . . .

- Network radio can localize a national advertising campaign. News features and entertainment programming are designed to fit into the local program format of the station they serve and not vice versa.

This is one of the major reasons local television stations have never been able to establish a strong individual or community personality. The programs on one channel are virtually the same as another. TV is not as personal or as local as radio, a disadvantage in this "Age of Me." Network radio programming properly integrated within a local radio format has high credibility—and so do the advertiser messages within that program.

- Network radio can allocate ad dollars where the business is. Radio networks give advertisers their choice of emphasis—big or small markets, North or South, or time zone regionalization now capable through satellite technology.

Consider these facts from the recent RADAR 21 Report: One radio network has an index of audience to population of 143 in the most populous "A" counties and an index of 13 in the sparsely populated "D" counties. Another radio network has just the opposite audience distribution. It has an index of 73 in "A" counties and 126 in "D" counties. This kind of targeting is necessary to some advertisers and available through network radio. The advertiser options here have never been better.

- Network radio targets advertising with audience selectivity. Targeting is the type of pinpoint marketing approach that has never been more available than now in network radio. New networks have emerged and existing networks have positioned their programming more and more against specific demographics. Today selectivity is a strong attribute of network



As founder of RKO Radio Network, Thomas F. Burchill, has been the network's chief operating officer from the beginning. He has taken the original concept of the network through various planning and implementation stages to its present position of operational maturity as a profitable network radio entity. His broadcasting career, which began in sales with the Petry Co., includes additional posts with John Blair & Co. An entrepreneurial period, as a principal in Bolton/Burchill Ltd., added to his sales and sales management experience, and led in 1977 to RKO when he was appointed vice president and general manager of RKO Radio Sales.

radio for all demographic groups.

A good example is the fact that a combination of seven radio networks reach more Tide detergent users daily than any of these soap operas, *All My Children*, *Another World*, or *The Doctors*. When radio networks are used in combination to target buyers of Kellogg corn flakes, they can reach more buyers than any of these morning network TV programs, *Good Morning America*, *Today*, *High Rollers*, or *The \$20,000 Pyramid*.

- Network radio offers effective audience distribution patterns. Unlike cable TV which is beset with eccentric audience distribution patterns, a combination of radio networks can deliver effective national and consistent market-by-market

reach and frequency levels against any target group.

A spot schedule of 25 commercials a week for four weeks on six radio networks could be purchased for \$500,000. This schedule would reach between 58% and 63% in all adult demographic targets. In addition, the reach levels from market to market would vary less than 15% from the highest to the lowest percentages.

These consistent reach levels from demographic to demographic and market to market prove that virtually any target can be reached effectively when the appropriate radio networks are used in combination.

- Network radio reaches elusive audience segments. Youthful affluent, out-of-home, working women, and other hard-to-reach groups—all tough to deliver with TV—are easily available for the national advertiser through network radio.

The 1979 Simmons study reports that . . . professional/managerial men use radio 42% more each day than TV; single working adults use radio 34% more than TV; upper-income men and adults in upper-income households use radio 33% and 14%, respectively, more than TV each day, and adults 18-24 use radio 40% more each day than TV.

Four out of every 10 adults account for less than 16% of all TV viewing and are very hard to reach with a TV spot. However, network radio reaches almost all of these light TV viewers each week.

- Network radio will increase advertising impact by increased packaging of media around an event. Increased sports and entertainment specials and live concerts offer sponsorship opportunities in network radio. These can be extended through affiliate promotions (again localizing the message) and local merchandising-support programs. This is a perfect marriage of network and station activity for advertising success.

The media value of these special types of event-oriented network programming is greatly increased for the advertiser. Many audience studies conducted by highly respected research companies such as the Gallup Organization clearly demonstrate that the audience reached with music specials is as much as five times larger than normal station cume levels. Added impact results from heavy local station time in promotion support.

- Network radio provides fluidity of advertising budgets. Radio is known for its flexibility and immediacy. This is also very true of network radio because a hard-hitting national campaign can be mounted in a few days.

# LEAVE IT TO THE WOMEN: PROVOCATIVE, FASCINATING, EXCITING, EXPLOSIVE!

Because it's based on the kinds of dialogue men and women are getting into today.

LEAVE IT TO THE WOMEN will put one very interesting man in front of four outspoken women and let them get into a no-holds-barred discussion of some very provocative issues.

As the guys and gals let it all hang out, the television set really crackles with electricity.

Moderated by Stephanie Edwards, these half-hour shows will have revolving panels of

women like Barbara Howar, Della Reese, Margaret Trudeau, attorney Gloria Allred, Patti Deutsch, June Lockhart and Cyndy Garvey.

And, on each show, they'll be provoked, angered, stimulated, comforted and otherwise shaken up by men with equally strong opinions.

LEAVE IT TO THE WOMEN is produced by Chuck Barris and Woody Fraser as a Monday-thru-Friday strip.

**Mag-Net**

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New York (212) 888-5150



See LEAVE IT TO THE WOMEN in the Mag-Net suite at the NATPE. Join us in 4315-4316 in the Hilton

■ Indicates new or revised listing

## This week

■ **Feb. 23**—*American Advertising Federation* first Public Service Advertising Awards. Speaker: James Duffy, president, ABC-TV. New York Hilton.

**Feb. 23-25**—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

**Feb. 24**—*American Women in Radio and Television* congressional reception. Master of ceremonies, Willard Scott, NBC-TV's *Today* program. Cannon House Office Building, Caucus Room 345, 6-8 p.m., Washington.

**Feb. 25**—Deadline for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

**Feb. 25**—*Association of National Advertisers* television workshop. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

**Feb. 26**—*Association of National Advertisers* media workshop. Luncheon speaker: Katharine Graham, chairman, Washington Post Co. Plaza hotel, New York.

**Feb. 26**—10th annual *Mass Communications Hall of Fame* presentation. Induction of Gordon B. McLendon during luncheon at Texas Tech University, Lubbock, Tex.

**Feb. 27**—*National Radio Broadcasters Association* board of directors meeting. Diplomat hotel, Hollywood-by-the-Sea, Fla.

**Feb. 27-28**—"Law and Television of the 1980's," sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geller, former head of National Telecommunications and Information Administration; Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox, Attendance by invitation only.

**Feb. 27-28**—National conference on consumer and cable television, to be sponsored by *National Citizens Committee for Broadcasting and National Federation of Local Cable Programers* and partially funded by Federal Trade Commission. Kennedy Center, Washington.

## March

**March 2**—*International Radio and Television Society* anniversary banquet and Gold Medal award, presented to Sam Cooke Digges, retiring president of CBS Radio. Waldorf-Astoria hotel, New York.

**March 2**—*Entry deadline for student competition in National Video Festival presented by American Film Institute and sponsored by Sony Corp.* Information: National Video Festival, AFI, John F. Kennedy Center for the Performing Arts, Washington, 20566, (202) 828-4013.

**March 2-3**—*West Virginia Broadcasters Association* spring meeting (license renewal seminar). Charleston House Holiday Inn. Charleston, W. Va.

**March 3**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

**March 3**—*Florida Association of Broadcasters* reception for Florida delegation. Florida House, Washington.

**March 3-4**—*Cable Television Administration and Marketing Society* advertising conference. New York Hilton. Information: (202) 296-4218.

**March 4**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception and dinner. Rooms B-338, 339 and 340 of Rayburn House Office Building, Washington. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

**March 6-7**—*Radio-Television News Directors Association* board meeting. New Orleans Marriott.

**March 6-8**—*Intercollegiate Broadcasting System* national convention. Shoreham hotel, Washington. Information: Rick Askoff, (607) 273-8777.

**March 7**—*Radio-Television News Directors Association* regional meeting. Trinity University, San Antonio, Tex. Information: Jay Solomon, KMOL-TV San Antonio, (512) 226-4251.

**March 8-10**—*Ohio Cable Television Association* annual convention. Sheraton Columbus hotel, Columbus.

**March 10-11**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**March 12**—*International Radio and Television Society* newsmaker luncheon. Speakers: Grant Tinker, Lee Rich, Mark Goodson and Alan Landsburg, producers. Waldorf-Astoria hotel, New York.

**March 13**—Deadline for 1981 *Radio-Television News Directors Association* International Radio and TV Awards. Information: RTNDA, 1735 DeSales Street, N.W., Washington, 20036, (202) 737-8657.

**March 13-14**—*Country Radio* seminar. Hyatt Regency, Nashville. For information: (615) 329-4487.

■ **March 13-14**—*Society of Professional Journalists*, Sigma Delta Chi, region three conference. Holiday Inn Downtown, Charleston, S.C.

**March 13-18**—*National Association of Television Program Executives* conference. New York Hilton and Sheraton Center.

**March 15-16**—*Kentucky CATV Association* spring convention. Hyatt Regency hotel, Lexington, Ky. Information: (502) 864-5352.

**March 15-17**—*North Central Cable Television Association* meeting. Holiday Inn, Fargo, N.D.

**March 16**—Seventh annual Video and Television

## Major Meetings

**March 13-18**—*National Association of Television Program Executives* 18th annual conference. New York Hilton and Sheraton Center. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 8-11**—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 24-30**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

**May 3-7**—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

**May 4-7**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 5-9**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

**May 10-13**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 17-19**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 29-June 3**—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

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

**June 6-10**—*American Advertising Federation*

national convention. Hyatt Regency hotel, Washington.

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

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

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

**Sept. 20-23**—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

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

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

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

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

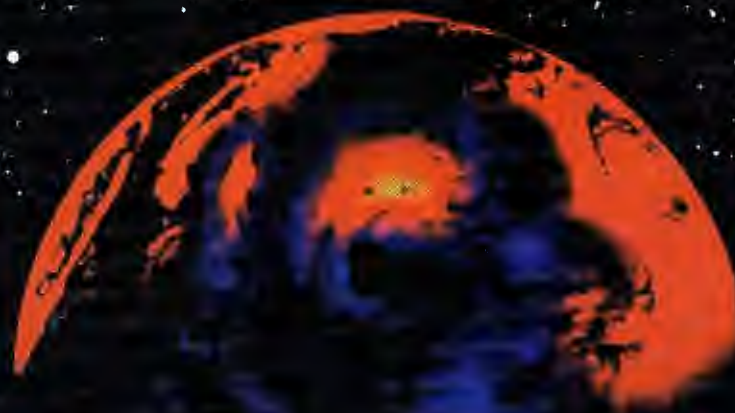
**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

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

**Feb. 7-10, 1982**—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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





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For further information visit Suite 4315/16 of the NY Hilton during N.A.T.P.E., March 13-18.

Documentary Festival, sponsored by *Global Village*, 454 Broome Street, New York, 10013, (212) 966-7526.

**March 16-17**—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

**March 16-17**—*New York State Cable Television Association* spring legislative meeting. Empire State Plaza, Albany, N.Y.

**March 18**—Ohio State Awards for excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television* under auspices of Ohio State University Telecommunications Center. National Press Club, Washington.

**March 19-20**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

**March 19-20**—*Georgia Cable Television Association* annual meeting. Sheraton-Atlanta hotel, Atlanta.

**March 20-22**—*Alabama UPI Broadcasters Association* annual convention and News Leader Awards presentation. Sheraton Downtown, Birmingham, Ala.

**March 21**—*Radio-Television News Directors Association* regional meeting. Lamar University, Beaumont, Tex. Information: Dave Wilson, KJAC-TV Port Arthur, Tex., (713) 985-5557.

**March 21**—*UPI Broadcasters of Louisiana* annual meeting. Holiday Inn North, Lafayette, La.

**March 22-24**—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

**March 23-24**—*Public Service Satellite Consortium* workshop on "How to Teleconference Successfully." Denver.

**March 22-29**—*INPUT '81*, international public television screening conference. Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, (202) 293-6160.

**March 23-25**—*Radio-Television News Directors Association* management training seminar conducted by Sterling Institute. O'Hare Marriott, Chicago.

**March 24**—*New York State Broadcasters Association* annual meeting. Essex House, New York.

**March 24**—*Chicago Addy Awards*, co-sponsored by *Women's Advertising Club of Chicago* and *Chicago Advertising Club*. Chicago Marriott hotel.

**March 24-25**—*Ohio Broadcasters* salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

**March 25**—*New York Women in Communications* 1981 Matrix Awards luncheon. Keynote speaker: Katharine Graham, board chairman, Washington Post Co. Sheraton Center, New York.

**March 26**—*Religion In Media's* Angel Awards banquet. Palladium, Los Angeles.

**March 26-29**—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

■ **March 27-28**—*Society of Professional Journalists*, Sigma Delta Chi, region seven conference. Sheraton Royal hotel, Kansas City, Mo.

■ **March 27-28**—*Society of Professional Journalists*, Sigma Delta Chi, region 12 conference. Biloxi Holiday Inn, Biloxi, Miss.

**March 27-April 5**—11th annual *USA Film Festival* of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105, Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

**March 28-April 1**—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

■ **March 30-April 1**—*California Cable Television Association* Congressional-FCC Conference. March 31, dinner honoring former California congressman and chairman of House Communications Subcommittee Lionel Van Deerlin. Four Seasons hotel, Washington.

**March 31**—Broadcast town meeting held by members of radio and television code boards of *National Association of Broadcasters*. Louisville, Ky.

## April

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

**April 1-2**—Communications in the 21st Century symposium, sponsored by *The Colgate Darden Graduate School of Business Administration at University of Virginia* in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

**April 1-2**—*Kentucky Broadcasters Association* annual spring convention. Executive Inn Rivermont, Owensboro, Ky.

■ **April 2-3**—*Broadcasters Promotion Association* board meeting. Waldorf Astoria, New York.

**April 6-8**—Presentation of 28th annual Unity Awards in Media for excellence in broadcast and print journalism, sponsored by Department of Communications, *Lincoln University*, Jefferson City, Mo.

**April 6-10**—*Community Antenna Television Association* technical seminar. Garland Holiday Inn, Dallas. Information: (305) 562-7847.

**April 7**—*Federal Communications Bar Association* luncheon. Speaker: William McGowan, chairman of board, MCI Communications Corp. Touchdown Club, Washington.

**April 8**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

**April 8-11**—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

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

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

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

**April 15**—New FCC deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

**April 15-16**—*Maryland/Delaware Cable Television Association* spring meeting. International hotel, Baltimore-Washington International Airport.

**April 17-19**—Private satellite earth station and low-

power seminar, fifth in series, sponsored by Bob Cooper Jr., director, *Satellite TV Technology Inc.*, Washington. Shoreham hotel, Washington. Information: Gail Barnes, (202) 887-0608.

**April 20-21**—*Industrial Television Conference*, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

**April 23**—*Children's Television Conference*, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

**April 23-24**—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

**April 24-30**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

**April 24-May 16**—7th annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

**April 25**—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, national honorary broadcasting society. Central Michigan University, Mount Pleasant, Mich.

**April 26-28**—*Virginia Cable Television Association* annual convention. Wintergreen, Va. Information: (804) 320-2180.

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

**April 28-May 2**—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, (415) 469-2184.

**April 29-30**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**April 29-30**—Two seminar programs, "Contracts and Copyrights" and "Film Programming Seminar" presented by *Public Telecommunications Institute of National Association of Educational Broadcasters*. To be held immediately following Southern Educational Communications Association conference in Norfolk, Va. Information: NAEB, 1346 Connecticut Ave., N.W., Washington, D.C., (202) 785-1100.

**April 29-May 1**—*Indiana Broadcasters Association* spring conference. Sheraton-West, near Indianapolis International Airport.

## May

**May 1-3**—*Texas AP Broadcasters* convention. Marriott North, Dallas.

**May 2**—*Iowa Broadcast News Association* annual convention. Howard Johnson's Motor Lodge, Des Moines.

**May 2-7**—*Pennsylvania Association of Broadcasters* spring convention. Ambassador Beach hotel, Nassau, Bahamas. Information: Robert Maurer, counsel and executive director, PAB, 407 N. Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

**May 3**—*Public Radio in Mid-America* board of directors and membership meeting. Phoenix. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich., 48859, (517) 774-3105.

**May 3-5**—*Minnesota Broadcasters Association* spring meeting. Radisson Plaza hotel, St. Paul.

**May 4-7**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 4-8**—*Community Antenna Television Association* technical seminar. Paramount Heathman hotel, Portland, Ore. Information: (305) 562-7847.

**May 5-9**—*American Women in Radio and Television* 30th annual convention. Sheraton Washington hotel, Washington.

**May 6**—George Foster Peabody awards luncheon, sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

**May 10-13**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

### Entertainment and Sports Programming Network's subscriber base is pushing eight million mark.

"Intermedia" item in Feb. 16 issue incorrectly stated figure.

Leading demographic in spot radio availability requests at Jack Masla & Co., New York, in second half of 1980, representing 18.4% of all requests, was age 25-54, not 25-49, as reported in Feb. 9 "Ad Vantage."

Bert Keyes Jr. is new general manager of KLT(FM) Harlingen, Tex., not KGBT-TV Harlingen, as stated in "Fates & Fortunes" Feb. 16, page 123.

New address for The Society of Professional Journalists, Sigma Delta Chi, is 840 North Lake Shore Drive, Suite 801, Chicago, 60611, not North Shore Drive, as reported in Feb. 16 issue, page 82.



**Radio Network**

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For the price of a few spots a week, you can get the world's best network news programming without any network commercials.

As an AP member, affiliation with the AP Radio Network will get you the fastest, most accurate and objective news programming in the world. It's all sound, and all ready-to-air, programming that brings the sounds and voices of the whole world to your station.

AP Radio Network is packed with features, and completely flexible, so you can custom tailor programming for a specific advertiser and create fixed positions to sell at a premium.

And, it's *all* saleable, because it's free of commercials—we never touch your inventory except to make it more attractive for advertisers.

*After all...Time is Money.*

We'll gladly give you the time of one of our Broadcast executives. Just a phone call to 212-262-4011 is all it takes.

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**"In pro hockey, the  
New York Rangers  
just took the lead  
over..."**

**"I said I'd knock him  
out in the fifth (puff,  
puff) and I did it!"**

**"As for the *real* reason  
the franchise is being  
sold..."**



**"With three minutes,  
42 seconds left in the  
game at the Kingdome  
the Seahawks have  
just scored..."**

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## EXCLUSIVELY!

5 minute updates every half hour.  
Hour after hour. Behind-scenes features.  
Personalities. All-night talk show. Inside stuff.  
All via Westar III satellite.

Now you've got a powerful new weapon in the ratings and profits war, a space weapon called Enterprise Radio, The Sports Network.



Power-promoted in these magazines.

Enterprise Radio serves your listeners a feast of sports programming you just couldn't get before. With satellite speed and high professionalism. We've recruited some of the best sports minds in the U.S. and Canada for a first team that knows where the stories are, how to get them, and how to deliver them for maximum impact.

And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

So don't delay. For further information, call George Davies, Michael David, or Joe Rizza at Enterprise Radio and get in on the ground floor.

### **ENTERPRISE RADIO. THE SPORTS NETWORK.**

40 Darling Drive, Avon, CT 06001, (203) 677-6843

# Open Mike®

## Wildmon fallout

EDITOR: Your editorial about the vigilantes of Tupelo, Miss. (Feb. 9), was brilliant.

I'm a radio broadcaster, but I hope these television reformers don't prevail because we could be next. It's like Pastor Niemoller's chilling comments on how things escalated in Nazi Germany: "... And then they came for me."

I well remember your bailing me out several years ago when we were under siege by the opponents of a right-wing radio program. The players are different but the principle is the same.

BROADCASTING magazine has done it again. You're like the cavalry.—*William O'Shaughnessy, president, WVOK(AM)-WRTN(FM) New Rochelle, N.Y.*

EDITOR: Re: The decency movement closes in on TV, (BROADCASTING, Feb. 9):

All hail the Ayatollahs Wildmon, Falwell, et al. How fortunate we all are to have these self-appointed censors appear within our midst in the guise of ordinary mortals. How easy the transition from preaching the interpretation of God—on a sound business basis—to the belief that one speaks for God and is at the very least, His direct, factory-authorized franchisee.—*Monte Gurwit, program director, KOMU-TV Columbia, Mo.*

## In memorium

EDITOR: Two pioneer broadcasters, Leonard Allen and Frank White Nesbitt, died the same day. We three had been good friends during and since our many years with NBC.

When he died of a heart attack, Len was managing director of the Radio-Television News Directors Association (BROADCASTING, Feb. 9). He started his career with NBC in the International Short Wave Division, where Frank also was employed.

Having read about Leonard's passing in the Phoenix *Republic*, I called Frank's home in Lakeland, to be certain that he knew of Leonard's death, only to be stunned by the news that Frank had died of heart failure on the same day (see page 110).

May God take care of them, and comfort the families of these two long-time friends.—*Paul Rittenhouse, Sedona, Ariz.*

## Reflex

EDITOR: Your knee-jerk reaction to public broadcasting's "grand alliance" plan in your Feb. 9 editorial entitled "Fourth Commercial Network" was right on schedule and what all of us in the PTV community might have expected.

Any PTV plan that even remotely suggests a future of self-sufficiency always manages to generate the old BROADCASTING magazine broadside. Our commercial

colleagues must sleep soundly at night knowing that your magazine is always awake to protect their interests.

We do not intend to pack our tents and silently steal away. BROADCASTING would probably (on cue) criticize us on the grounds that the government paid for the canvas.—*Sheldon P. Siegel, president and general manager, WLVT-TV Allentown/Bethlehem, Pa.*

## First 50

EDITOR: Having been in the broadcasting business for over 50 years, I have greatly enjoyed reliving the days depicted in your series, "The First 50 Years of Broadcasting."

With all that has been going on about deregulation, let's refer to the history of 1945 that appeared in the Jan. 26 edition of BROADCASTING, page 71, in the letter from President Harry Truman to Sol Taishoff.

This paragraph reads, "The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulations of a medium that by its very nature must be maintained as free as the press."

The date of this letter was July 3, 1945.—*B. Hillman Bailey Jr., chairman of the board, KNOC(AM)-KDBH(FM) Natchitoches, La.*

EDITOR: I want to express my appreciation for, and my interest in your series, "The First 50 Years of Broadcasting." I have enjoyed each installment and every week I look forward to the next issue. This is a real service to the industry, and I hope it will be published in book form. I have been a subscriber to BROADCASTING since 1931. I regret your account did not include earlier years of fascinating radio.

I am retired now. I became interested in radio in 1923 while an engineering student at the University of Kentucky. I was so interested that I went to New York City and entered RCA Radio Institute. From there to Nashville, where I bought stock and went to work for the company owning WDAD. That station later became WLAC and I went with it. While there with a partner we established WHUB Cookeville, Tenn. (This was the smallest town in the U.S. with a radio station.) In 1942 I purchased WLAK Lakeland, Fla. While owning that station I established with a partner WRDD in Daytona Beach, Fla. Radio is very interesting and your publication has always done and is doing much for the industry. Many thanks for this great service.—*S. O. Ward, Ward Inc., Lakeland, Fla.*

**Editor's note.** "The First 50 Years of Broadcasting" will be published as a book upon conclusion of the series in the magazine.

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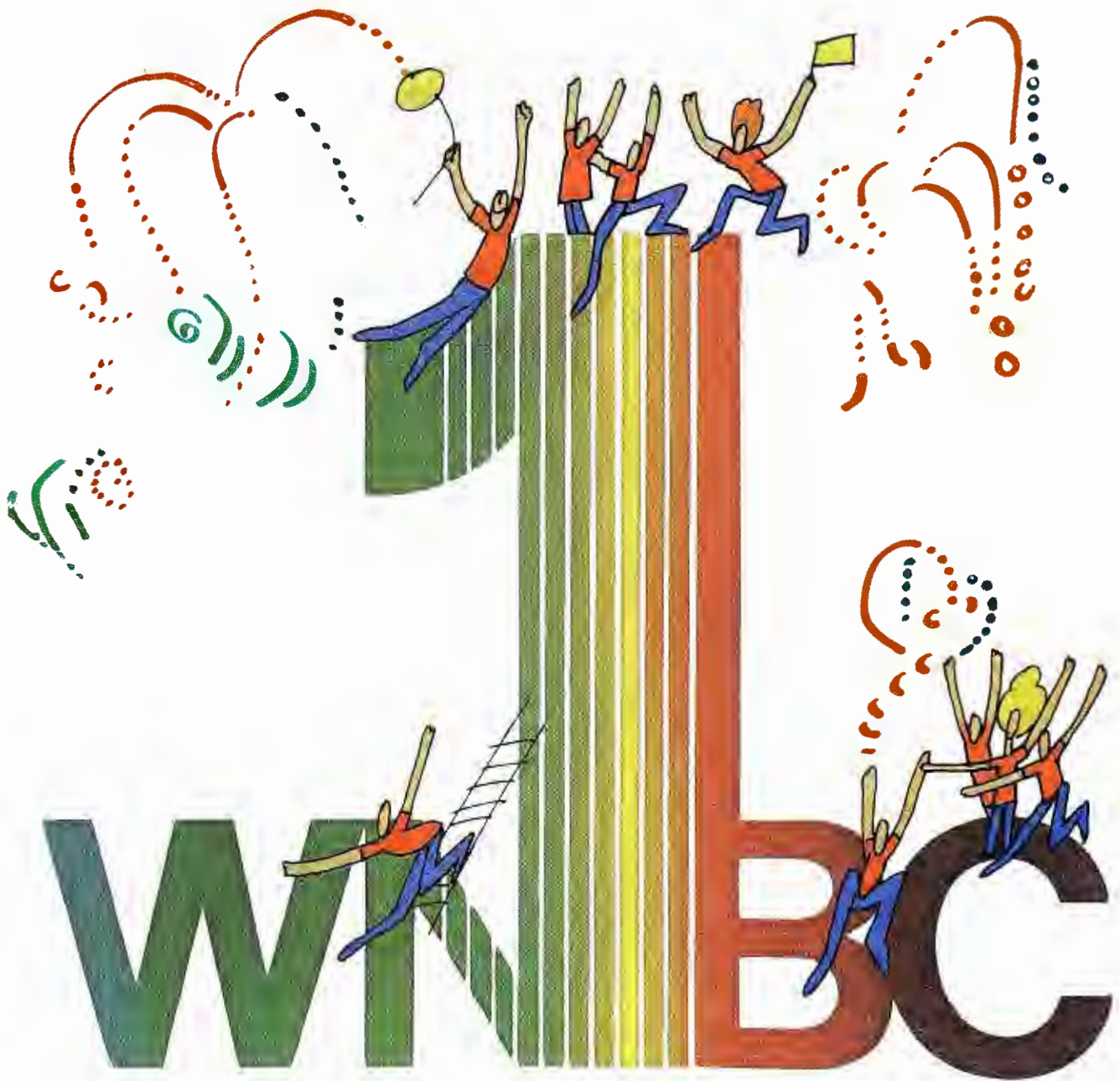
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TOP OF THE WEEK

## Jury finds conspiracy in Houston cable case

**City, its mayor and Gulf Coast tried to limit competition, verdict holds; plaintiff awarded \$6.3-million damages; principals of Gulf Coast not implicated**

After a five-week trial and 22 hours of deliberation, a federal jury in Houston last week found that the city, its mayor and Gulf Coast Cable Television "participated in a conspiracy to limit competition" in the award of five cable franchises in 1978 and awarded Affiliated Capital Corp. \$6.3 million in damages.

The actions were the results of an anti-trust suit brought by Affiliated, which claimed the conspiracy prevented it from obtaining a small but valuable cable franchise for a portion of the city. Affiliated is a real estate developer, headed by Billy Goldberg.

Clive Runnels and Jack Trotter, principals of Gulf Coast and personally named as defendants in the suit, were judged not to have participated in the conspiracy. Affiliated excused the city from any damages liability.

Both sides are waiting for Judge Carl Bue to formalize the jury's decision by "entering a judgment in accordance with it" and to decide which of the conspirators are liable for the damages. According to Mark D. Wawro, an attorney for Affiliated, that could happen as early as this week. The defense attorneys will have 10 days after that to file motions for a new trial and "for a judgment notwithstanding the verdict." Wawro is sanguine that the judge will turn thumbs down on both.

There is an outside chance that the judge could rule a mistrial (or new trial) or enter a judgment in favor of the defendants because of vagaries in the multipart verdict. Indications are Bue will uphold the decision and the defendants will appeal.

Now that he's heard the story of the city's cable franchising process, the judge also can act on Affiliated's request for an injunction to void the Gulf Coast franchise, Wawro said.

Testimony during the trial centered on events leading up to the award of five cable franchises in late 1978 to four politically potent local groups—Gulf Coast (250,000 homes), Houston Cable Television

(200,000 homes), Houston Community Cablevision (150,000 homes) and Westlake Cable (25,000 homes)—and to MECA Corp., a subsidiary of Storer Broadcasting. Only two bidders did not get franchises: Cablecom-General and Affiliated.

The suit alleged that Runnels and representatives of the other companies met frequently during the summer and fall of 1978 to divide the city into five cable franchises—one to a company—which fit together like a jigsaw puzzle. It also asserted that this "cutting up of the pie" had the full approval of Mayor Jim McConn and the city council, which gave it its rubber stamp when it officially awarded the franchises. Members of the city council at the time the franchises were awarded

small area within the area Gulf Coast had staked out, not for the sprawling blue-collar area earmarked for Storer. Subsequent efforts by Gulf Coast and Houston Cable to make room for Goldberg were fruitless. They couldn't agree who should make the sacrifice.

Affiliated had originally asked for damages amounting to \$10.5 million. Martin Malarkey, the Washington cable consultant, testified that if Affiliated had been awarded and had built the franchise it asked for, it would today be worth \$3.5 million. In antitrust cases, successful plaintiffs are awarded treble damages. Despite Malarkey's testimony, the jury decided that Affiliated's hypothetical cable system is worth only \$2.1 million.

Because all the franchisees were in-



Plaintiff Goldberg



Defendants McConn and Runnels

were named in the original suit. Complaints against them, however, were dismissed by Affiliated to expedite the trial, Wawro said.

Partly for the same reason, Affiliated chose to sue just one of the franchisees, although all parties of a conspiracy are equally liable. Affiliated also singled out Gulf Coast since its franchise encompassed the one that Affiliated sought and since Affiliated felt Gulf Coast was the chief organizer of the conspiracy.

Goldberg, of course, was "pleased" with the verdict: "The facts well established the decision of the jury." Although he was ultimately deprived of a franchise he wanted, court papers show that Mayor McConn and a couple of the franchisees did try to accommodate him. As a former democratic state chairman, Goldberg is not without political muscle himself.

According to the court transcripts, Mayor McConn offered Goldberg the franchise that eventually went to Storer, reasoning that Goldberg was more important than Storer, the outsider. Goldberg rejected the offer, however; he wanted no part of any "deals" and he wanted a franchise (30,000 to 40,000 homes) for a

involved in the divvying up of the city, they all could be vulnerable to the same kind of action. Some of the names of the franchisees have changed since the awards were made. Warner Amex bought controlling interest in Houston Cable and Storer took over Houston Community. (Warner had also arranged to buy the Gulf Coast franchise but that deal has been put on hold until the Affiliated suit is resolved.)

Even if the Gulf Coast franchise is voided, Affiliated is no longer sure it wants a piece of that action. Goldberg said he would have to reapply for it along with anybody else who wanted it. "We'd give it some consideration," he said.

The impact of the jury's verdict could be felt in another way. The city's franchising has been the target of a grand jury probe and FBI investigation since last year. The grand jury is still active.

The other company that applied for but didn't get a franchise for Houston, Cablecom-General, was interested in the verdict. Gerard Cahill, vice president of administration, said no decision has been made about following Affiliated's suit with one of its own.

# PR barrage picks up where Reagan left off

**Economic address to nation was only the beginning of blitz; morning shows, weekend talk programs saturated with experts from administration; newsmen courted at White House breakfast**

For openers, on Wednesday night, there were an estimated 80 million viewers courtesy of all three networks watching President Reagan address a joint session of Congress on his "program for an economic recovery." On Thursday morning and again on Sunday morning there were administration spokesmen all over the dial explaining and promoting the President's program. And this week, the beat goes on, in a series of meetings cabinet officers will hold with reporters on the same subject.

The effort to sell the President's program may not be the biggest ever made by an administration to promote a cause, but it seems to match in scope the President's plan to cut the budget by more than \$40 billion and slash taxes on individuals and business.

"We want to keep [the issue] in focus but not overstate it, so that people get sick of it," White House news secretary James Brady told reporters on the morning after the President's speech.

The issue was certainly in focus.

The President himself helped in that regard, as part of the follow-up. On Thursday morning, he had 97 writers and editors from newspapers and radio and television stations in to discuss his program over breakfast in the East Room. Sharing the effort with him were three administration figures whose names by the end of the

**Select.** Fourteen broadcast journalists from markets across the country were among the 97 editors and editorial writers invited to breakfast with President Reagan in the White House on Thursday. They were William Aber, KYW-TV Philadelphia; Rich Adams, WQVM-TV Washington; Keith Ballard, New South Radio Network, Meridian, Miss.; Lesley Crosson, WBBM-TV Chicago; Bill Day, KMGH-TV Denver; Michael S. Edwards, North Carolina News Network, Raleigh, N.C.; Liesa Jo Hall, New England Radio Network, Taunton, Mass.; Gregory LeFevre, KDFW-TV Dallas; Joseph Michaels, WNBC-TV New York; Lowell Newton, WXYZ-TV Southfield, Mich.; Al Schottelkotte, WCPO-TV Cincinnati; Alvin Snyder, WLWT-TV Cincinnati; Stan Turner, KSTP-TV St. Paul, Minn., and Kelly Walker, Kansas Information Network, Wichita, Kan. Snyder has worked the other side of the fence as an assistant press secretary in the Nixon White House.



Reagan on NBC Wednesday night



Regan on CBS's *Morning*



Stockman on NBC's *Today*



Dole on ABC's *GMA*

week, if they hadn't been already, were household words—Budget Director David Stockman, Treasury Secretary Donald Regan and Murray Weidenbaum, chairman of the Council of Economic Advisers.

But then while Reagan and his wife flew off to their ranch near Santa Barbara, Calif., the President's men began testifying in the first of what will be a lengthy series of congressional hearings on the economic program—and in the process providing additional material for the newspapers and evening television news shows.

The dynamics of the events involving the President's speech provided a classic demonstration of the press and the administration using each other. It would be hard to find a journalist who disagreed with Sandy Socolow, executive producer of CBS's *Evening News with Walter Cronkite*, that the Reagan recovery program is "a terrifically important story; it marks a turn in the road from the budget policies of past Republican and Democratic Presidents."

The press, as a result, was out to report the daylight out of the story. For the networks, that involved scrambling for authoritative administration spokesmen for news and talk shows. ("Scrambling" might not be the right word. Invitations had gone out weeks before.) For the administration, it meant cooperating.

Stockman and Martin Anderson, special assistant to the President for domestic affairs, turned up on the *Today Show*, on Thursday and on CBS's *Face the Nation* on Sunday. Regan was on CBS's *Morning* on Thursday and on NBC's *Meet the Press* on Sunday. ABC snared Weidenbaum for its *Good Morning America* on Thursday and for something of a change of pace, Edwin Meese, counselor to the

President, for its Sunday show, *Issues and Answers*. Nor was Public Broadcasting Service ignored; the *MacNeil/Lehrer Report* had Weidenbaum on Thursday evening.

Of course, the networks weren't giving the administration a free ride. Stockman answered not only the questions of Tom Brokaw, but of three persons likely to be affected by the budget cuts—a welfare mother, a steelworker and a CETA worker.

Lobbyists for programs slated to be cut also were heard from. And while Anderson had to deal only with Brokaw, he seemed to have difficulty answering a question as to whether the President's failure to propose a cut in tobacco subsidies was related to the fact that Senator Jesse Helms (R-N.C.), leader of the conservative wing in the Senate and chairman of the Senate Agriculture Committee, hails from tobacco land. CBS's *Morning* spent some of its time interviewing labor leaders at an AFL-CIO meeting in Bal Harbour, Fla., on their universally negative views of the President's speech. *GMA* provided a generally comfortable atmosphere for Weidenbaum; senatorial guests Bob Dole (R-Kan.) and Alan Cranston (D-Calif.), minority whip, exuded senatorial courtesy. (But ABC had devoted most of its *Nightline* following the President's speech to reaction, and some of the footage featured some of the same labor leaders in Bal Harbour saying some of the same things heard on CBS's *Morning*, on Thursday.) And Robert MacNeil and Jim Lehrer interviewed not only Weidenbaum but two Democrats—Senator Bill Bradley of New Jersey and Representative Charles Rangel of New York.

For the networks, the President's pro-

gram remained the top story as the news divisions put together their evening news shows on Thursday. Each devoted more than 12 minutes to the story—congressional hearings and more reaction, much of it unfavorable, and pieces illustrating the costs in human terms that cuts in some of the social programs will mean—the kind of pieces that fed the administration's fear that its program will be perceived as anti-poor.

There was to be more of that sort of thing on the networks on the weekend. For despite the heavy coverage of reaction, Senate Minority Leader Robert Byrd (D-W.Va.) asked the networks to provide time for a response to the President's speech. All three agreed. And NBC and ABC each made 30 minutes available for a program featuring Senators Gary Hart (D-Colo.) and Lawton Chiles (D-Fla.) and House Majority Leader Jim Wright (D-Tex.). But the program, hardly an attention-grabber under the best of circumstances, was scheduled on both networks for 10:30 p.m. on Friday—opposite CBS-TV's *Dallas*. CBS on Feb. 28 will do a half hour of reaction of congressional Democrats and of minorities and others affected by the cuts.

White House press aides said they were in the early stages of planning another meeting between the President and out-of-town journalists on the economic recovery program. It wasn't clear whether that would be in connection with or in addition to the administration's next big media event expected on the subject, on March 10, when Reagan will send Congress additional budget material, identifying more than \$6 billion in cuts not spelled out previously.

#### Relentless on the right.

President Reagan will get a little help from his friends in securing congressional passage of his economic recovery program. Four conservative political action groups last week announced plans to raise a \$4-million war chest to support the election to the House and Senate in 1982 of candidates who favor the program—and oppose those candidates seeking re-election who vote against it. The groups—the American Conservative Union, Young Americans for Freedom, Fund for a Conservative Majority and Citizens for Reagan (which includes the membership of the other three)—supported Reagan and conservative candidates in the 1980 election. In addition, friends of the President are working with Wagner & Baroody, a public relations firm with close ties to the Republican party, to organize support for the President's program, probably with the aid of paid media. Point man for the organizing effort is Charles Wick, who served as co-chairman of the presidential inaugural committee and has been mentioned as the new director of the International Communication Agency. Tentative title for the organization: Coalition for a New Beginning.

## Another deluge of LPTV filings inundates FCC

**There are now more than 3,000 applications awaiting action; Microband, Frontier, NBC among last week's entrants; next cut-off dates are March and May**

Twelve hundred and sixty-one. That's the number of low-power television and translator applications filed with the FCC last Tuesday (Feb. 17), the deadline for LPTV and translator applicants requesting placement on the second interim cut-off list. That brings the total number of low-power television and translator applicants filed at the commission since September to more than 3,000. The next cut-off list deadline is March 12 followed by another ending May 1.

According to one observer, "there were stacks four feet high," lined up against a wall in the Broadcast Bureau's license division where they were sent from the FCC secretary's office to be sorted out, filed and distributed to the appropriate processing branches.

Broadcast license division chief Harry A. Yoder said he has put together a group of "four or five people who will do nothing else for several days" but sort out and distribute the newly arrived applications. Although it will take several months to set up individual files for the applications, Yoder said that by "the end of [this] week," duplicates of the applications will be available for public inspection in the commission's public reference room.

The largest applicant filing in last Tuesday's deluge was Microband Corp. of America, a New York-based multipoint distribution service operator recently acquired by Tymshare Inc., also based in New York, which is a publicly traded computer information and data communications service company. That company has filed more than 100 applications—for cities including New York, Boston, San Francisco, Los Angeles, Chattanooga, Atlanta, Dallas and Mineola, N.Y.—while more are being prepared.

While Microband will offer much in the line of traditional video programming, it also intends to provide such ancillary services as an interactive viewer response service with the aid of facilities provided by Tymshare subsidiaries. Similar to the Warner-Amex Qube system in nature, the proposed Microband system would enable viewers to express their views on significant public issues, buy products from video catalogues, and order specialized information, among other things.

Microband is seeking waivers for local origination as well as subscription television authority and authority to sell time for conventional advertising.

Estimated start-up and first-year operating costs for a typical low-power television

station proposed by Microband will run approximately \$175,000. Microband hopes to establish a low-power television network which would be interconnected by satellite. In support of its contention that the project would most likely succeed only in the form of a network, Microband cited a passage from the commission's network inquiry special staff: "If viewers are to be offered increased choices, most of these choices must be in the form of network or mass distributed programs."

Another big entry into the low-power television scramble last week was Frontier Broadcasting Inc., a minority-controlled consortium which filed 60 applications in a total of 33 cities (see table, page 60). Each Frontier applicant is controlled by local or regional minority principals. Sherwin Goldman, award-winning Broadway producer, is president of the Frontier group.

Regional programming is a major Frontier objective with an emphasis on minority cultural affairs. It proposes a mix of STV, pay-per-view and advertiser-supported free programming. It also intends to utilize the services of independent producers—"particularly minority producers"—who have "historically had only limited access to commercial network programming," it said.

Frontier officials estimate—conservatively—that the project will cost some \$10 million. Individual station costs will be in the \$140,000-\$180,000 range plus transponder time for satellite connection.

NBC also filed low-power television applications last Tuesday, in the five markets where it owns full-service television stations in San Francisco, Houston, Miami, Phoenix, San Antonio and El Paso. In a prepared statement, the network said the proposed outlets would be used "to provide programming services complementary to its existing television network service." Proposed start-up and first-year operating costs for each of the facilities averages \$140,000.

The Auxiliary Services Branch of the Broadcast Bureau is currently in the process of putting all of the LPTV and translator applications into a computer data base to determine which are mutually exclusive. The results should be available some time this week. The commission decided last September—when it initiated the low-power television proceeding—that all mutually exclusive applications would be shelved until the final outcome of the proceeding.

One source close to the proceeding commented that the "top 50 markets are just massacred with competing applications. Sears is an especially good target."

Clay Pendarvis, chief of the Auxiliary services Branch, was a little surprised at the flood of applications that poured in last Tuesday: "I really didn't expect that many." He said his branch "can handle" the processing of those applications in a timely fashion.

**A special report on LPTV appears on pages 38-66.**

## British hoist Union Jack over teletext entry

**Ambassador hosts embassy lunch to underscore determination to fend off French system in U.S. competition; 'videographics' market is their growing target**

British Telecom and Logica have formed a joint venture to promote the introduction of British teletext and videotex systems in the United States. The counterattack against its Canadian and French competitors was launched—in style—at a press luncheon at the British embassy in Washington last Thursday, hosted by Ambassador Nicholas Henderson.

Dill Faulkes, president of Logica, a London-based computing and communications company, said British Videotex and Teletex (BVT), the joint venture, “would aggressively pursue the burgeoning U.S. videographics market.” Noting that the debate over which system is best has “become very lively,” Faulkes said the British system is “field proven and revenue producing,” while the French Antiope system and the Canadian Telidon system are “primarily experimental.”

BVT will have a number of functions. It will market Prestel, a videotex system (two-way system transmitted by telephone lines) developed by British Telecom. It will sell Prestel hardware and software to telephone and cable operators, broadcasters and industrial users. BVT also will market a number of television-related systems developed jointly by Logica and the BBC, including Context, a modified (for the NTSC system) version of Ceefax, the teletext system that has been in operation in England since 1979, and two television graphics systems, Flair and Icon. Trevor Armstrong, director of BVT, said

“These are the products we are selling now, not in the future.”

BVT also will promote other types of British technology and act as an information clearinghouse.

The British marketing effort has come none too soon. The Canadian government recently increased its investment in its Telidon system by \$27.5 million in an effort to insure that Telidon captures a significant share of the world market. In announcing the additional investment, Communications Minister Francis Fox said he is convinced the Telidon system “is quite simply the best in the world.” The money is needed, he suggested, to convince the rest of the world.

Telidon is being tested by WETA-TV Washington and by two major cable-newspaper crossowners, Time Inc. and Times Mirror.

The French Antiope system has been aggressively marketed in the United States for over a year by a company created for the purpose, Antiope Videotex Systems Inc. CBS gave Antiope a big boost when it submitted teletext standards, based on modified Antiope technology, to the FCC as the basis for a petition for rulemaking.

While it's expected that the FCC will issue a rulemaking shortly, possibly a combination rulemaking and notice of inquiry, in response to the CBS petition and the host of comments that followed it, Armstrong said the British plan to submit their own Context-based standards. “We are hastening the filing, but I won't dare put up a time-frame,” Armstrong said.

Armstrong said the British products will be demonstrated at the National Association of Broadcasters convention next April.

Henderson made the formal announcement of the joint venture, commenting that teletext and videotex were an “extremely exciting phase in communications technology” and that “Britain was the leader in the world in the application of this technology.”

## Wirth subcommittee primed for busy hearing schedule

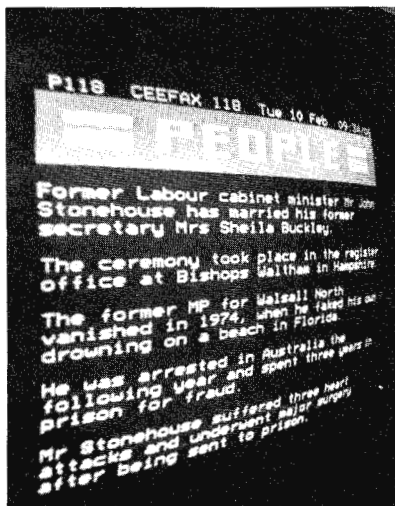
**10 issues on agenda for next six weeks, including look into program diversity, copyright, broad spectrum of policy issues**

The House Telecommunications Subcommittee hopes to hold as many as 10 hearings within the next six weeks, including three on how deregulation and competition in telecommunications will affect the public. Also tentatively planned are hearings on public broadcasting, oversight of the FCC and the National Telecommunications and Information Administration and early coverage of federal election returns.

These hearings will commence while the subcommittee—chaired by Representative Timothy Wirth (D-Colo.)—awaits approval of its budget from the 97th Congress, expected by mid-April. It has requested \$652,000, a 24% increase over the \$526,000 budgeted to its predecessor subcommittee, which had jurisdiction over communications but not consumer protection and finance, as does the present subcommittee.

Among early priorities for the newly organized unit is a series of base-line review sessions to acquaint its six new members with communications issues and to update senior members, who concentrated on common carrier issues during the 96th Congress. These are being planned as hearings and informal meetings to bring together members, staff, industry representatives and agency staff.

Tentatively included in the subcommittee's long-range plans are hearings on programming that will go into “diversity, responsiveness and supply” and will include consideration of copyright laws and unauthorized use of broadcast signals.



**Technical emigration.** British Telecom's and Logica's new joint venture to promote and market British teletext and videotex equipment and services in the U.S. was trumpeted at this British embassy session last week. L to r: Ambassador Nicholas Henderson; Dill Faulkes, president of

Logica; Gwin Morgan of Logica; Trevor Armstrong, director of BVT; Richard Hooper, director of British Telecom's Prestel videotex system, and Derek Thomas, commercial minister of the embassy staff. At left: an off-the-tube shot from the demonstration.

There also will be hearings on regulation, including consideration of spectrum management, "public trustee" obligations, ownership limitations, and structural and behavioral regulation (e.g. tariff) of common carriers.

Other items on the subcommittee's tentative agenda are political broadcasting laws; rural telecommunications, including oversight hearings on telephone-cable crossownership limitations; home and business information technologies; federal, state and local jurisdiction over telecommunications and cable; centralization of the federal government's regulation of telecommunications; western hemisphere and international issues; the social impact of telecommunications and information technologies including educational telecommunications, the impact of telecommunications technology on the right to privacy, and improving the climate for small business in telecommunications.

## Wheeler emphasizes cable's concern over AT&T settlement

**NCTA president tells FCBA both broadcast and cable interests are imperiled**

With the possibility of a negotiated settlement in the Justice Department's 10-year-old antitrust suit against AT&T less than three weeks away, Thomas Wheeler, president of the National Cable Television Association, urged a unified front against it. Speaking before the Federal Communications Bar Association last Thursday, Wheeler expanded upon the objections that he had raised in a letter to the Justice Department three weeks ago (BROADCASTING, Feb. 9).

"The topics which NCTA has previously addressed before this body—signal carriage and broadcast protection—pale in comparison to the impact which a settlement of the AT&T suit will have on the clients of all in this room," he told the bar. "In view of AT&T's overwhelming domination of the telecommunications industry, broadcasters, cable operators and all other players in the communications market are now having their future negotiated at the Justice Department.

"The inability of the FCC to police adequately the lawfulness of AT&T tariffs is a familiar problem to broadcasters," said Wheeler. "AT&T's monopoly control over interstate services has been driving broadcasters to consider alternatives, like satellite distribution, in self-defense."

AT&T's anticompetitive tactics have had an even greater impact on the cable industry, he said. "To the telephone company, apparently, the existence of a second wire into the home or business is not just a competitive challenge, it is a threat to their total monopoly control of telecommunications services by wire."

Quoting from the Justice Department's

preliminary charges against AT&T, Wheeler outlined 20 years of alleged tactics to prevent development and deny the entry of "alternative" local cable companies into the communications industry.

Wheeler argued not only against a negotiated settlement of the case against AT&T, but also against legislative redress of the issue, as has been suggested by Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee (BROADCASTING, Nov. 24, 1980). "Some have characterized the government case as an exercise in social engineering rather than as an attempt to police illegal conduct," said Wheeler. "Such a characterization is invalid. It clearly is AT&T's conduct that is at issue."

Not only must AT&T's anticompetitive conduct be controlled, according to Wheeler, but the root cause of that conduct, its bigness, "must be corrected." Wheeler cited the Rockefeller Commission on Privacy's prescription for preventing monopoly in the information industry: "to atomize those who had control over information into smaller, manageable functions which, even if abused, posed a lesser threat to society." He cautioned, however, against confusing these smaller entities with the "so-called separate subsidiary approach" being considered by Congress and "perhaps in the settlement process itself."

"Damaging cross subsidies have provided a staple means for AT&T's historic market dominance, and despite 15 years of trying, regulators have been incapable of policing the intricate pricing policies of AT&T services," said Wheeler. "Without such policing, separate subsidiaries are no more than AT&T begging not to be thrown into the briar patch."

Concluding, Wheeler said that the "AT&T suit must receive the full scrutiny of the judicial process and not be short-circuited by a 'deal' acceptable to the defendant. The case must also serve as a vehicle for the Congress to have available for its decision-making the documents in which AT&T describes its philosophy and actions not to outsiders but to itself."

## In Brief

Knight-Ridder, Dow Jones make bid to buy UA-Columbia for \$230 million ■ FCC zeroing in on areas to trim under Reagan budget edict ■ Goldwater criticizes FCC for junketing, undue involvement in international communications ■ Robert Alter, of RAB, named to head new Cable Television Advertising Bureau ■ Time Inc. sells most of Time-Life Films movie assets to 20th Century-Fox ■ And more on ...

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## CPB board in alarm over Reagan's cuts

**Theme of counterattack: that Congress can't be Indian-giver; Waxman says he'll come to rescue**

Although the directors of the Corporation for Public Broadcasting considered other matters at their meeting in Washington last week, they focused on the Reagan administration's official "budget reform plan." And for good reason. That plan, officially unveiled last Wednesday (Feb. 18), substantially echoes the recommendations made in Office of Management and Budget Director David Stockman's "black book" (BROADCASTING, Feb. 16) and calls for cutting back CPB funds 25% for fiscal 1982 and even farther in the future.

After burning the midnight oil in an executive session Wednesday, the CPB board worked out an official response to the proposed cuts. In it, the board notes that in 1975, Congress provided CPB with multi-year authorizations and advance appropriations to protect public broadcasting from "improper political pressures" and to give public broadcasters enough lead time to plan and develop programming. "Those principles are as sound now as they were when those laws were adopted," the statement says. "Pursuant to these principles, CPB's 1982 appropriation, enacted into law in 1979 (fiscal 1980), should not now be retroactively reduced by the special procedure of rescission."

Last week's response actually was CPB's third to the Stockman plan. On Feb. 9, CPB sent him a letter questioning the legality of a cut for 1982. No written response came. Then, on Feb. 14, an OMB official contacted CPB's budget expert at home, notified him of the proposed cuts and told him CPB would have 72 hours to appeal. So, on Feb. 17, the deadline for that response, CPB President Robben Fleming wrote OMB a second letter.

Congress will have the final say over the cuts, and at least one member has told public broadcasters they can count on him for support. Representative Henry Waxman (D-Calif.), who sits on the House Telecommunications Subcommittee, said, "The proposed cuts are both unwarranted and dangerous. If approved, National Public Radio could go off the air this October. Funds for national programming would be terminated. These would be disastrous losses."

Waxman also said he thought it was important to preserve the integrity of the advance appropriation system. "In order to provide stability to the system and to insulate it from political pressure, we approved two years ago the funds for 1982," he said. "To cut that money today would be to renege on a firm commitment, resulting in chaos for public broadcasting."

"These are needs that simply cannot be met by the commercial networks," he said. "I'm determined to work in the House to keep the ax from falling this year."

# CBS up, NBC and ABC down in November Arbitron sweeps

The average prime-time audience of TV network affiliates in last November's Arbitron sweep of local markets declined 1.8% from the November before, despite a 6.7% gain in homes delivered by CBS affiliates. Homes delivered by NBC affiliates were off 8.5%; by ABC affiliates, off 4.4%.

The figures, compiled by CBS researchers from Arbitron sweep reports for 214 markets, show that network affiliates in total delivered 41,518,000 homes per average quarter-hour in prime time, down from 42,290,000 in November 1979. CBS affiliates averaged 15,438,000 homes, up from 14,474,000 the year before; ABC affiliates averaged 14,361,000, down from 15,016,000, and NBC affiliates averaged 11,719,000, down from 12,800,000.

Just what caused the overall slippage

wasn't clear. Some observers speculate that the delay in starting the 1980-81 prime-time season, caused by the actors' strike, was one factor. Most feel that cable, especially pay-cable, and independent stations have taken away some network viewers, although pay-cable is also credited with increasing TV usage. Between slightly increased usage and slightly lower network ratings, the networks' share of audience dropped about four percentage points—to about 88% from about 92%—between November-December 1979 and the same period of 1980 ("Closed Circuit," Jan. 5).

On the basis of national ratings for November sweeps period, CBS had been projected as an easy winner (BROADCASTING, Dec. 1, 8, 1980). The market-by-market compilations spelled out details: In prime time in markets with three or more

stations, for instance, CBS affiliates placed first in 83, ABC affiliates in 48, NBC affiliates in 12. These counts, which include eight third-place rankings for CBS affiliates in prime time; for ABC affiliates, 33 first, 42 seconds and 22 thirds; for NBC affiliates, five firsts, 27 seconds, 65 thirds.

The chart below was developed by BROADCASTING from compilations by CBS researchers of Arbitron's November 1979 and 1980 sweeps. Household (HH) numbers are in thousands (add 000) per average prime-time quarter-hour. Percentage change for 214 markets for the Oct. 29 to Nov. 25 sweep period is included. NC means no change. A dash (—) indicates no primary affiliate in market. An asterisk denotes affiliation changes during sweep period.

CBS also reported that of 177 markets in which it has affiliates and for which Arbitron provides reports, CBS affiliates gained in homes delivered in 136 markets (as compared with November 1979), declined in 29 and showed no change in 12. For ABC the count was 51 gains, 108 declines and 16 unchanged. For NBC: 20 gains, 145 declines, 10 unchanged.

ADI Rank	ADI	ABC 1979	ABC 1980	ABC % change	CBS 1979	CBS 1980	CBS % change	NBC 1979	NBC 1980	NBC % change
153.	Abilene-Sweetwater, Tex.	14	17	21.4	10	18	+80	36	26	-27.8
152.	Albany, Ga.	—	—	—	—	—	—	56	47	-16.1
49.	Albany-Schenectady-Troy, N.Y.	98	84	-14.3	62	71	+13.4	92	93	+1.1
72.	Albuquerque, N.M.	78	72	-7.7	51	51	NC	46	42	-8.7
174.	Alexandria, La.	—	—	—	—	—	—	32	25	-21.9
160.	Alexandria, Minn.	—	—	—	—	—	—	44	37	-15.9
213.	Alpena, Mich.	—	—	—	6	7	+16.7	—	—	—
111.	Anarillo, Tex.	45	41	-8.9	24	31	+25.2	27	26	-3.7
172.	Anchorage	15	13	-13.3	12	13	+8.3	12	12	NC
139.	Anniston, Ala.	—	—	—	14	18	+28.6	—	—	—
170.	Ardmore-Ada, Okla.	15	12	-20.0	28	24	-14.3	178	128	-28.1
16.	Atlanta*	163	196	+20.2	191	220	+15.6	9	10	+10.0
110.	Augusta, Ga.	47	48	+2.1	40	44	+10.0	29	25	-13.8
95.	Austin, Tex.	43	39	-9.3	48	56	+16.7	21	17	-19.0
155.	Bakersfield, Calif.	25	21	-16.0	15	15	NC	150	142	-5.3
19.	Baltimore	181	177	-2.2	167	151	-9.6	23	18	-21.7
148.	Bangor, Me.	16	17	+6.3	29	30	+3.4	28	27	-3.6
120.	Beaumont-Port Arthur, Tex.	67	60	-10.4	57	62	+8.8	36	29	-14.4
207.	Bend, Ore.	35	34	-2.9	47	50	+6.4	3	—	—
173.	Billings, Mont.	—	—	—	0	4	+5.6	—	—	—
185.	Biloxi-Gulfport-Pascagoula, Miss.	16	16	NC	18	19	+5.6	—	—	—
124.	Binghamton, N.Y.	34	34	NC	—	—	—	16	14	-12.5
44.	Birmingham, Ala.	15	15	NC	50	52	+4.0	98	80	-18.4
144.	Bluefield-Beckley-Oak Hill, W.Va.	140	145	+3.6	48	53	+10.4	32	21	-34.4

ADI Rank	ADI	ABC 1979	ABC 1980	ABC % change	CBS 1979	CBS 1980	CBS % change	NBC 1979	NBC 1980	NBC % change
161.	Florence, S.C.	—	—	—	—	—	—	40	52	+30.0
126.	Fort Myers-Naples, Fla.	17	17	NC	17	17	+8.8	24	22	-8.3
144.	Fort Smith, Ark.*	11	10	-9.1	11	34	+209.1	35	14	-60.0
94.	Fort Wayne, Ind.	41	40	-2.4	43	45	+4.7	34	30	-11.8
68.	Fresno, Calif.	51	46	-9.8	52	54	+3.8	48	44	-8.3
177.	Gainesville, Fla.	16	15	-6.3	—	—	—	—	—	—
187.	Grand Junction, Colo.	5	6	+20.0	15	14	-6.7	—	—	—
38.	Grand Rapids-Kalamazoo-Battle Creek, Mich.	67	71	+6.0	93	100	+7.5	87	84	-3.4
Extra	ABC Affiliate	36	42	+16.7	—	—	—	—	—	—
169.	Great Falls, Mont.	15	16	+6.7	17	15	-11.8	—	—	—
65.	Green Bay, Wis.	73	70	-4.1	69	74	+7.2	71	64	-9.0
53.	Greensboro-Winston-Salem-High Point, N.C.	97	92	-5.2	91	110	+20.9	78	65	-16.7
102.	Greenville-New Bern, Washington, N.C.	30	26	-13.3	47	44	-6.4	57	50	-12.3
37.	Greenville-Spartanburg, S.C.-Asheville, N.C.	94	93	-1.1	103	118	+14.6	114	106	-7.1
188.	Greenwood-Greenville, Miss.	24	21	-12.5	—	—	—	—	—	—
46.	Harrisburg, Pa.	64	68	+6.3	42	51	+21.4	—	—	—
Lancaster-Lebanon, Pa.	—	—	—	—	22	29	+31.8	90	84	-6.7
York, Pa.	—	—	—	—	12	15	+25.0	—	—	—



143. Boise, Idaho	23	24	+4.3	25	26	+4.0	31	28	-4.7	195. Harrisonburg, Va.	24	20	-16.7	-	-	-	-	-
6. Boston	338	330	-2.4	299	308	+3.0	268	263	-1.9	26. Hartford-New Haven, Conn. (Extra NBC affiliate)	179	159	-11.2	180	174	-3.3	49	51
204. Bowling Green, Ky	24	22	-8.3	-	-	-	-	-	-	212. Helena, Mont.	-	-	-	-	-	-	4	4
83. Bristol, Va.-Kingsport-Johnson City, Tenn.	25	27	+8.0	54	64	+18.5	70	60	-14.3	12. Houston	245	244	NC	204	228	+11.8	197	179
29. Buffalo, N.Y.	129	133	+3.1	122	113	-7.4	104	91	-12.5	87. Huntsville-Decatur-Florence, Ala. (Extra NBC affiliate)	51	47	-7.8	50	63	+26.0	10	5
99. Burlington, Vt.-Plattsburgh, N.Y.	18	15	-16.7	53	56	+5.7	29	26	-10.3	157. Idaho Falls-Pocatello	13	13	NC	15	18	+20.0	17	16
196. Casper-Riverton, Wyo.	19	14	-26.3	-	3	-	2	3	+50.0	21. Indianapolis	152	146	-3.9	140	163	+16.4	126	112
79. Cedar Rapids-Waterloo, Iowa	61	60	-1.6	54	52	-3.7	60	50	-16.7	81. Jackson, Miss.	35	29	-17.1	48	61	+27.1	58	52
111. Charleston, S.C.	35	31	-11.4	45	49	+8.9	32	28	-12.5	191. Jackson, Tenn.	34	25	-26.5	-	-	-	-	-
43. Charleston-Huntington, W.Va.	76	77	+1.3	93	103	+10.8	116	106	-8.6	66. Jacksonville, Fla.*	42	61	+45.2	83	93	+12.0	61	45
35. Charlotte, N.C.	111	114	-2.7	137	159	+16.1	44	0	-31.8	78. Johnston-Altoona, Pa.	8	0	-	62	66	+6.5	80	69
148. Charlottesville, Va.	-	-	-	-	-	-	7	4	-41.9	171. Jonesboro, Ark.	29	26	-10.3	-	-	-	-	-
77. Chattanooga	54	54	NC	56	64	+14.3	67	54	-19.4	107. Joplin, Mo.-Pittsburgh, Kan.	37	39	+5.4	25	28	+12.0	47	41
177. Cheyenne, Wyo.	-	-	-	25	24	-4.0	-	-	-	25. Kansas City, Mo.	137	158	+15.3	135	139	+3.0	109	110
3. Chicago	595	554	-6.9	503	523	+4.0	450	459	+2.0	60. Knoxville, Tenn.	69	72	+4.3	99	105	+6.1	42	33
141. Chico-Redding, Calif.	26	28	+7.7	23	26	-13.0	-	-	-8.3	128. La Crosse, Eau Claire, Wis.	12	15	+25.0	35	41	+17.1	35	33
27. Cincinnati	134	133	-1.0	138	155	+12.3	108	99	-	192. Lafayette, Ind.	-	-	-	14	14	NC	-	-
163. Clarksburg-Weston, W.Va.	19	13	-31.6	24	27	+12.5	-	-	-5.2	116. Lafayette, La.	50	44	-13.0	54	66	+22.2	-	-
9. Cleveland	311	304	-2.3	257	257	NC	228	216	-	175. Lake Charles, La.	-	-	-	-	-	-	31	24
104. Colorado Springs-Pueblo	44	39	-11.4	36	37	+2.8	34	33	-2.9	91. Lansing, Mich.	-	-	-	68	68	NC	40	38
97. Columbia, S.C.	24	27	+12.5	22	28	+27.2	65	61	-6.2	205. Laredo, Tex.	-	-	-	5	7	+40.0	6	6
129. Columbia-Jefferson City, Mo.	18	15	-16.7	30	33	+10.0	30	25	-16.7	166. Laurel-Hattiesburg, Miss.	24	27	+12.5	28	27	-3.6	25	21
113. Columbus, Ga.	56	57	+1.8	48	52	+8.3	15	14	-6.7	85. Lexington, Ky	40	39	-2.5	56	69	+23.2	29	25
32. Columbus, Ohio	123	116	-5.7	126	147	16.7	101	89	-11.8	193. Lima, Ohio	-	-	-	13	13	-	13	13
146. Columbus-Tupelo, Miss.	-	-	-	23	29	+26.1	53	35	-34.0	84. Lincoln-Hastings-Kearney, Neb.	38	34	-10.5	59	66	+11.9	17	15
134. Corpus Christi, Tex.	31	29	-6.5	29	29	NC	24	21	-12.5	54. Little Rock, Ark.	101	92	-8.9	77	88	+14.3	83	72
10. Dallas-Fort Worth	262	261	NC	236	265	+12.3	195	172	-11.8	2. Los Angeles	735	664	-9.7	557	591	+6.3	536	525
71. Davenport, Iowa-Rock Is.-Moline, Ill.	59	55	-6.8	60	63	+5.0	58	48	-17.2	42. Louisville, Ky	68	74	+8.8	104	112	+7.7	103	90
50. Dayton, Ohio*	75	81	+8.0	112	125	+11.6	76	58	-23.7	133. Lubbock, Tex.	25	28	+12.0	26	32	-23.1	35	28
20. Denver	168	176	+4.8	130	133	+2.3	131	118	-9.9	137. Macon, Ga.	-	-	-	46	48	+4.3	18	13
64. Des Moines	61	53	-13.1	80	85	+6.3	60	56	-6.7	131. Madison, Wis.	37	35	-5.4	48	57	+18.8	35	31
7. Detroit	362	345	-4.7	310	338	+9.0	278	305	+9.7	194. Mankato, Minn.	-	-	-	19	20	+5.3	-	-
165. Dothan, Ala.	9	9	NC	40	43	+7.5	-	-	-	150. Marquette, Mich.	-	-	-	26	24	-7.7	-	-
203. Dubuque, Iowa	7	6	-14.3	-	-	-	-	-	-	140. McAllen-Brownsville, Tex.	27	26	-3.7	27	29	+7.4	-	-
106. Duluth, Minn.-Superior, Wis.	40	34	-15.0	40	43	+7.5	28	27	-3.6	154. Medford, Ore.	32	32	NC	123	25	-	95	94
181. El Centro, Calif.-Yuma, Ariz.	-	-	-	2	3	+50.0	9	8	-11.1	34. Memphis	97	89	-8.2	30	147	+19.5	5	-
103. El Paso	35	32	-8.6	24	28	+16.7	32	26	-18.8	176. Meridian, Miss.*	-	21	-	186	181	-2.7	162	137
158. Elmira, N.Y.	19	13	-31.6	-	-	-	14	13	-7.1	7. Miami	173	162	-6.4	-	-	-	-	-
138. Erie, Pa.	30	28	-6.7	28	26	-7.1	32	33	+3.1	214. Miles City-Glendive, Mont.	-	-	-2.9	1	1	NC	1	1
125. Eugene, Ore.	28	31	+10.7	-	-	-	38	38	NC	28. Milwaukee	137	133	+1.5	131	133	+1.5	116	107
182. Eureka, Calif.	11	10	-9.1	12	9	-25.0	38	34	-10.5	13. Minneapolis-St. Paul	192	182	-5.2	194	221	+13.9	135	126
89. Evansville, Ind.	60	52	-13.3	39	45	+15.4	38	23	-39.5	142. Minot-Bismarck-Dickinson, N.D.	-	-	-	28	34	+21.4	33	32
98. Fargo, N.D.	34	38	+11.8	38	43	+13.2	5	5	NC	181. Missoula-Butte, Mont.	27	31	+14.8	-	-	-	23	26
206. Farmington, N.M.	-	-	-	-	-	-	6	7	+16.7	41. Mobile, Ala.	67	76	+13.4	90	103	+14.4	56	53
208. Flagstaff, Ariz.	-	-	-	-	-	-	98	78	-20.4	199. Pensacola, Fla.	67	76	+13.4	90	103	+14.4	56	53
52. Flint-Saginaw-Bay City, Mich.	106	102	-3.8	44	47	+6.8	44	47	+6.8	-	-	-	-	-	-	-	-	-

ADI				ABC				CBS				NBC			
Rank	ADI	1979	% change	1980	% change	1979	% change	1980	% change	1979	% change	1980	% change	1979	% change
114.	Monroe, La.-El Dorado, Ark.	30	27	-10.0	66	+15.8	57	6	5	-16.7	6	5	-16.7	6	5
118.	Montgomery, Ala.	19	17	-10.5	23	+35.3	17	62	55	-11.3	62	55	-11.3	62	55
30.	Nashville	94	97	+3.2	161	+13.4	142	127	117	-7.9	127	117	-7.9	127	117
36.	New Orleans	118	109	-7.6	136	+5.9	136	94	80	-14.9	94	80	-14.9	94	80
1.	New York	1340	1130	-15.7	1151	-5.1	1213	1027	1049	+2.1	1027	1049	+2.1	1027	1049
47.	Norfolk-Portsmouth-Newport News Hampden, Va.	97	83	-14.4	105	+9.4	96	76	60	21.1	76	60	21.1	76	60
210.	North Platte, Ind.	—	—	—	—	—	—	10	7	-30.0	10	7	-30.0	10	7
150.	Odessa-Midland, Tex.	21	15	-28.6	30	+7.1	28	22	19	-13.6	22	19	-13.6	22	19
39.	Oklahoma City	89	92	+3.4	107	+12.6	95	97	78	-19.6	97	78	-19.6	97	78
69.	Omaha	92	84	-8.7	72	+1.4	71	70	63	-10.0	70	63	-10.0	70	63
40.	Orlando-Daytona, Fla.	104	98	-5.8	97	+6.6	91	87	88	+1.1	87	88	+1.1	87	88
202.	Ottawa, Iowa-Kirkville, Mo.	25	19	-24.0	—	—	—	—	—	—	—	—	—	—	—
73.	Paducah, Ky.-Cape Girardeau, Mo.	40	35	-12.5	87	+20.8	72	66	57	-13.6	66	57	-13.6	66	57
179.	Palm Springs, Calif.	3	7	+133.3	—	—	—	2	7	-250.0	2	7	-250.0	2	7
167.	Panama City, Fla.	23	23	NC	—	—	—	21	17	-19.0	21	17	-19.0	21	17
197.	Parkersburg, W. Va.	—	—	—	—	—	—	7	5	-28.6	7	5	-28.6	7	5
86.	Peoria, Ill.	49	41	-16.3	45	-6.25	48	50	35	-30.0	50	35	-30.0	50	35
4.	Philadelphia	612	518	-15.4	451	+10.8	407	316	326	+3.2	316	326	+3.2	316	326
31	Phoenix	114	114	NC	107	+4.9	102	86	86	NC	86	86	NC	86	86
11.	Pittsburgh	292	307	+5.1	268	+9.4	245	168	146	-13.1	168	146	-13.1	168	146
24.	Portland, Ore.	128	130	+1.6	127	-3.1	131	103	103	NC	103	103	NC	103	103
74.	Portland-Poland Spring, Me.	50	52	+4.0	42	-10.6	47	53	41	-22	53	41	-22	53	41
199.	Presque Isle, Me.	—	—	—	9	NC	9	—	—	—	—	—	—	—	—
33.	Providence, R.I.-New Bedford, Mass.	120	124	+3.3	72	-10.0	80	113	110	-2.7	113	110	-2.7	113	110
147.	Quincy, Ill.-Hannibal, Mo.	—	—	—	33	+6.1	33	31	26	-16.1	31	26	-16.1	31	26
41.	Raleigh-Durham, N.C.	107	97	-9.3	115	+6.5	108	30	25	-16.7	30	25	-16.7	30	25
162.	Rapid City, S.D.	15	15	NC	—	—	—	27	23	-11.8	27	23	-11.8	27	23
139.	Reno, Nev.	21	23	+9.5	17	NC	17	16	17	+6.3	16	17	+6.3	16	17
59.	Richmond, Va.	70	68	-2.9	97	+4.3	93	61	59	-3.1	61	59	-3.1	61	59
42.	Roanoke-Lynchburg, Va.	40	43	+7.5	99	+35.6	73	60	48	-20.1	60	48	-20.1	60	48
67.	Rochester, N.Y.	69	67	-2.9	60	-18.9	74	56	49	-12.1	56	49	-12.1	56	49
132.	Rochester-Austin, Minn.-Mason City, Iowa	36	30	-16.7	24	+9.1	22	25	24	-4.0	25	24	-4.0	25	24
125.	Rockford, Ill.	41	39	-4.9	35	+9.4	32	35	26	-25.1	35	26	-25.1	35	26
83.	Roswell, N.M.	—	—	—	16	+14.3	14	—	—	—	—	—	—	—	—
22.	Sacramento-Stockton, Calif.	149	135	-9.4	118	+1.0	117	119	125	+5.0	119	125	+5.0	119	125
184.	St. Joseph, Mo.	22	17	-22.7	—	—	—	—	—	—	—	—	—	—	—
14.	St. Louis	185	181	-2.2	200	+5.0	200	157	151	-3.8	157	151	-3.8	157	151
119.	Salinas-Monterey, Calif.	62	51	-17.7	16	-20.0	20	26	22	-15.0	26	22	-15.0	26	22
168.	Salisbury, Md.	—	7	—	22	-15.4	26	—	—	—	—	—	—	—	—
45.	Salt Lake City	94	96	+2.1	105	+19.3	88	82	77	-6.0	82	77	-6.0	82	77
196.	San Angelo, Tex.	—	—	—	11	NC	11	—	—	—	—	—	—	—	—

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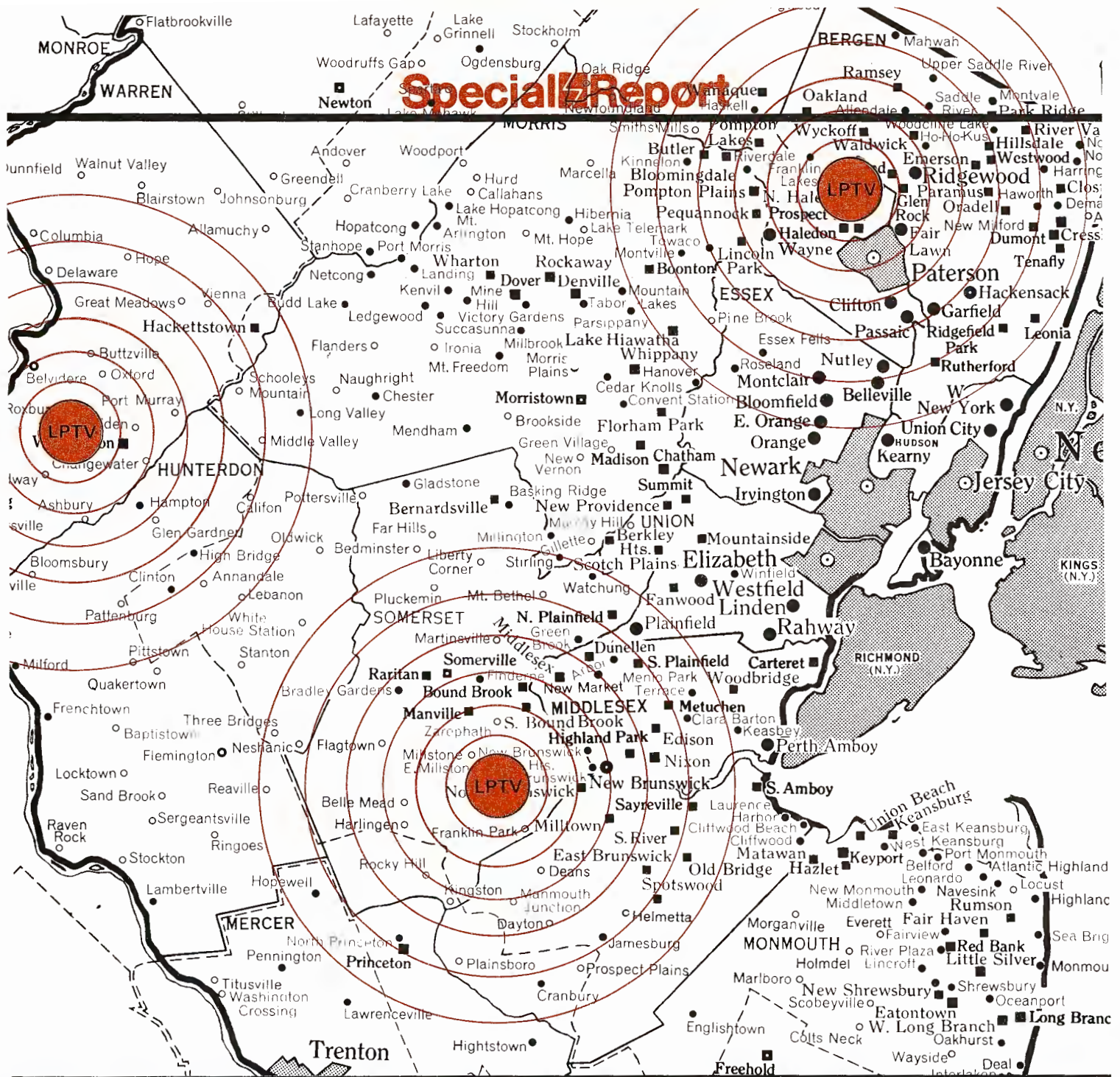
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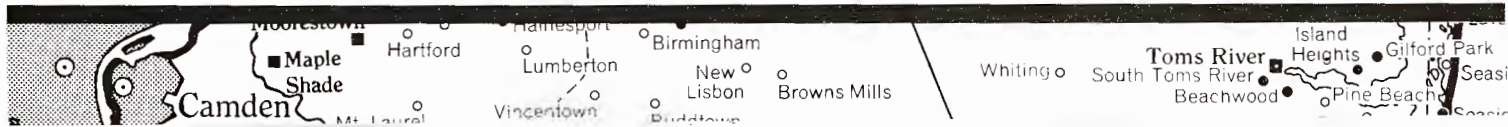
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# Special Report



# LPTV



**T**HE FCC's proposed low-power TV service (LPTV) has captured the fancy of the country. With prospects bright for its eventual adoption, hundreds of groups and individuals have applied for low-power stations, responding to the rare opportunity to become involved in the communications medium that has fascinated an entire generation.

When it proposed rules for the service last September (BROADCASTING, Sept. 15), the FCC was, in effect, reopening a door that—due to a fixed allocations plan—had been closing on television acquisition for a quarter of a century. The 1952 Sixth Report put a finite number of television station assignments in prescribed locations. The desirable facilities have been occupied for years.

By liberalizing its rules, the FCC proposed to create hundreds, perhaps thousands, of low-power mini-stations, limited in coverage area but free to originate programming to any extent they wished, and cheap enough to appeal to venturers with modest resources. "Low-power television broadcasting," the first new broadcast service considered by the FCC in 20 years, offers the same intriguing possibilities as the advent of commercial television broadcasting in the late 1940's, said FCC Chairman Charles D. Ferris at the time the proposed rules were issued. "It poses an exciting challenge to commercial and noncommercial entrepreneurs of creating programming to make the service attractive to Americans."

Permitted to file applications at their own risk prior to the adoption of the rules, hordes of entrepreneurs have submitted, as best anyone can determine, somewhere in the neighborhood of 3,000 applications. Half of those, including multiple-channel filings of Microband Corp. of America, Frontier Broadcasting and NBC (see story, "Top of the Week") poured in last week ahead of the second cut-off deadline, which protects applicants from subsequent mutually exclusive applications.

Reflecting the inherent flexibility of the rules, the applicants have proposed an array of different programming schemes, network arrangements and financial plans. Reflecting the rules' bias toward certain types of applicants, filings from the preferred groups, nonprofit and minority-controlled, have been numerous. And, reflecting the liberal ownership rules, applicants range from the individual seeking one station to major commercial firms seeking more than 100.

The low-power service the FCC has proposed is, simply stated, the latest development in the evolution of television translators, the low-power, stand-alone transmitters that have been rebroadcasting, mostly to rural areas, the programs of full-service stations almost since the beginning of commercial television. (There are nearly 4,000 translators in operation today.)

Under the proposed rules, which incorporate most of the exist-

ing translator rules, translators would be allowed to originate programming. Those that did would become low-power stations. The ability to originate programming under the rules is carte blanche. Low-power stations would be able to broadcast live or pre-recorded programming or programming fed by microwave or satellite. Significantly, there is nothing in the proposed rules dictating how much programming a station must originate, or even requiring it to have a studio.

Realizing that many low-power stations would be marginal operations serving sparse audiences or in competition with full-service stations, the FCC proposed not to place any more programming requirements on the stations than it had to. "No low-power station would be required to originate programs to any extent," the FCC said, "but all could originate to an unlimited extent."

Based on the same rationale, the FCC would permit the low-power station to draw on a variety of sources for financial support: subscription television (scrambling the broadcast signal and charging subscribers for the equipment to decode it), advertising and, in the case of nonprofit operations, donations and taxes.

The implementation of low-power service would not mean the end of translators. On the contrary, they could continue to fill their traditional role of relaying a parent commercial station's programming, their own origination restricted to one 30-second fundraising spot each hour and emergency warnings. But they could also relay a parent station's programming and sell it to subscribers.

The low-power station, though operating at just a fraction of the power of a full-service station, will, under the best circumstances, be able to broadcast 26 miles in any direction, according to the Corporation for Public Broadcasting. However, economic considerations, terrain and strict rules regarding interference should make the coverage area of a typical LPTV station a circle with a radius of 12 to 15 miles—less coverage than a full-service station, but enough to cover the entire city of Washington and many of its close-in suburbs.

The FCC has proposed loosening some of the channel and power restrictions pertaining to translators for the new service. A station could be authorized on any UHF or VHF channel from 2 through 69. VHF's would have a 10-w limit and UHF's a 1-kw limit for stations operating outside the FCC's existing table of channel assignments. In addition, the FCC would permit VHF stations up to 100 w operated on a channel of the table or on one that complies with the co-channel and adjacent channel minimum mileage separations applicable to full-service operations.

The FCC has justified its liberal technical and operating rules for the LPTV station by tagging them with "secondary status." A secondary station is prohibited from causing interference to exist-

*Low-power television: the beginning of another saga in the telecommunications revolution. Few had even heard of the medium six months ago. Now there are thousands of applications on file with the FCC, and more about to join the land rush. Will it turn into a gold rush as well? No one knows for sure, but there are hundreds of eager media entrepreneurs anxious to give it a try.*

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ing full-service stations, but must accept it from full-service stations. Moreover, a secondary station must give up its channel should another operator propose to use it to provide full-service broadcasting.

Commensurate with the stations' low-power signals are their low-power price tags. According to the FCC, start-up costs for a 10-watt VHF station would run about \$24,000, while a comparable 1-kw UHF would be \$82,000. Comparing those numbers with the FCC figure for the average start-up cost of a full-service station in 1978—\$1.9 million—reveals the true nature of low-power broadcasting: a fraction of the power (and coverage area) at a fraction of the cost.

Much of the cost, of course, will depend on the extent and type of origination the station chooses. A station merely retransmitting a satellite feed need pay only the one-time cost of an earth station, which ranges from \$10,000 to \$25,000. On the other hand, a station wishing to do local production will need a studio, with costs that can soar into the hundreds of thousands of dollars.

The reason for the proposed service is simple: the FCC's belief that it will generate more television for more people. "Through the rules changes proposed," the FCC said, "we hope to bring television service to locations that otherwise are unserved or underserved—for whatever reasons—by regular full-service television stations and by cable services."

The FCC points first to the rural areas where "millions of American citizens do not receive even a basic complement of three or four television signals." But it also points to the cities, where the rise in demand for cable, MDS, videodisks and videocassettes indicates that even they are, in a sense, underserved.

The hallmark of the Ferris FCC has been to encourage a proliferation of television and radio outlets so that competition and other marketplace forces can replace government regulation. This philosophy led last July to the FCC's acting to drop the syndicated exclusivity and distant-signal cable rules which it felt protected local broadcasters to the detriment of the public. In the same way the FCC found it wrong to shield broadcasters from cable competition, it found it would be wrong—"counter-productive"—to protect cable from LPTV. The FCC said "that competition between low-power television and cable television and others will encourage each to build upon its unique strengths."

In proposing the service, the FCC is assuming that it will have no adverse economic impact on cable or broadcasting. It would be up to those claiming injury, the FCC said, to "show how the

effects of competition would harmfully affect the public, before obtaining any relief."

Technologically, the FCC feels the time is ripe for LPTV. Low-power transmitter technology has been proved by some 30 years of translator service. The cost of production equipment, including cameras and videotape recorders, has fallen considerably in the last decade. Microprocessors have infiltrated all types of equipment, not only decreasing its cost but also its difficulty of operation. What's more, requiring less adjustment, the microprocessor-assisted equipment is less likely to generate out-of-tolerance signals, which could cause interference with other stations.

What may make the greatest positive impact on low-power service is communications satellites, which over the past five years have shown themselves to be an economical and reliable method of program distribution. As satellites revolutionized the cable industry, they may prove the catalyst for a flourishing LPTV industry.

Pioneered by full-service broadcasters, STV technology has been refined just in time for use by low-power operators looking for ways to build the financial supports for their stations.

Perhaps the best "why" the FCC can give for its low-power proposal—and it would not be at all out of line with some of the other actions the Ferris FCC has taken in opening up the marketplace—is "why not." Thirty years of translator service have proved that thousands of low-power facilities can be accommodated by the present allocation scheme without causing interference with one another or with full-service stations. The secondary status of the low-power stations should guarantee a continuation of that record, advocates say.

Although low-power stations would have none of the local origination requirements of full-service stations, there are some statutory obligations that LPTV stations will not escape. The FCC has proposed that LPTV stations must adhere to the fairness doctrine by showing, in the case of a complaint, that they had accepted and broadcast "a reasonable amount of responsive issue programming and made time available for opposing views. In either case, material would have to be submitted to the station in a form compatible with the station's originating equipment."

As for the reasonable-access and equal-time provisions of the Communications Act, the FCC said low-power stations would be required to comply. The low-power station, however, would not be required to provide production facilities for candidates. As with

**How to apply.** The first thing an LPTV applicant must do is determine the community he wishes to serve. Once this is done, the FCC strongly suggests the applicant retain the services of an attorney and consulting engineer specializing in communications. Professionals in both fields usually charge an hourly rate. One communications attorney familiar with the LPTV application process said legal fees for handling such applications range from \$250 to \$3,000, depending on the attorney's hourly rate and the complexity of the application. A typical charge would be about \$1,500. He encouraged applicants to shop around to avoid excessive charges.

Engineering fees will run from \$1,500 to \$3,000. George Jacobs, a Silver Spring Md., consulting engineer, says, "a good median price is \$2,000," noting that low-power VHF television engineering data is difficult to compile and thus costly.

As the LPTV service is still in the proposed stage, applications for LPTV stations

are filed on the standard translator application form (FCC Form 346). Waivers must be requested for those applicants seeking "low-power features" (as opposed to a standard translator application) such as local origination or subscription television authorization. The waivers must be justified in the public interest. The application itself is concerned basically with the identification of the applicant and its principals, its legal and financial qualifications and engineering data. Principals must be U.S. citizens and provide the commission with "reasonable assurance" that they have adequate financial resources to construct the proposed facility and keep it operating for at least the first three months.

The engineer's function, according to Jacobs, is to conduct the channel search and to determine that the one selected can be operated in accordance with FCC regulations and without interference with existing full-service stations. Generally, it is incumbent upon the applicant to find a

transmitter site, although, for an extra fee, the consultant may be persuaded to do so.

Applications accepted for filing are put on a "cut-off" list. This list is now issued every other month. Once a cut-off list has been released, the public has 45-60 days to express objections to applications and file mutually exclusive applications. If no objections are filed before the deadline, applications on the list receive "cut-off protection" and are assured sole consideration for the requested channel.

All translator and LPTV station authorizations during the interim processing period will be conditioned upon the outcome of the LPTV rulemaking. The commission reserves the right to modify or to terminate any interim authorizations upon 60-days notice after the adoption of final rules in the proceeding. That condition is in addition to the secondary status placed upon all LPTV stations, requiring that they relinquish their frequency if a full-service station elects to operate on their channel.



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*Brad Davis in "A Rumor of War,"  
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the fairness doctrine obligations, the low-power station would do its duty by accepting material in a format it can handle.

Low-power stations would be subject to the same statutory prohibitions against the broadcast of obscenities and lotteries as apply to full-service broadcasters, the FCC said.

The FCC made clear in its proposal that LPTV stations are liable to all copyright laws and that translators, which rebroadcast full-service signals, must obtain the consent of the originating station. The FCC added: "Although rebroadcast consent needs to be sought, the commission has held that it may not be withheld without justification."

In its discussion of copyright liability the FCC broached the subject of commercial substitution. Its opinion: Low-power stations should not be permitted to pre-empt commercials without the consent of the primary station and without compliance with the copyright laws.

One means of financing the LPTV is subscription television. Unlike full-service stations, LPTV's would not need special FCC authorization for STV service, and they would be able to transmit the encoded STV programming 24 hours a day if they desired. In some cases, the FCC said, STV might be the only way to support an LPTV station: It "could . . . overcome the chronic difficulties of remote communities in securing an adequate financial base for their television service."

The FCC said STV might also support diverse and specialized programming or "narrowcasting" in urban areas.

The FCC minimized the loss of free television service that would occur if STV catches on. In most cases, there would be

**Hear all about it.** Acrodyne Industries, a Montgomeryville, Pa.-based manufacturer of low-power transmitters, will sponsor two seminars on LPTV at the National Association of Broadcasters convention. Two-hour seminars will be held the morning of April 13 and afternoon of April 14. Exact times and place haven't been set. Topics center on LPTV technology, including discussion of station design; signal coverage; program source interface; power and space requirements; equipment configuration; economics of LPTV station construction and operation; overview of pertinent FCC regulations, and status report on FCC's LPTV proceeding.

other sources of pay and free television, provided by LPTV or full-service stations or both, the FCC said. Furthermore, it said, many communities are currently paying for translator service through taxes or donations. The switch to STV would be "nothing more than a change in the payment mechanism, more equitably distributing the cost of service to those desiring it."

The FCC said no technical standards for STV use by LPTV stations are necessary, judging that the marketplace will be "more effective in shaping good technical performance than regulatory intervention." Full-service stations are required to submit to the FCC the terms of STV agreements, but the low-power stations would not be. The FCC added, however, it is "willing to consider whether it would be appropriate to arrange for access to [the agreements] on a local basis so that the public can be aware of the terms."

Another rule that is imposed on full-service STV broadcasters but would not be on low-power operators is that decoders be leased, not sold. The FCC recommended, however, that if the decoders are sold, the buyer be warned that the STV service is being provided by a secondary station and subject to all of the uncertainties that such a status implies.

As proposed, the LPTV rules place no limit on the number of such stations any entity can own. Limiting ownership of LPTV stations to seven as if they were full-service stations, the FCC said, could prevent the upgrading of translators to LPTV stations and "the concern for anticompetitive effects is lessened where the stations are both secondary and inherently limited in their coverage potential."

The "one-to-a-market" and "duopoly" rules would apply to LPTV service. "No license would be issued to an entity already

owning a station, low-power or in another broadcast service, where that would result in primary service contour overlap of the two stations," the FCC said.

For the purposes of ownership, the FCC made some distinctions among various types of LPTV stations. Translators would be exempt from all ownership restrictions. However, STV translators would be subject to the "duopoly" and "one-to-a-market" rules. Despite these ownership restrictions it would be possible for a single entity to own two or more LPTV stations in a large-area market since the restricted coverage of the stations would enable an owner to locate more than one transmitter in the area without signals overlapping.

Although ABC and NBC have filed for LPTV stations, the proposed rules expressly forbid any of the three major television networks from owning LPTV's. They would be able to own translators, however.

The FCC would permit cable television operators to own originating LPTV stations and STV translators everywhere except where the signals from those stations intrude on their franchise areas. "Common ownership in such situations could well diminish the head-to-head competition between them," the FCC said. Cable operators could, however, own conventional translators inside or outside their franchise areas.

Because of the many uncertainties surrounding the introduction of the new service, the FCC chose not to apply the "three-year rule," which prohibits a licensee from selling a station it has owned less than three years, in the case of LPTV. The FCC said individuals or groups that procure stations are taking a risk. If they fail, they should have the opportunity to convey a station to someone with a plan to make it viable.

As for channel selection for the new service, the proposal opens wide the UHF band. The only channels that are off-limits to the UHF low-power stations are channels 70 through 83, which were reallocated to the mobile radio service in 1970. The FCC reasserted that no new broadcast authorizations—LPTV or full-service—would be made on those channels.

The proposed rules also end the prohibition against VHF translators [LPTV stations] in all-UHF markets and permit low-power stations to procure auxiliary broadcast frequencies for studio-to-transmitter links and remote broadcast pickups.

Currently, the translator rules permit VHF stations to broadcast with 10 w of transmitter power west of the Mississippi river and one w east of it. VHF translators using channels listed on the table of assignments for their area are required to use 100 w. The proposed rules would permit operation of 10-w VHF's east of the Mississippi and would allow stations with channels on the table to operate with less than 100 w. In addition, the FCC said, higher powers, up to 100 w, should be permitted for any applicant using any channel that complies with the co-channel and adjacent channel minimum mileage separations applicable to full-service operation.

UHF translators using channels listed on the table for their area have been permitted to broadcast with 1 kw for years. The new rules would increase the maximum power for translators and LPTV stations from 100 w to 1 kw using channels not listed in local assignments. As in the VHF band, the FCC has proposed dropping the maximum power requirement for channels on the table. "We would leave the selection of transmitter power to the applicant's own judgment," the FCC said.

Regardless of channel and transmitter power, the FCC encouraged creative engineering, noting that it hoped "to facilitate efficient spectrum usage through the application of innovative engineering approaches . . . including the effective use of directional antennas and natural terrain shielding."

Under the proposed rules, interference between low-power stations and full-service would theoretically be nonexistent. Because of the secondary status of the LPTV stations, they would be forced to take corrective action if they interfered with full-service stations. That failing, the offending LPTV station would have to go off the air.

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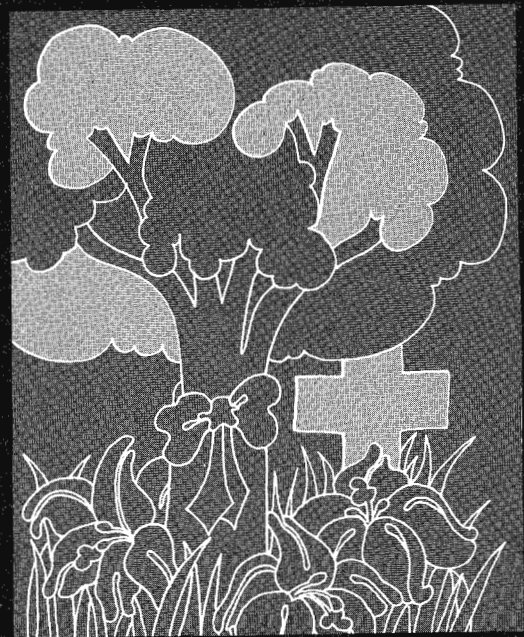
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***"The Roots of  
 All the Stars. All the***





**Part III**

**A Farewell to Innocence. 1963-66**

Host NEIL SEDAKA. Starring JOHNNY RIVERS, THE BEACH BOYS, MICK JAGGER, PAUL McCARTNEY and others.



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Interference among LPTV stations would be a different matter. Currently, new UHF translators are not permitted to interfere with existing UHF translators, while interference between two VHF's must be resolved by the mutual agreement of the stations, regardless of which came first.

For the LPTV stations, the FCC has proposed ending the distinction between the two bands. Stations in both would be expected to solve interference problems, like VHF translators, by "mutual agreement." Only when that failed would the station that first started service receive preferential treatment.

To guard against interference between LPTV stations and cable systems, the FCC proposed that "low-power stations should not be authorized where it has been demonstrated that interference to an existing cable television service, at the headend, will be caused."

The LPTV stations proposed by the FCC would require operators. Low-power stations and translators fed exclusively by microwave or satellite would be required to have a person (holding a restricted license in the case of the LPTV stations) observe the off-the-air signal for 10 continuous minutes each day. LPTV stations originating programming locally would have to have a person "actually present at the transmitter site, at the remote control site, or at the program source." Conventional translators, which rebroadcast signals picked out of the air, need no attendance.

The FCC has established as a goal the rapid and flexible development of LPTV. Noting that the goal could not be realized if its method of processing LPTV applications is slow and cumbersome, the FCC set out in its proposed rules to streamline the process. Any party filing an application mutually exclusive with one filed earlier would be given 30 days to find another channel. If the applicant were unwilling or unable to do so, the staff would attempt to work out an agreement in a "pre-designation hearing." If that failed, the parties would submit written evidence, and a "paper hearing" would be held to resolve the conflict. During the paper hearing, preference would be given to the applicant who first filed "a complete and sufficient application," the applicant under minority-control greater than 50% and the noncommercial applicant. The three criteria would be of equal weight and cumulative. If use of the three criteria fails to "disclose a winner," the FCC said, the case would be decided by lottery.

Ascertainment of community needs and interest is not required of translator applicants, and the FCC would not place the requirement on low-power applicants. The FCC reasoned that the LPTV signal typically would be so confined that the "likelihood of familiarity with the service area is much greater than is the case with full-service stations."

In addition, the FCC reasoned the formal ascertainment would impose too great a burden for the LPTV station. Although it would not require the formal ascertainment, the FCC pointed out that it still has a statutory duty to find out whether a station is serving the public interest at initial licensing and at renewal, which would occur every three years. Consequently the FCC would encourage stations to be responsive to "specialized needs and interests."

□

General reaction to the FCC's proposed rules has been low-key. Nobody, it seems, disputes the concept, but some have questioned specific rules. The extent of satisfaction or dissatisfaction will become clearer on March 2 when the FCC receives the first round of comments on the rules.

Concerns that are sure to be discussed as the rules are refined were brought up by two of the commissioners in concurring statements following the FCC's unanimous vote to issue the proposed rules. Abbott Washburn was unhappy with the proposal not to put any limit on the number of LPTV stations one entity can own. "Such limits have proved valuable in encouraging diversity of voices and ownership of facilities . . . A similar provision should have been . . . included for low-power television." He didn't specify what that limit should be, but he would favor a "reasonable limitation" now, before the FCC is "forced to con-

sider grandfathering systems which would exceed whatever limits [the FCC] might impose later."

Joseph Fogarty questioned the validity of the proposed rules' formula for dealing with mutually exclusive applications. The FCC is obliged by the Communications Act, Fogarty said, to judge applications on the standard of "public convenience, interest and necessity." In light of judicial precedent, Fogarty said, the proposed procedures are questionable. "I must question why proposed service and technical characteristics are not to be deemed 'substantial and relevant' to the ultimate public interest."

And Fogarty was not impressed by the idea of lotteries. "Before the commission rushes to embrace the 'easy out' of lottery, we have a clear statutory obligation to exhaust the search for public interest criteria to . . . choose among applicants . . . Such an effort is the absolute minimum required as a legal and policy predicate for utilizing a lottery in the licensing process, and any attempt to evade the requirement will put in peril the integrity of this commission's mandate and process."

In an effort to expedite initiation of the service, the FCC decided that it would process applications only for conventional translators or for translators accompanied by requests for waivers for low-power features, such as the ability to originate programming or use a 10-w VHF transmitter east of the Mississippi river. In this way, the FCC hoped to hasten adoption of final rules.

Since the rules are not final—and may never be in their proposed form—the FCC warned applicants that authorizations made during the "interim" are conditioned upon the final outcome of the LPTV proceeding. It reserved the right to modify or to "terminate" authorizations upon 60-days notice after the end of the proceeding.

The FCC's willingness to accept "interim" applications generated the 3000 applications it has thus far received, plus a fair amount of controversy. The National Association of Broadcasters petitioned the FCC on behalf of broadcasters and the television networks, upset by proposed rules that prohibited or restricted their ownership of LPTV stations and by the fear that they would miss out on premium LPTV channels awarded to others during the interim.

In January, the FCC dismissed the NAB petition and to some extent assuaged the broadcasters' fears by asserting that since the rules are still proposed and subject to change, it would accept and process, through cut-off, applications submitted by networks and broadcasters so as not to prejudge the issues. Networks would be prohibited under the proposed rules from owning LPTV stations; other broadcasters would be prevented from owning them in markets they serve with full-service stations. The NAB was successful in obtaining an extension of the deadline for the second cut-off to give broadcasters a chance to file.

A petition by the Corporation for Public Broadcasting, claiming that noncommercial stations are being squeezed out of the LPTV picture by large commercial groups, was also dismissed as unsubstantiated. In taking that action, the FCC noted that under the interim processing procedures, noncommercial applicants have "absolute priority."

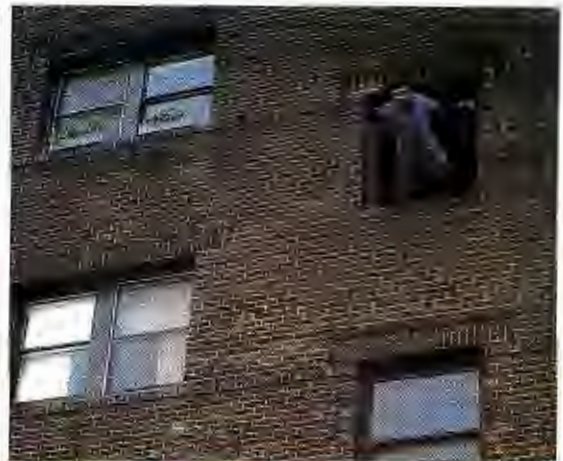
Reacting to complaints by the NAB, the National Citizens Committee for Broadcasting (NCCB) and others, that things were happening too fast, the FCC imposed a limit of 15 LPTV authorizations per entity during the interim period. All applications in excess of 15 would remain on file to be considered after the adoption of the final rules.

When it designed its LPTV rules, the FCC left plenty of room for LPTV entrepreneurs to design innovative and practical broadcast services. Judging from some of the applications received to date, the applicants are using that room well. As the FCC has been deluged with applications for LPTV stations, it has been deluged with ideas for using those stations.

The most ambitious low-power proposal on the books today makes use of none of the FCC proposed rules. Neighborhood TV Co. (NTVC) has filed for 140 translators under translator rules

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Kelly Lange hosts.

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At last—a new programming concept which provides stations (and viewers) with a real choice! Remember Saturday afternoon movie serials which pulled you back to the theatre week after week to see if the hero survived the previous week's cliff-hanger? "Tales of the Haunted" is the fright-filled, late night, adult version of all those thrilling Saturdays. But unlike anything ever offered before on television, "Tales of the Haunted" will tell a complete chilling story each week over the course of five nightly half-hour programs—with a different, top name guest star featured each week. For even greater programming flexibility, each fright-inspiring five-part tale will be edited as a complete two-hour movie available to stations for weekly prime time, late night or weekend airing. Jack Palance stars in the first mysterious drama, "Evil Stalks This House," written by Louis "Deke" Heyward and directed by Gordon Hessler, two masters of the genre.





*Jody's back at NATPE again—this year in the Exhibition Hall at the New York Hilton, March 13-18. Call Jody today at (213) 277-7751 to arrange an immediate screening at your station or next month at the convention.*



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that have been in effect for almost three years. According to NTVC's president, Marshall Carpenter, 50 of its applications were already at the FCC the day the commission proposed the new rules.

Supported by the Sears, Roebuck subsidiary, Allstate Insurance Co., NTC plans to rebroadcast KUSK(TV) Prescott, Ariz., over 140 translators scattered across the country, in large markets and small. The signal would be sent from Prescott to the translators by satellites. It would be on advertiser-supported service.

According to Carpenter there is nothing magical about the scheme; the rules and the technology have existed for some time. His only question: "Why hasn't somebody done this before?" Carpenter said the "critical change" in the rules came in March 1978 when the FCC permitted translators to modulate signals, enabling them to receive signals from microwave links and satellites.

Carpenter credits his partner, Bill Sauro, the licensee of KUSK with creating the programming concept: country and western television. The format would feature country-oriented music, comedy and rodeos.

Carpenter doesn't expect all 140 translators to begin service simultaneously, but he hopes to get them up and operating as quickly as the FCC grants them. Nothing can happen until next October, the month KUSK, the parent station, is scheduled to begin operation.

Carpenter said that if all 140 become operational, the network could reach 100 million people and that's plenty. "We cut it off at that point," Carpenter said. "We thought that was sufficient audience size to attract national advertising."

Revenues from the sale of advertising time, which would go for

\$2 or less per thousand homes, would be split evenly between KUSK and NTVC by the time the service is fully operational.

NTVC will need that revenue; it is no small venture. Carpenter said that each translator will cost \$100,000 to start up and see through its first year of operation.

An LPTV network is an attractive idea that enjoys, at least in terms of programming, an economy of scale. Several other firms are emulating NTVC. Residential Entertainment Inc., a subsidiary of Buford TV Inc., has proposed rebroadcasting Buford's WBTV(TV) Cincinnati through 118 LPTV stations, fed by satellite. Because some of the programming is STV, Residential will have to operate under the proposed rules, unlike NTVC.

Graphic Scanning Corp., of Englewood, N.J., plans to construct LPTV stations that would be fed programming by one or more national networks established to serve the low-power industry, which, Graphic said, are "reasonable to assume will evolve." If such networks do evolve, Graphic Scanning would set up a "national advertiser revenue-sharing program."

The advantages of networking have not been missed by non-commercial entities. The NCCB and the American Christian Television System (ACTS), newly created arm of the Southern Baptist Convention, have plans to establish satellite programming networks to serve LPTV. Although both expect also to own LPTV stations—NCCB has applied for 16, ACTS for 100—they hope to serve scores of affiliated stations with their network feeds.

According to Jimmy Allen, president of the Southern Baptist Radio and Television Commission, ACTS hopes to feed its mix of religious (20%) and family-oriented (80%) programming to "200 to 300 stations before it's all over." Some local Baptist congregations would assist in the funding of the stations licensed to ACTS; others, willing to pick up the entire cost of building and operating a station, are applying for stations on their own. Allen expects all the stations—owned or affiliated—to produce some local programming to complement the network feeds. "In nearly every community we've applied for," Allen said, "one of the churches has a production studio," used currently to produce programs for public service time on local broadcasting outlets.

Allen said ACTS has applied for 100-w and 1-kw stations. The 100-w stations would cost between \$50,000 and \$80,000; the 1-kw around \$160,000. Local churches would pick up most of the initial costs, paying for the transmitter and tower, he said. Support for the network and operating costs of the stations would come from donations (solicited by direct mail only), grants from foundations and the central treasury of the Southern Baptist Convention.

Sam Simon, head of the NCCB, hopes to build a confederation of nonprofit, primarily public-interest, low-power operators, tied together by network programming produced by NCCB and other groups associated with Ralph Nader. "There is a tremendous amount of software" among the groups, Simon said, "enough to fill a network 24 hours a day and then some."

While Simon would encourage affiliated stations to originate programming locally, he said there is a "drastic need for networks generating quality programming. . . . No single station can be totally economic without some network support."

ACTS and NCCB have yet to contract for the satellite time they will need to make their plans reality.

Due partly to the rush to file applications, the FCC has received many that offer vague plans for programming, funding and operation. One proposal that stands out for its clarity and credibility is that of Citizen Television Corp., which plans to build a network of 33 LPTV stations. And there is good reason why it should. CTC is a subsidiary of The American Network (formerly American Satellite Network), formed in November 1980—with \$5 million in seed money from its parent, American Medical Buildings—primarily to produce and distribute programming by satellite to the cable industry. American has already purchased a transponder from Showtime, the cable programmer, on Comstar D-2 for \$3.7 million and has agreed to buy the Corporation for Entertainment and Learning (CEL), a New York-based production com-

### ILLUSTRATIVE LOW POWER TELEVISION STATION COVERAGE

#### VHF (Channels 2 - 13)

Transmitter Power Output	Transmitting Antenna Gain	Effective Radiated Power*	Transmitting Antenna Height**	Approx Useful Coverage Distance***
1 watt	5	5	100'	3.5
1 watt	5	5	500'	8.0
1 watt	5	5	1000'	11.0
10 watts	5	50	100'	6.2
10 watts	5	50	500'	14.0
10 watts	5	50	1000'	19.5

#### UHF (Channels 14 - 83)

10 watts	10	100	100'	2.9 mi
10 watts	10	100	500'	6.5 mi
10 watts	10	100	1000'	9.0 mi
100 watts	15	1500	100'	6.5 mi
100 watts	15	1500	500'	12.5 mi
100 watts	15	1500	1000'	18.0 mi
1000 watts	15	15000	100'	10.0 mi
1000 watts	15	15000	500'	21.0 mi
1000 watts	15	15000	1000'	26.5 mi

\*Technically, the loss in the cable between the transmitter and the transmitting antenna should be taken into account in calculating the ERP. The reduction in ERP that would occur has been approximated by using a lower than normal antenna gain.

\*\*The "height above average terrain" which will coincide with the height above ground level only for flat terrain. Variation in terrain will cause variation in coverage.

\*\*\*Distance is to the "Grade B Contour"—At the extremes of this coverage distance, outside antennas will generally be necessary for adequate reception.

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A farcical comedy starring Alan Arkin, Rob Reiner, Vincent Gardenia, Anjanette Comer and Sid Caesar as Zabbar. Available March/April 1981.

**A Perfect Couple**—*Never before seen on TV!*

An outstanding comedy/romance starring Paul Dooley and Marta Heflin. Available May/June 1981.

**3 Women**—*Never before seen on TV!*

A brilliant, thought-provoking film starring Sissy Spacek, Shelley Duvall and Janice Rule. Available September/October 1981.

**Miracle on 34th Street**

The classic Christmas story starring David Hartman, Sebastian Cabot, Jane Alexander, Suzanne Davidson, Jim Backus, Roddy McDowall. Available November/December 1981.

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It's nine o'clock at night. Visibility is poor and rain is turning to sleet. You're driving home after an unusually hard day. Preoccupied, you don't realize the road is icy until, suddenly, you reach a curve. You struggle to maintain control, but you can't. You skid off the road at 40 miles an hour and smash head-on into a large tree. The sound of the crash is thunderous.

Then—silence. And you open the door and walk away. Impossible? In today's car, yes. But not in tomorrow's.

Today, automobile accidents injure more than five million people a year... and kill over 50,000. A national tragedy and a national problem.

Many serious accidents involve drinking drivers, youthful drivers, or tired drivers. Human error can never be eliminated. But a great many deaths and

crippling injuries can be avoided by stressing safety in automotive design and engineering.

That's why Property-Casualty insurance companies support the Insurance Institute for Highway Safety. IIHS is an independent scientific organization that studies the causes of highway crashes and injuries and then suggests what can be done to reduce them.

IIHS has found that automobile design is a major contributor to crashes and injuries. In frontal crashes, for example, some designs allowed the hood to slash through the windshield and invade the passenger compartment. Partly because of IIHS investigations, the Federal Government in 1977 adopted a performance standard to prevent this.

Another example: after a crash,



many car fuel tanks were prone to rupture or leak, heightening the chance of lethal post-crash fire. Again, IIHS research ultimately led to action: Congressional hearings and adoption of a corrective safety standard.

The Research Safety Vehicle (RSV) is a prototype automobile that demonstrates today's "state of the art." When all cars embody RSV's features, a 40-mph, head-on crash won't have to mean death or even serious injury. That's why IIHS and insurers strongly support the RSV program.

The RSV is stylish, seats 4 comfortably, gets good gas mileage (City 27, Highway 37), would cost approximately \$7,000 to mass produce—and can thoroughly protect driver and passenger in ways no contemporary auto can.

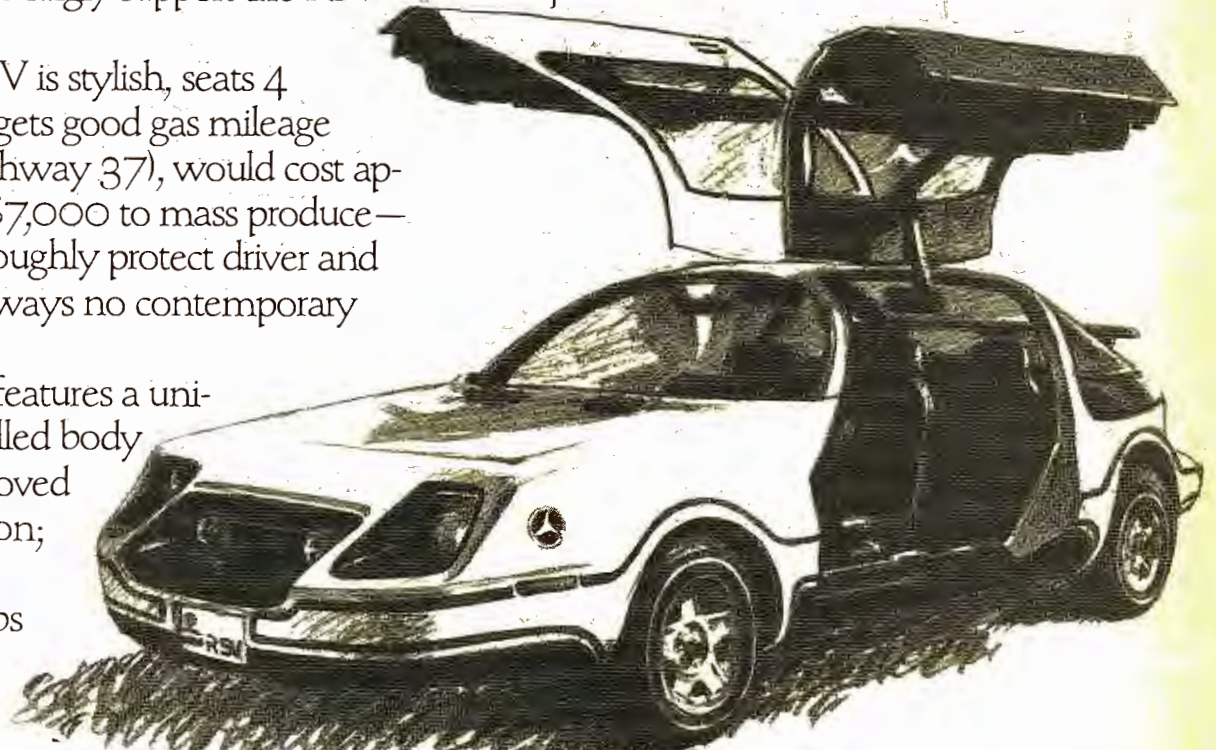
The RSV features a unitized, foam-filled body shell for improved crash protection; an interior 'clean' of knobs and gadgets that can injure and maim; improved protection in a side-impact crash or rollover; plus, seat belts and an automatic air-bag protection system. (The RSV also includes such amenities as air conditioning and citizens' band radio/AM-FM stereo cassette combination.)

You can't buy the RSV today. But

we hope that tomorrow, these improvements in auto safety will be standard in automotive designs.

The IIHS research program and the RSV are positive efforts. They show that tomorrow's cars—the ones being designed right now by the world's auto manufacturers—could be much, much safer than those on the road today.

Obviously, for Property-Casualty insurance companies, auto safety is an area where social responsibility and self-interest are joined.



The RSV. Designed and built for the Government by private industry contractors.

Our primary concern is to save lives and reduce injuries, wherever possible. But we also realize that the fewer claims we receive and the lower the cost of medical bills, the more policyholders will benefit—both from improvements in auto safety, and from positive effects auto safety features have on auto insurance costs.

## We're working to keep insurance affordable.

This message presented by the **American Insurance Association**, 85 John Street, NY, NY 10038

pany that has produced programs for several cable companies and RCA SelectaVision.

American, which plans to raise \$15 million this summer through a public stock offering, will supply CTC the money it needs to build and operate its LPTV stations.

One misconception of the rules that has been shattered by many of the applications is that applicants would be restricted to one LPTV operation per market. The duopoly rule prohibits the overlap of signals of two broadcast services with a common owner, but because of the limited coverage of LPTV, two or more LPTV stations, owned by the same group or individual, could be squeezed into the same market. The applications of Turner Broadcasting System, which has so far filed for 25 facilities, demonstrate the concept.

Turner has filed for three channels in the New York market. Channel 17 broadcasting from the Chrysler building would cover Manhattan and the surrounding boroughs; channel 28, located in Plainview, N. Y., would cover eastern Long Island, and channel 27 at Pompton Lakes, N.J., would cover northeastern New Jersey.

Many of the applicants have taken advantage of the opportunity, afforded by the proposed rules, to program STV. STV is seen as support for stations that could not make it by selling ad-

vertising (because of small audiences). STV programed during one daypart is also seen as supporting public affairs, educational and other specialized programming during other dayparts. The latter is the plan of Community Television Network, a company that presaged the FCC proposed rules by filing to create a satellite-fed LPTV network of 14 stations last April.

CTN plans to carry STV programming of Golden West Broadcasters during prime time. Money CTN earns from that carriage would subsidize black-oriented programming during the rest of the day.

The final shape of LPTV is hard to predict. It will be molded by the response to the proposed rules, the make-up of the post-Ferris FCC and the experiences of low-power pioneers. Given the low-power limits of the stations and their secondary status, those pioneers will be taking a real risk. The FCC has thus far proposed to keep the regulatory reins loose, reasoning that anyone willing to take such a risk should be allowed to do so.

As Acting Chairman Robert E. Lee noted in his concurring statement to the proposed rules: "I don't want anyone to misunderstand what this low-power proposal really means. It certainly isn't going to be a license to print money."

Hundreds of applicants may disbelieve him.

## Thirteen Over Twenty

*Each of these companies has applications on file with the FCC for 20 or more LPTV facilities. The data was provided to BROADCASTING by the Smith & Pepper communications law firm in Washington. It is current to Jan. 22, 1981.*

**American Christian Television System Inc.** ACTS is division of Southern Baptist Convention, Fort Worth, created to build and operate LPTV stations and establish satellite programming network to serve its stations and affiliated stations. ACTS is headed by Jimmy Allen, president of Southern Baptist Radio and Television Commission.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albuquerque, N.M.	36	Denver	38	Knoxville, Tenn.	32	Paducah, Ky.	18	Springfield, Mo.	44
Atlanta	52	Detroit	69	Lansing, Mich.	44	Palm Beach, Fla.	25	St. Louis	18
Baltimore	18	Evansville, Ind.	48	Little Rock, Ark.	49	Phoenix	39	Syracuse, N.Y.	60
Baton Rouge	45	Falls Church, Va.	58	Los Angeles	68	Pittsburgh	28	Tallahassee, Fla.	52
Beaumont, Tex.	52	Fort Worth	31	Louisville, Ky.	60	Portland, Ore.	18	Tampa, Fla.	32
Birmingham, Ala.	30	Fresno, Calif.	59	Memphis	59	Raleigh, N.C.	38	Tucson, Ariz.	34
Boston	32	Grand Rapids, Mich.	48	Miami	69	Richmond, Va.	46	Tulsa, Okla.	30
Charleston, W.Va.	17	Harrisburg, Pa.	40	Nashville	46	Roanoke, Va.	34	West Palm Beach, Fla.	25
Charlotte, N.C.	48	Hartford, Conn.	47	New Orleans	50	Sacramento, Calif.	28	Wichita, Kan.	15
Chattanooga	27	Houston	14	Norfolk, Va.	39	San Antonio, Tex.	35	Youngstown, Ohio	65
Chicago	60	Indianapolis	69	Oklahoma City	59	San Diego	31		
Cincinnati	38	Jackson, Miss.	46	Omaha	20	San Francisco	66		
Cleveland	69	Jacksonville, Fla.	66	Orlando, Fla.	18	Seattle	16		
Dallas	55	Kansas City, Mo.	59	Orlando, Fla.	40	Spokane, Wash.	34		

**Bogner Broadcasting.** Bogner is subsidiary of Bogner Broadcast Equipment Corp., Westbury, N.Y., antenna manufacturer. It plans to rebroadcast KTVN-TV Fontana, Calif., originating station for Trinity Broadcasting, religious cable programmer. Like cable systems, Bogner would pick up feed off Satcom I satellite. Bogner's ulterior motive for stations is to experiment with circularly polarized antennas. Leonard H. King is president.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albuquerque, N.M.	63	Dennis, Mass.	58	Houston	56	Minneapolis	60	Southampton, N.Y.	23
Atlanta	59	Dennis, Mass.	67	Houston	61	New Albany, Ind.	58	Southfield, Mich.	40
Berkeley, Calif.	57	Dillsburg, Pa.	68	Huntington, W.Va.	55	New Orleans	61	St. Louis	62
Billings, Mont.	55	Driver, Va.	68	Independence, Mo.	32	Pittsburgh	59	Syracuse, N.Y.	14
Buffalo, N.Y.	67	Falmouth, Me.	57	Indianapolis	65	Portland, Ore.	65	Syracuse, N.Y.	68
Calumet City, Ill.	62	Folsom, Calif.	63	Kerns, Utah	61	Raleigh, N.C.	60	Tampa, Fla.	57
Cedar Hills, Tex.	55	Gastonia, N.C.	66	La Jolla, Calif.	60	Renton, Wash.	65	Thousand Oaks, Calif.	66
Columbia, S.C.	63	Golden, Colo.	66	Las Vegas	63	San Antonio, Tex.	58	Union Park, Fla.	61
Coral City, Fla.	64	Granada Hills, Calif.	60	Melbourne, Fla.	65	Santa Ana, Calif.	62	Westbury, Conn.	63
De Kalb, Ill.	69	Holthorn City, Tex.	57	Memphis	61	Shoreham, Wis.	67	Wichita, Kan.	61

**Citizen Television Corp.** CTC is subsidiary of The American Network, itself subsidiary of American Medical Buildings, Milwaukee-based designer, builder of medical buildings and hospitals. The American Network was formed in November 1980 to develop programming network to serve cable industry. It will also serve CTC, incorporated in January to pursue LPTV business. Joseph W. Checota is chairman of American Medical Buildings, publicly traded company, and CTC.

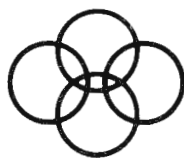
City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albany, N.Y.	64	Allentown, Pa.	14	Boston	62	Buffalo, N.Y.	58
						Colorado Springs	56

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22 share in Daytime.  
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City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Columbus, Ohio	56	Hempstead, N.Y.	27	Mesa, Ariz.	63	Omaha	61	Salt Lake City	67
Davenport, Iowa	58	Houston	67	Milwaukee	58	Palo Alto, Calif.	30	San Diego	25
Denver	67	Indianapolis	50	Minneapolis	58	Pasadena, Calif.	68	St. Louis	67
Des Moines	53	Kansas City, Mo.	32	Mobile, Ala.	55	Philadelphia	42	Tampa, Fla.	64
Flint, Mich.	47	Los Angeles	16	Nashville	69	Phoenix	55	Tulsa, Okla.	65
Fort Worth	57	Louisville, Ky.	50	Norfolk, Va.	43	Raleigh, N.C.	66		
Grand Rapids, Mich.	59	Memphis	61	Oklahoma City	61	Sacramento, Calif.	69		

**Community Telecommunications Development Foundation.** CTFD, Washington, is coalition of 11 nonprofit organizations, including Booker T. Washington Foundation, National Council of Negro Women, National Business League, National Council of La Raza, Asian Inc. and National Congress of American Indians. Charles E. Tate is chairman of board representing organizations. CTFD plans mix of public affairs, instructional and cultural programming for LPTV stations.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Atlanta	63	Flint, Mich.	44	Los Angeles	25	Rochester, N.Y.	42	Washington	42
Buffalo, N.Y.	23	Indianapolis	31	Memphis	59	San Antonio, Tex.	64		
Chicago	64	Jacksonville, Fla.	69	Miami	58	San Francisco	52		
Dallas	58	Kansas City, Mo.	35	Philadelphia	42	Seattle	53		
Fargo, N.D.	54	Knoxville, Tenn.	34	Roanoke, Va.	33	Tucson, Ariz.	51		

**Frontier Broadcasting Inc.** Frontier, Fort Worth-based minority controlled group of producers and businessmen (see "Top of the Week"), has filed for 60 applications in 33 cities, primarily in sunbelt. Sherwin Goldman is president.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albuquerque, N.M.	55	Denver	69	Las Vegas	69	Salt Lake City	67	St. Petersburg, Fla.	66
Albuquerque, N.M.	57	El Paso	67	New Orleans	53	San Antonio, Tex.	52	Tampa, Fla.	50
Atlanta	14	Fort Lauderdale, Fla.	67	New Orleans	63	San Antonio, Tex.	61	Tampa, Fla.	64
Atlanta	57	Fort Myers, Fla.	57	New Orleans	69	San Antonio, Tex.	67	Tampa, Fla.	66
Atlanta	63	Fort Worth	27	Miami	14	San Antonio, Tex.	69	Tampa, Fla.	68
Austin, Tex.	55	Fort Worth	61	Miami	49	San Diego	63	San Francisco	66
Austin, Tex.	68	Fort Worth	65	Oklahoma City	61	Santa Ana, Calif.	62	Tucson, Ariz.	64
Cedar Hill, Tex.	55	Houston	56	Oxnard/Ventura, Calif.	69	Sacramento, Calif.	61	Tulsa, Okla.	65
Dallas	66	Houston	61	Palo Alto, Calif.	30	Sacramento, Calif.	69	West Palm Beach, Fla.	55
Dallas	68	Houston	67	Phoenix	55	Seattle	52		
Denver	57	Houston	69	Portland, Ore.	55	Seattle	66		
Denver	60	Jacksonville, Fla.	69	Portland, Ore.	55	Seattle	68		
Denver	67	Jacksonville, Fla.	68	Portland, Ore.	59	St. Petersburg, Fla.	62		

**Garcia Broadcasting.** Garcia, Woodbury, N.Y., is owned by Ernest Garcia (51%) and Michael C. Pascucci (49%), president. Garcia plans to rebroadcast KTNB-TV Fontana, Calif., originating station of Trinity Broadcasting, which distributes religious programming to broadcasters and cable systems via satellite.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Atlanta	52	Hartford, Conn.	55	Nashville	46	Providence, R.I.	47	San Jose, Calif.	22
Buffalo, N.Y.	55	Houston	14	Norwich, Conn.	62	Richmond, Va.	59	Seattle	43
Dallas	45	Los Angeles	38	Oklahoma City	55	Riverside, Calif.	38	Springfield, Mass.	69
Denver	55	Manchester, N.H.	50	Omaha	44	Rochester, N.Y.	57	St. Louis	46
Detroit	57	Memphis	27	Pittsburgh	65	San Antonio, Tex.	64	Syracuse, N.Y.	48
Fort Worth	49	Milwaukee	57	Portland, Ore.	49	San Diego	19	Tulsa, Okla.	53

**Graphic Scanning Corp.** Graphic, Englewood, N.J.-based radio paging and MDS operator, plans to distribute STV over LPTV network. Home Box Office-like program is to be provided by yet unnamed satellite distributor. Barry Yampol is president.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albany, N.Y.	58	Colorado Springs	50	Honolulu	66	Norfolk, Va.	43	Santa Monica, Calif.	38
Albuquerque, N.M.	63	Columbus, Ohio	50	Houston	67	Oklahoma City	69	Seattle	66
Anaheim, Calif.	26	Corpus Christi, Tex.	69	Indianapolis	46	Omaha	67	Shreveport, La.	67
Anchorage	55	Dallas	66	Jackson, Miss.	67	Orlando, Fla.	68	Spokane, Wash.	69
Atlanta	59	Davenport, Iowa	69	Jacksonville, Fla.	65	Patchogue, N.Y.	33	Springfield, Mass.	69
Austin, Tex.	65	Dayton, Ohio	32	Kansas City, Mo.	25	Phoenix	67	St. Louis	67
Baltimore	18	Denver	67	Knoxville, Tenn.	64	Pittsburgh	69	St. Petersburg, Fla.	60
Baton Rouge	65	Des Moines	53	Las Vegas	67	Portland, Ore.	69	Syracuse, N.Y.	56
Beacon/Poughkeepsie, N.Y.	66	Detroit	44	Lexington, Ky.	56	Providence, R.I.	23	Tampa, Fla.	66
Birmingham, Ala.	51	El Paso	65	Little Rock, Ark.	67	Raleigh, N.C.	68	Toledo, Ohio	60
Boston	19	Flint, Mich.	47	Louisville, Ky.	58	Richmond, Va.	44	Tucson, Ariz.	69
Bradenton/Sarasota, Fla.	69	Fort Lauderdale, Fla.	20	Lubbock, Tex.	69	Roanoke, Va.	67	Tulsa, Okla.	69
Buffalo, N.Y.	67	Fort Wayne, Ind.	68	Madison, Wis.	69	Rochester, N.Y.	51	Vallejo, Calif.	68
Canton/Akron, Ohio	29	Fort Worth	65	Memphis	67	Sacramento, Calif.	69	Washington	48
Charleston, W.Va.	69	Fresno, Calif.	66	Milwaukee	68	Salt Lake City	69	West Palm Beach, Fla.	65
Charlotte, N.C.	68	Grand Rapids, Mich.	64	Minneapolis	69	San Antonio, Tex.	47	Wichita, Kan.	69
Chicago	42	Green Bay, Wis.	69	Mobile, Ala.	67	San Bernardino, Calif.	69	Wilkes-Barre, Pa.	26
Cincinnati	35	Greensboro, N.C.	67	Nashville, Tenn.	67	San Diego	69	Wilmington, Pa.	26
Cleveland	53	Greenville, S.C.	66	New Orleans	61	San Fernando Valley, Calif.	38		
		Harrisburg, Pa.	68	New York	19	San Jose, Calif.	23		
		Hartford, Conn.	69	Newark, N.J.	27	San Pedro, Calif.	38		

# Classic ratings!

In two airings on weekend network play, *Heidi* grabbed a whopping 42.5 share.\* *Hans Brinker* scored a 38.5 share!\*

Both of these made-for-TV features are family entertainment at its very best. Ideal for weekend play.

Available on a national advertiser supported basis.

## Heidi

This is the timeless story of an orphan who brings joy to those who know her. Starring **Maximilian Schell, Jean Simmons, Sir Michael Redgrave, Walter Slezak** and **Jennifer Edwards** as Heidi. Available March 28 to April 19, 1981.

## Hans Brinker

A poor young Dutch boy struggles to help his long-ailing father in the fun-filled, emotion-packed music drama. Starring **Eleanor Parker, Richard Basehart, Robin Askwith** as Hans Brinker, and **Cyril Ritchard**. Available November 1 to November 28, 1981.



*We've got the sights to see.*  
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CENTURY  
FOX  
TELEVISION

**LPTV Inc.** LPTV, Austin, Tex., plans to use LPTV stations as outlets for independent local television producers and minority-oriented, political, civic and cultural programming. Ross Milloy is president.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albuquerque, N.M.	57	Dallas	66	Little Rock, Ark.	55	New York	19	St. Louis	56
Atlanta	63	El Paso	67	Los Angeles	68	Omaha	6	St. Petersburg, Fla.	66
Austin, Tex.	65	Fort Worth	57	Memphis	55	Palo Alto, Calif.	30	Syracuse, N.Y.	4
Birmingham, Ala.	52	Indianapolis	36	Mesa, Ariz.	55	Pittsburgh	69	Tucson, Ariz.	64
Boston	62	Jacksonville, Fla.	68	Nashville	59	San Antonio, Tex.	61		
Cleveland	9	Kansas City, Mo.	29	New Orleans	55	Seattle	68		


**National Innovative Programing Network.** National, Reno, Nev., has proposed "hybrid" service for its stations—STV and advertiser-supported programming. Majority stockholder is Benjamin Ichinose, Hillsborough, Calif., orthodontist.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albany, N.Y.	64	Fresno, Calif.	49	Los Angeles	68	Palo Alto, Calif.	30	San Diego	69
Albuquerque, N.M.	61	Fresno, Calif.	7	Louisville, Ky.	66	Phoenix	64	San Francisco	12
Atlanta	57	Hempstead, N.Y.	27	Miami	49	Pittsburgh	69	Seattle	59
Boston	62	Houston	6	Minneapolis	58	Portland, Ore.	59	St. Louis	56
Cleveland	19	Indianapolis	36	Nashville	59	Raleigh, N.C.	60	Stockton, Calif.	52
Dallas	66	Jackson, Miss.	62	New Orleans	57	Richmond, Va.	41	Tampa, Fla.	64
Denver	47	Jacksonville, Fla.	68	New York	19	Salt Lake City	67	Washington	42
Detroit	26	Kansas City, Mo.	29	Norfolk, Va.	65	San Antonio, Tex.	61		


**Neighborhood TV Co.** Neighborhood proposes to rebroadcast KUSK(TV) Prescott, Ariz., scheduled to go on air this October over network of conventional translators linked to kusk by satellite. Neighborhood is principally owned by William Sauro, permittee of kusk; Marshall Carpenter, and Lyle Mettler (18.5% each). Remaining 44.5% of stock is held by Allstate Insurance, subsidiary of Sears, Roebuck.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Albany, N.Y.	61	Corpus Christi, Tex.	57	Jacksonville, Fla.	68	Newport News, Va.	43	Savannah, Ga.	55
Albuquerque, N.M.	57	Dallas	66	Joliet, Ill.	62	Norfolk, Va.	65	Scranton, Pa.	53
Allentown, Pa.	14	Davenport, Iowa	58	Kalamazoo, Mich.	52	Ogden, Utah	64	Seattle	59
Ann Arbor, Mich.	58	Dayton, Ohio	56	Kansas City, Mo.	29	Oklahoma City	61	Shreveport, La.	55
Atlanta	57	Denver	60	Knoxville, Tenn.	64	Omaha	61	South Bend, Ind.	58
Atlantic City, N.J.	34	Des Moines	53	Lansing, Mich.	69	Oriando, Fla.	52	Spokane, Wash.	55
Aurora, Ill.	69	Detroit	26	Las Vegas	55	Oxnard, Calif.	69	Springfield, Mass.	63
Austin, Tex.	55	Duluth, Minn.	56	Lincoln, Neb.	67	Palo Alto, Calif.	30	St. Louis	56
Bakersfield, Calif.	64	El Paso	67	Little Rock, Ark.	55	Pasadena, Calif.	68	St. Petersburg, Fla.	66
Baton Rouge	55	Evanston, Ill.	54	London, Conn.	26	Pensacola, Fla.	61	Stockton, Calif.	52
Binghamton, N.Y.	4	Flint, Mich.	44	Los Angeles	16	Peoria, Ill.	53	Syracuse, N.Y.	14
Birmingham, Ala.	52	Fort Lauderdale, Fla.	63	Louisville, Ky.	66	Phoenix	55	Tacoma, Wash.	45
Boston	62	Fort Wayne, Ind.	68	Lubbock, Tex.	55	Pittsburgh	69	Tampa, Fla.	64
Bridgeport, Conn.	26	Fort Worth	57	Madison, Wis.	59	Portland, Ore.	59	Toledo, Ohio	60
Brockton, Mass.	47	Fresno, Calif.	49	Melbourne, Fla.	62	Richmond, Va.	41	Topeka, Kan.	59
Buffalo, N.Y.	58	Grand Rapids, Mich.	59	Memphis	56	Rochester, N.Y.	42	Tucson, Ariz.	55
Cedar Rapids, Iowa	56	Greensboro, N.C.	32	Mesa, Ariz.	53	Rockford, Ill.	68	Tulsa, Okla.	65
Charleston, S.C.	58	Greenville, S.C.	45	Miami	49	Sacramento, Calif.	69	Utica, N.Y.	49
Charleston, W.Va.	59	Hauptpage, N.Y.	38	Milwaukee	58	Saginaw, Mich.	55	Waterbury, Conn.	14
Charlotte, N.C.	68	Hempstead, N.Y.	27	Minneapolis/St. Paul	58	Salt Lake City	67	West Palm Beach, Fla.	55
Chattanooga	67	Honolulu	54	Mobile, Ala.	55	San Antonio, Tex.	6	Wichita, Kan.	55
Cleveland	19	Houston	65	Montgomery, Ala.	55	San Diego	45	Winston-Salem, N.C.	69
Columbia, S.C.	63	Huntsville, Ala.	66	Nashville	59	San Francisco	66	Worcester, Mass.	60
Columbus, Ga.	60	Indianapolis	36	New Orleans	57	San Jose, Calif.	18	Youngstown, Ohio	39
Columbus, Ohio	62	Jackson, Miss.	56	New York	19	Sarasota, Fla.	60		

## Added Attractions

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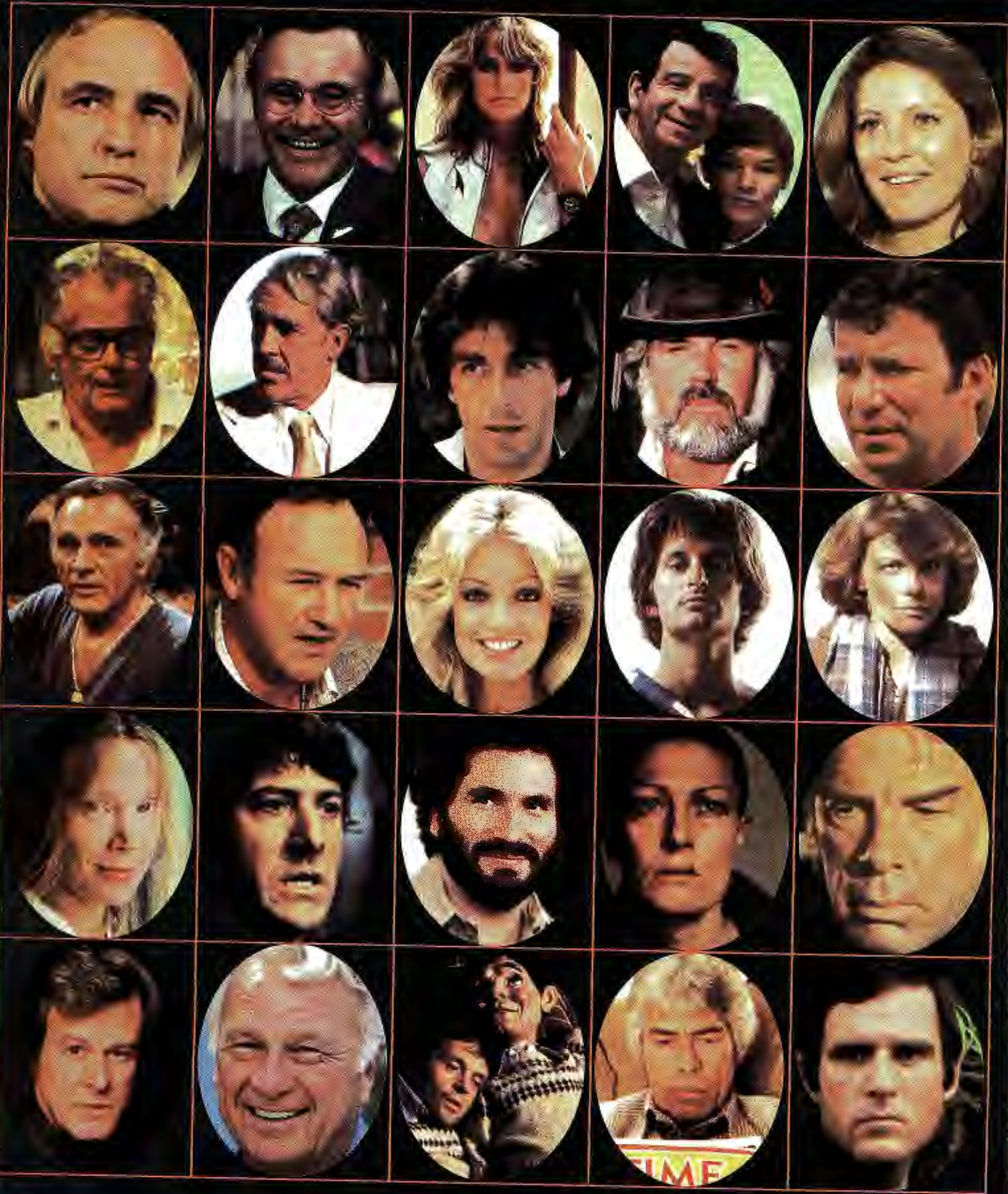
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**Viacom Features VIII**

**Residential Entertainment.** Residential is owned by Buford Television Inc., owner of three full-service stations: WBTI(TV) Cincinnati, and KTRE-TV Lufkin and KLTW(TV) Tyler, both Texas. Buford is owned by Robert, Gerald and Geoffrey Buford. (approximately one-third each). Residential will rebroadcast WBTI, which includes STV programming, over its LPTV network.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Abilene, Tex.	56	Columbia, S.C.	47	Jackson, Miss.	58	Oklahoma City	63	Sioux Falls, S.D.	55
Albuquerque, N.M.	59	Columbus, Ga.	56	Jacksonville, Fla.	53	Omaha	65	Spokane, Wash.	58
Amarillo, Tex.	55	Columbus, Ohio	62	Johnson City, Tenn.	68	Orlando, Fla.	63	Springfield, Ill.	66
Atlanta	63	Corpus Christi, Tex.	61	Joplin, Mo.	57	Paducah, Ky.	58	Springfield, Mo.	55
Augusta, Ga.	67	Dallas	60	Knoxville, Tenn.	53	Peoria, Ill.	41	St. Louis	58
Austin, Tex.	58	Davenport, Iowa	67	La Crosse, Wis.	63	Phoenix	66	Syracuse, N.Y.	56
Bangor, Me.	56	Denver	63	Lafayette, La.	56	Pittsburgh	69	Tallahassee, Fla.	56
Baton Rouge	61	Des Moines	30	Lansing, Mich.	66	Portland, Me.	61	Tampa, Fla.	64
Beaumont, Tex.	55	Duluth, Minn.	58	Las Vegas	32	Portland, Ore.	65	Terre Haute, Ind.	66
Beckley, W.Va.	68	El Paso	N/A	Lexington, Ky.	66	Quincy, Ill.	56	Traverse City, Mich.	56
Binghamton, N.Y.	14	Eldorado, Ark.	56	Lincoln, Neb.	64	Raleigh, N.C.	60	Tucson, Ariz.	67
Birmingham, Ala.	50	Elmira, N.Y.	42	Little Rock, Ark.	57	Reno	63	Tulsa, Okla.	59
Bismarck, N.D.	57	Erie, Pa.	65	Louisville, Ky.	57	Richmond, Va.	17	Tupelo, Miss.	56
Boise, Idaho	56	Eugene, Ore.	63	Macon, Ga.	58	Rochester, Minn.	60	Waco, Tex.	56
Brownsville, Tex.	58	Evansville, Ind.	65	Madison, Wis.	63	Rochester, N.Y.	42	Wausau, Wis.	55
Buffalo, N.Y.	23	Fargo, N.D.	56	Medford, Ore.	56	Rockford, Ill.	55	West Palm Beach, Fla.	67
Burlington, Vt.	44	Fort Myers, Fla.	67	Memphis	58	Sacramento, Calif.	53	Wheeling, W.Va.	69
Cedar Rapids, Iowa	60	Fort Wayne, Ind.	27	Miami	63	Salt Lake City	57	Wichita Falls, Tex.	58
Charleston, S.C.	60	Fresno, Calif.	63	Mobile, Ala.	65	San Antonio, Tex.	65	Wichita, Kan.	61
Charleston, W.Va.	67	Greenville, N.C.	58	Montgomery, Ala.	61	San Diego	27	Wilmington, N.C.	60
Charlotte, N.C.	24	Greenville, S.C.	60	Nashville	63	Savannah, Ga.	61	Winston-Salem, N.C.	50
Chattanooga	23	Houston	67	New Orleans	66	Seattle	65	Yakima, Wash.	53
Colorado Springs	58	Huntsville, Ala.	64	Norfolk, Va.	21	Shreveport, La.	59		
Columbia, Mo.	58	Indianapolis	51	Odessa, Tex.	55	Sioux City, Iowa	56		

**Translator TV Inc.** Translator TV, Santa Ana, Calif., is LPTV division of Trinity Broadcasting, which distributes religious programming, originated at its KTVN-TV Fontana, Calif., to cable systems and broadcasters via satellite. Translator TV is headed by Paul Crouch, president of Trinity.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Buffalo, N.Y.	55	Dallas	62	Philadelphia	42	San Francisco	51	Vancouver, Wash./Portland, Ore.	57
Carmichael, Calif.	63	Fort Worth	43	Rockford, Ill./Beloit, Wis.	57	Spokane, Wash./Coeur d'Alene, Idaho	57	Washington	42
Cleveland	55	Houston	56	Sacramento, Calif.	50	St. Louis	50		
Columbus, Ohio	50	Las Vegas	57	San Antonio, Tex.	60	St. Louis	61		
Crestline, Calif.	47	Nashville	47	San Bernardino, Calif.	60				

**Turner Television Stations.** TTS, Atlanta, is subsidiary of Turner Broadcasting System, distributor of two cable programming services: Cable News Network and superstation WTBS(TV) Atlanta. TTS plans to draw upon cable programmers to create satellite-delivered mix of news and public affairs programming for LPTV stations. It would be advertiser-supported service.

City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.	City and State	Ch.
Anaheim, Calif.	26	Dallas	58	Los Angeles	38	Philadelphia	8	San Francisco	12
Baltimore	30	Detroit	45	Miami	58	Phoenix	51	San Jose, Calif.	33
Boston	19	Fort Worth	51	Minneapolis	46	Plainview, N.Y.	28	Trenton, N.J.	14
Chicago	13	Hartford, Conn.	11	New Haven, Conn.	10	Pompton Lakes, N.J.	27	Warren Township, N.J.	33
Cleveland	35	Houston	33	New York	17	Providence, R.I.	23	Washington	42

## New Television Stations Analysis of Low-Cost Low-Power TV Opportunities

The communications industry consulting firm of Block, Butterfield & Riely is preparing a comprehensive study of the low-power TV service proposed by the FCC. Industry managers and investors interested in the potential of this medium should call: **Mark Riely, 212-744-5146**

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## Bristol-Myers to furnish series to USA Network

**Programing produced for cable will be directed to women; \$40 million committed to project**

"The first time a major advertiser has provided continuous programing for a national cable network." That was how Bristol-Myers's vice president of marketing services, Marvin Koslow, described his company's commitment to spend \$40 million during the next 10 years to provide two hours of programing, five days a week over the USA Network.

And USA's president, Kay Koplovitz, called the magazine format series from Bristol-Myers, which will focus on health and beauty care, "a tremendous, significant step forward for us . . . and for the cable industry as a whole." She described the series, as yet untitled, as the first move in an expansion of USA Network's programing to include specific program blocks directed to women.

USA, Koplovitz indicated after a Wednesday press conference announcing the new program, will also be putting an unspecified amount of money into the series, enough to make the program "our biggest single investment." (Bristol-Myers will be the licensee of the program, according to Koslow, but evidently arrangements on ancillary rights are still being worked out.)

The series, set to premiere on or about Oct. 1, will be produced by David Bell of DBA Associates, whose credits include the past network series, *Medic*, and who had accumulated eight Emmys in addition to other awards. Bell said his new program will explore "every aspect of health and wellness," reporting on location from "every variety of place" where those topics are subjects of concern.

A demonstration tape played at the conference included clips from reports already in the can on "Nautilus" exercise machines, "natural" beauty establishments, and the effects on Vietnam veterans of the herbicide, agent orange. Topics mentioned in press material included nutrition, microsurgery, holistic medicine and sports medicine. "The message of the series is simple," said Bell. "You are the person in charge of your own health."

Koplovitz, who later indicated her company and Bristol-Myers had been working on the project for about a year (with Bell entering the picture six months ago), said various research indicated a "real need



B&M's Koslow



USA's Koplovitz



DBA's Bell

and quest for information and self-improvement" programing by women across the country. This series "fills a definite gap and void," she added. She confirmed that USA had previously worked with Hearst (which has just joined with ABC in a joint venture whose first project is a women's series) to develop a similar format that never made it to the air. At the moment, the USA Network president said her company is working on several other "magazine, on-location formats" that will be

"clearly women's programing." One would concentrate on "her look, her feel, her clothes"; another on "her environment."

The participation of Bristol-Myers, with its pharmaceuticals units and beauty products such as the Clairol line, in a project described as "exploring" such subjects, prompted questions about possible editorial control by that company. Koslow, however, insisted that, as executive producer, Bell will be in full control. "He does

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what he has to do," Koslow promised, and should Bell's staff find benefits to competitors' products or deficiencies in some of Bristol-Myers's, "we'll let the chips fall where they may." And USA Network sources were quick to point to Bell's association with the documentary, *Scared Straight*, to deflect any suggestion that the series might pull punches or lack bite.

Koplovitz, in her remarks at the conference, also laid heavy emphasis on the "original for cable" nature of the series, saying the industry has been criticized in the past "for not providing original programming and alternate fare to what is being provided by the commercial networks."

According to Bell, a staff of 15 will be working on the program, with two crews and two hosts. Each broadcast may have from six to 12 segments. Ken Berwich and Lillian Glass, seen as hosts in the demonstration tape, were said to be "strong contenders" for the permanent slots, though "nothing is specific" now.

USA is planning to first put the new series on the network at 8 a.m. ET, subsequently shifting it to late afternoon when C-SPAN secures its own transponder and moves off the USA Network. Recognizing that 42% of women work, Koplovitz said, USA also plans to give the series limited repeat exposure (perhaps a half-hour) later each day and on weekends. According to Koslow, there'll be about 30 to 39 weeks of original programs each year, with some repeat broadcasts, but no "repeat season."

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

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## Monitor

**In the marketplace.** The Uncle Late Night Show, half-hour strip "kiddie show for adults," is syndication project of Metromedia Producers Corp. Starring Lewis Arquette, late-night comedy with live studio audience is from Pierre Cossette Productions in association with MPC, which is distributing prospective series. Also in TV syndication development at Metromedia is *National Collegiate Talent Tournament* from Metromedia Video Productions, with Henry Jaffe Enterprises. . . . PEPS, Program Evaluation & Planning Service, is new aid for cable operators from Jericho, N.Y.-based SyndiCable Inc. Service involves "on-site analysis and evaluation of cable system programming" and is administered by PEPS creator Margaret Alberg, president of Alberg Program Services and former director of programming for Chuck Dolan's suburban New York Cablevision systems and various pay services. . . . *Portrait of a Legend*, weekly half-hour barter series on leading entertainers in music field, is being distributed by Gold Key Media. It's Scotti Brothers/Syd Vinnedge Television production with James Darren as host. . . . Looking for September series launch, Lexington Broadcast Services is offering *Escape* pilot to stations for play between March 6 and 15. NBC-owned TV's already are among those signed for barter pilot with Bristol-Myers as national sponsor. . . . Warner Amex Satellite Entertainment Corp.'s Nickelodeon service begins its day hour earlier at 8 a.m. (NYT) as of April 5. Four new series also go on that month: *Matt & Jenny* (for 6-to-12-year olds), *Adventures in Rainbow Country* (8-to-14); *Studio See* (pre-teen-agers and teen-agers) and *Vegetable Soup* (6-to-10).

**Access go.** Paramount, Cox, Taft and TeleRep's Television Programming Enterprises—four partners behind proposed *Entertainment Tonight* satellite-distributed prime-access strip for television (BROADCASTING, Feb. 16)—have approved show as "definite go" for September. Station lineup already exceeds 50% U.S. clearance, and prospective advertisers are being offered guarantee of 70%.

**Super share.** NBC-TV claims Super Bowl XV's 44.4 rating/63 share on Jan. 25 (BROADCASTING, Feb. 2) may not have broken rating records, but with other numbers now in, NBC is claiming all-time household high for any Super Bowl with 47,610,000 U.S. TV homes.

**Coppola rejects bailout offer.** Financially troubled Zoetrope Studios has turned down bid by TAT/Tandem Productions to buy 10.5-acre studio for \$18 million. Francis Ford Coppola, who heads Zoetrope, bought facility for \$6.7 million last year but has had difficulty keeping lot's productions going due to severe cash flow problems. Tandem's productions are now spread among three Hollywood-area facilities and company has been seeking its own studio for some time. It has recently been rebuffed in offers to take over 20th Century-Fox and Filmways. Zoetrope received some financial relief last week in form of \$1 million advance payment from Paramount for rights to yet-to-be-produced theatrical feature.

**Breathing room.** Golden West Broadcasters will break ground April 1 for construction of new post-production facility for company's video projects. GWB is installing 18 or more one-inch videotape recorders, elaborate satellite reception complex and considering installing up-link dish. Besides its own productions, GWB's lot is used by many independent Hollywood producers.

**Horse race.** Marlboro Cup thoroughbred race, on CBS-TV from 1973 through 1978 but on NBC-TV past two years, returns to CBS this year with live coverage of \$400,000 handicap on Saturday, Sept. 19, CBS Sports announced. CBS thoroughbred schedule also includes Belmont Stakes, Travers, Matron, Champagne and Jockey Club Gold Cup.

**New CPT associates.** DL Productions' husband and wife team of Leon Tokatyan and Diana Bell have deal to develop, write and produce in association with Columbia Pictures Television. Tokatyan's credits include *Lou Grant*, and two have collaborated on NBC's *Here's Boomer* and pilots, *Nero Wolfe* and *Allison Sidney Harrison*.

**New blood.** Metromedia Producers Corp., Los Angeles, for last three months has been trying to sell "few hundred hours" of its 3,000 hours of syndicated programming to major cable systems. According to Metromedia's Jim Phillips, there is "hard core" of 50-60 large cable systems in need of stand-alone programming "to fill out local origination channels." As director of cable marketing, Phillips hopes to meet that need. Phillips says he has had "some success" selling product, mostly old made-for-television movies, too old to interest broadcasters, but far fresher than "public domain movies" some cable operators have been using. Phillips says Metromedia is still determining which programming is suitable for cable market. Meanwhile, company is looking for new program suppliers, particularly independent producers, looking to reach cable market. "We want to write anything we can write with the cable operator and become his Hollywood connection," Phillips says. Despite his personal commitment to business, Phillips says it is still "embryonic marketplace," not likely to attract much competition. And, he adds, broadcasters will have "first crack" at all programming for foreseeable future. "They are willing to spend the bucks," he says.

## Ratings Roundup

Thanks in large part to the successful performance of its *East of Eden* mini-series, ABC-TV knocked CBS-TV out of prime-time leadership for the week ended Feb. 15.

The averages brought ABC a solid victory for a February "sweeps" week with a 20.8 rating and 32 share to CBS's 19.1/30 and NBC-TV's sluggish 16.9/26.

CBS took Friday and Sunday, but ABC won the remaining five nights—Tuesday, Thursday and Saturday with regular series and Monday and Wednesday with *East of Eden*.

*Eden's* two hours on Monday and three-hour conclusion on Wednesday earned scores of 28.1/42 and 26.4/37 respectively. Averaging in the opener a week earlier, ABC claimed a 25.7/37 for the eight-hour mini-series.

Competition proved intense on Sunday when NBC brought out a big-name theatrical movie, "Animal House." ABC did likewise with "Jaws 2" and CBS trusted its normally strong series lineup. "Animal House" scored a 22.3/32 and "Jaws 2" a 20.9/31, both beating CBS during the hours the movies ran. But it was CBS that won the evening's prime-time average (CBS: 20.5/31; NBC: 20.2/31, and ABC: 18.5/28) due to the success of *60 Minutes* (24.3/38) against ABC's *Those Amazing Animals* (14.6/23) and NBC's *Doug Henning's World of Magic* special (16.9/27) before the movies started.

For the first 12 days of the Arbitron "sweep" period when local stations are rated nationwide, CBS and ABC were neck-and-neck with 20.1 and 20.0 ratings while NBC trailed with a 16.5. The Nielsen count, begun a day earlier, had CBS with a 20.6 to ABC's 20.1 and NBC's 15.9.

### The First 20

1.	<i>Dallas</i>	CBS	30.6/52
2.	<i>East of Eden</i> (miniseries, part II)	ABC	28.1/42
3.	<i>Dukes of Hazzard</i>	CBS	27.3/44
4.	<i>East of Eden</i> (miniseries, part III)	ABC	26.4/37
5.	<i>Little House on the Prairie</i>	NBC	25.4/36
6.	<i>M*A*S*H</i>	CBS	24.8/35
7.	<i>60 Minutes</i>	CBS	24.3/38
8.	<i>Three's Company</i>	ABC	24.3/35
9.	<i>Too Close for Comfort</i>	ABC	23.5/34
10.	<i>Hart to Hart</i>	ABC	22.8/36
11.	<i>Love Boat</i>	ABC	22.6/39
12.	<i>Happy Days</i>	ABC	22.5/32
13.	<i>Bob Hope Valentine Special</i>	NBC	22.4/31
14.	"Animal House"	NBC	22.3/32
15.	<i>20/20</i>	ABC	21.8/35
16.	<i>That's Incredible</i>	ABC	21.8/31
17.	<i>Magnum, P.I.</i>	CBS	21.7/33
18.	<i>Laverne &amp; Shirley</i>	ABC	21.6/30
19.	<i>Real People</i>	NBC	21.4/30
20.	<i>Jaws 2</i>	ABC	20.9/31

### The Final Five

62.	<i>Hill Street Blues</i>	NBC	12.3/23
63.	<i>Flo</i>	CBS	12.1/21
64.	<i>Midnight Lace</i> (made for TV movie)	NBC	10.8/16
65.	<i>Ladies' Man</i>	CBS	10.2/18
66.	<i>NBC Magazine</i> "Day with President Reagan"	NBC	8.0/14

## PlayBack

**Star date set.** National Public Radio's long-awaited drama series, *Star Wars*, will be fed to network's member stations beginning in March. Thirteen-episode, half-hour series is based on George Lucas's science fiction film and produced in association with his company, Lucasfilm Ltd.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Woman* by John Lennon on Geffen; (2) *Celebration* by Kool & The Gang on De-Lite; (3) *Nine To Five* by Dolly Parton on RCA; (4) *The Tide Is High* by Blondie on Chrysalis; (5) *I Love A Rainy Night* by Eddie Rabbitt on Elektra. The top five in **country radio airplay**: (1) *Angel Flying Too Close* by Willie Nelson on Columbia; (2) *As Good As You Look* by Bellamy Bros. on Warner Bros.; (3) *Who's Cheatin' Who* by Charly McClain on Epic; (4) *Are You Happy Baby* by Dottie West on United Artists; (5) *Southern Rains* by Mel Tillis on Elektra.



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## Comsat defends itself against broadcasters' DBS opposition

**Subsidiary STC lays claim again to action now; says authorization could help U.S. negotiating position at RARC '83**

In response to objections by broadcasters to interim authorization of any direct broadcast satellite service, the Comsat subsidiary, Satellite Television Corp., has reargued its own proposal for such a service as consistent with the FCC's "plenary" authority to encourage experimentation with "new and promising radio technologies."

Citing a need for more information on the emerging DBS technology in reply comments due last week (Feb. 17), STC contended that authorization of an interim system would be "a logical prerequisite to the formulation of permanent rules," and recommended the adoption of "flexible procedures" to be used in evaluating such systems. Initial comments on DBS were due Feb. 2 (BROADCASTING, Feb. 9).

Regarding criticisms of specific operational and technical features of STC's proposed DBS service, STC in effect wrote them off as, "matters which obviously are appropriate for resolution through application processing and are beyond the scope of the current inquiry."

STC accused its detractors of making "every conceivable attempt to delay the introduction of DBS." It rejected arguments that the FCC had no authority to authorize interim DBS systems. In support of its contention that the commission has the power, STC noted that the 1979 World Administrative Radio Conference

## Washington Watch

**Move 'em out.** National Cable Television Association, concerned about delay in oral argument in Malrite TV of New York case, has asked U.S. Court of Appeals in New York either to reschedule argument immediately or dissolve stay it issued on Nov. 19. Case involves broadcasters' effort to overturn FCC decision repealing signal-carryage and syndicated exclusivity rules. NCTA, in its pleading, noted that court had stayed effectiveness of commission order on ground case was expected to be resolved promptly. Originally, argument was to be concluded by January. Court later changed date to Feb. 9, then scrubbed that date, apparently because of scheduling difficulties.

**Giants piracy.** Major league baseball and San Francisco Giants have asked FCC to fine several cable systems in San Francisco area for carrying various Giants' home games in 1980 season in violation of commission's "sports rule" requiring deletion of certain games within 35-mile area around home ball park. Systems cited include those owned by Tele-Communications Inc., Viacom and Castro Valley Cable TV.

**Whistle for traveling violation.** District judge in Sedgwick county, Kan., has ruled KWKN(AM) Wichita, Kan., must discontinue broadcasts of Wichita State University road games back to Wichita area. Injunction had been sought by KAKZ(AM) Wichita which has \$100,000, five-year contract for university's home and away games in football and basketball. KWKN had made individual contracts with nine schools on WSU's road schedule. Judge Paul Thomas rejected KWKN's argument that while KAKZ held exclusive rights to WSU home games, contract did not extend to road contests. He added that WSU opponent schools that granted contracts to KWKN "did not have proprietary right to broadcast (WSU) games into Wichita area." KWKN said it will not appeal ruling.

"specifically authorized administrations to implement broadcast satellite systems prior to 1983." In 1983 western hemisphere nations are to apportion DBS frequencies.

STC urged the commission to adopt interim processing guidelines "modeled after those which have been used with great success in the initiation of experimental DOMSAT [domestic communications satellite] systems." Thus interim DBS systems could be authorized under "general processing guidelines," established for the interim, with those authorizations subject to the adoption of a permanent set of rules laid out for the service.

STC stated that it is "prepared to proceed with the construction of its system," subject to the outcome of the Region 2 Administrative Radio Conference in 1983.

The processing guidelines used by the commission for interim domestic satellite authorizations, which STC would like to see adapted for use in processing interim DBS applications, included:

- Maximization of "opportunities for the early acquisition" of data necessary for the advancement of the new technology.

- Demonstration of how any "characteristics peculiar to the satellite technology can be used to provide existing or new services more efficiently and economically than can be done by terrestrial facilities."

- Retention of "leeway and flexibility in [the commission's] policymaking with respect to the use of satellite technology for domestic communications so as to make such adjustments therein as future experience and circumstances may dictate."

- Facilitation of the "efficient development of this new resource by removing or neutralizing existing institutional restraints or inhibitions."

Contrary to criticisms that interim DBS authorization would hinder U.S. negotiations at RARC '83, STC contended that it would "advance" the U.S. position. Interim authorization would provide "credible support for U.S. claims concerning the nature and extent of its DBS requirements," STC said.

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## FCC is wrong agency to impose hiring policies, NRBA survey concludes

**EEO called job of EEOC, which regulates other industries; study sent to members of Congress with plea for change**

The Equal Employment Opportunity Commission, not the FCC, should impose and enforce hiring guidelines in broadcasting. That is the primary conclusion of a survey conducted by the National Radio Broadcasters Association, to which 30% of U.S. radio stations responded. NRBA sent results of the survey with an accompanying request for change, to all members of the 97th Congress.

"Among radio broadcasters of the United States, no aspect of government overregulation causes as much distress and concern as the FCC's EEO rules," said Abe Voron, NRBA vice president, government affairs, in a letter accompanying the survey.

Continuing, Voron said: "We urge that Congress take the necessary steps to bring broadcasters under the purview of the Equal Employment Opportunity Commission, the agency which has been established for EEO purposes and the agency which is regulating all other industries. It is illogical and inequitable to have the regulatory agency, the FCC, which has life and death licensing power over a business, to also establish EEO quotas and chilling guidelines."

Although most broadcasters responding to NRBA's survey acknowledged the need for equal employment opportunity, they disagreed with present methods for enforcing it. Of respondents, 94% said current guidelines are impractical and an abuse of the FCC's power.

Of respondents 62% said they find present policies unhelpful to minorities and women; 80% find them an intolerable burden, 12% find them a necessary burden, 6% find them a tolerable and necessary burden, and 2% find them no burden at all. A total of 88% said the FCC's present policies are unfair.

Concerning the FCC's EEO percentage requirements, 89% of respondents find them unreasonable. "Many broadcasters mentioned the FCC's increasing trend of granting short-term renewals and said the percentages were not guidelines but quotas," said NRBA in summarizing its survey results.

Complying with percentage guidelines will be difficult for 63% of respondents, impossible for 17%, not too difficult for 15% and easy for 5%, according to the survey. "There is a trade-off in seeking minorities and qualified personnel," said NRBA. "Truly qualified minorities are usually out of reach financially for the small-market broadcaster."

"The size of the broadcasters' coverage area directly affects their thoughts on the

effectiveness of EEO policies," said NRBA. "Those from large markets are more likely to think the present EEO policies are a necessary and worthwhile burden. Those from small markets are likely to think the burden is intolerable, hiring minority members is impossible and compliance with FCC guidelines will be impossible."

Suggestions offered by broadcasters to improve the present EEO program included one to vary EEO requirements according to the station's market size, economic situation and format. Another suggested improvements in educational systems, with training programs which would be implemented by the industry in general.

## The FCC takes a breather

Although the bureaucratic machinery plods on at the FCC, major policy decisions and rulemaking actions by the commission seemed to have come to a halt. The consensus of commission staff people is that things won't pick up until the new permanent chairman is in place, at this time presumed to be Washington communications attorney Mark Fowler.

The commission has scheduled only two open meetings in February, one held on the 11th and the second scheduled for the 25th. The first contained mostly routine

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# The Media and the Hostages

By Reed Irvine  
and  
Cliff Kincaid

A few days after the release of the hostages from Iran, the Washington Post published a very thoughtful column by Bill Green, the man who recently took over the task of helping to keep the newspaper honest. Green holds the title of "ombudsman," which means that he is supposed to criticize the editors, reporters and management when they do something wrong.

Bill Green posed some very important questions about the way the American media had handled the whole hostage crisis. He asked: "Was the press, in any degree, a party to Iranian tactics, interpreting moves and pronouncements as possible concessions to American will? Should it have been more cautious? Did it lose its cool? Was it possible, given absolute control of information by Iranian authorities, to have avoided the captors' fits and starts that played havoc with the reading and watching American public? Did the press, by writing and broadcasting feverish bits of news, inflame the situation? And if so, did it have alternatives?"

Bill Green didn't try to answer these questions, and so we will try to do it for him. There is no doubt in our minds that the Iranians and some of their American friends exploited our media to serve their ends. We can't forget how NBC knuckled under to the terrorists and gave their spokesman time on network television to air their propaganda live with no editing. NBC News performed that service for the terrorists in return for being permitted to interview one of their prisoners.

Obviously this was a triumph for those in Iran who argued that taking and holding the hostages was a benefit to Iran. No amount of money could have bought them the privilege of airing their propaganda to a nationwide television audience.

Our media showed no evidence of having learned anything from their experience during the Vietnam War. They were delighted to show pictures of the hostages looking well, just as they had shown pictures of the POWs held by the Communists in Vietnam which suggested that they were well treated. As in Vietnam, they were exploited by leftist friends of the Iranians such as William Sloan Coffin and Bishop Gumbleton who were handpicked to visit the hostages. We now know that these carefully selected visitors were serving the ends of the captors, not the prisoners. Like Jane Fonda and Ramsey Clark, who visited the POWs in Vietnam and came back bearing the message that they were well treated, the William Sloane Coffins and the Bishop Gumbletons provided the same service for the Iranian terrorists.

Now that the hostages are home and have told their stories of their terrible suffering, we know better. The media could have served the hostages and their country better had they taken a more skeptical attitude and been less ready to serve as channels for the propaganda of the terrorists.

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items, the same expectation for this week's meeting.

Two open commission meetings per month is about average, according to Broadcast Bureau Chief Richard Shibben. Lately however, there haven't been "a whole lot of special meetings covering major ticket items," he said. The last major ticket item was radio deregulation which the commission adopted last month (BROADCASTING, Jan. 19). He said that the major upcoming items—short-form renewal and teletext rulemakings were two examples he cited—won't be taken up until the new chairman is named.

One commissioner assistant said things were "calm and quiet," noting that items for this week's open meeting were "just beginning to dribble in." He said the commission was "waiting for several shoes to drop" before getting back up to speed.

The first shoe he said was for "[FCC Acting Chairman Robert E. Lee] to get his letter from the White House," giving formal recognition to his acting chairmanship. The second was for a permanent chairman to be named.

He indicated that the slowdown would give the commissioners and their staffs, "a chance to breathe," after the breakneck pace the commission set from September of last year through January. During that time it initiated rulemakings for a nationwide low-power television service (see "Special Report," page 38); expansion of the television table of allocations with 140 VHF drop-ins; implementation of a direct broadcast satellite service, and a determination on allowing telephone companies to own cable systems in their own service areas.

All of the commissioners were traveling last week. Lee and Commissioner Joseph Fogarty spent the entire week in New Orleans at a meeting of the North Atlantic Facilities Planning Consultative Process, a forum established several years ago to resolve policy issues among the U.S., Canada and European countries regarding trans-Atlantic cable and satellite facilities.

Commissioner Anne Jones testified before Senator Barry Goldwater's (R-Ariz.) Communications Subcommittee last Tuesday and Wednesday on that committee's plan to repeal legislation barring Western Union from providing international record carrier services. Jones testified that such legislation is obsolete, given the increased competition in the international communications market today. Later in the week she traveled to Los Angeles to participate in the annual UCLA Law School Communications Symposium. Former Commissioner Tyrone Brown also spoke at the symposium.

Commissioner James Quello went to Lansing, Mich., last week and addressed members of the Michigan state legislature on the cable industry and FCC regulations.

Commissioner Abbott Washburn touched various topics in a speech before the Texas Association of Broadcasters, including deregulation, proliferation of the media, cable television, sex and violence on TV and "1990 and beyond."

## Canadian brochure opposing 9 khz swipes at U.S.

**CAB implies U.S. is pressuring Canada to back proposal to reduce AM channel spacing, for its own benefit**

Canadian broadcasters have long been shoulder to shoulder with their American counterparts in opposing U.S. efforts to persuade the countries of the western hemisphere to reduce AM channel spacing from 10 to 9 khz. Indeed, the Canadians are even going the Americans one better in tapping an emotion not available to, say, the National Association of Broadcasters—anti-Americanism. A brochure that the Canadian Association of Broadcasters has distributed to all members of Parliament and government officials seems to draw on the concerns Canadians sometimes feel in being a neighbor of the American giant.

Headed "DO YOU KNOW ABOUT THE PRESSURES BEING EXERTED ON CANADA TO CHANGE THE DIAL POSITIONS ON ITS AM RADIO STATIONS?", all in capital letters, the brochure marshals some of the arguments broadcasters in the U.S. have long made in opposing the 9 khz plan: the costs of conversion (95% of Canadian stations would be affected, according to the brochure), and an alleged increase in interference between stations on adjacent frequencies.

The brochure also says Canada would carry a heavier burden in conversion than would the U.S. because of Canada's "highly efficient use of the AM band." It notes that while in the U.S., "almost two-thirds" of the AM stations "use simple, easily convertible transmitting devices . . . almost three quarters of Canada's AM stations use multiter antennas." And, the brochure adds, they "are not at all easily modified when frequency changes must be made."

But for all of that, the brochure says, Canada would gain little in the switch. And it leaves little doubt as to who CAB feels is applying the "pressure" and would gain most from the proposed channel reduction. It says that "some foreign governments are particularly anxious to add large numbers of new stations within their borders in order to meet certain domestic and foreign policy objectives," and adds:

"Consequently, the U.S. has introduced the concept of a new frequency assignment plan which it claims would increase

the potential number of stations available in each country. Very strong pressure may be brought to bear to convince Canada to accede to this new plan as part of a revised international agreement."

The brochure also suggests the U.S. has already demonstrated an inordinate appetite for AM stations. It says that even on a station-per-capita basis, the U.S. has far

more such stations than Canada—4,651 for a population of 220 million, as against Canada's 399 for a population of 23.7 million. How did the U.S. achieve that advantage? It "proceeded with great vigor to occupy the AM band in the early days of radio; few prime frequencies were left for neighboring countries to use."

The brochure appears misleading in at

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least one respect. It speaks of the proposed shift requiring Canadian stations to move in frequency up to 9 khz, which would be true if a plan the Canadian government has suggested were adopted. But it also says that Canada would gain "very few stations" in areas where the spectrum is already congested—southern Ontario, southern Quebec, and the Vancouver/Victoria areas—which would be true if the less expensive plan proposed by the U.S., requiring stations to shift no more than 4 khz, were adopted. The Canadian 9/9 proposal, engineers agree, would permit the addition of far more AM stations in big-city markets.

"The 9/4 plan," as one official in

Canada's Department of Communications put it, "has no appeal for Canada. It gives us benefit where we don't need it. The only attraction for Canada is 9/9." Canada has yet to adopt a position on whether or not to support the channel-reduction plan when it comes up for a vote in the fall, at the second session of the Region 2 conference on AM broadcasting. However, the official said that if it is faced with a choice between 9/4 and 10 khz, "Canada would be in the 10 khz camp." The question will come into sharper focus next summer, after the International Frequency Registration Board, with the aid of a panel of experts, completes comparative studies of the plans (BROADCASTING, Feb. 9).

The CAB, in its brochure, does not deal with the issue in that detail. The brochure simply concludes that if Canada is to retain "the high quality radio system" it has developed over the last 50 years, "the Departments of External Affairs and Communications must resist pressure to modify the AM frequency assignment plan in the western hemisphere—a move which would primarily benefit foreign countries, and produce few domestic benefits."

The brochure is known to and is regarded with some indulgence by CAB's allies at the NAB. Erwin Krasnow, NAB senior vice president and general counsel, said: "The anti-American tone is designed to make their government more sympathetic." But as for the merits of the argument in the brochure, Krasnow has a rebuttal. "We think America is not going to benefit," he said. "That contention is way off the mark."

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## Time unveils plans for teletext test

**News and information service  
will be satellite-delivered,  
designed for consumer use;  
operational by year end**

Time Inc. last Tuesday detailed ambitious plans for a major test of a satellite-distributed news and informational teletext service designed for consumer use. The company, which had indicated earlier it planned such a test (BROADCASTING, Jan. 12), said that by the end of the year it will have a 24-hour, seven-day-a-week, multi-channel service in operation, with the initial test to be conducted on one of the cable systems of its subsidiary, American Television and Communications. A full satellite transponder is to be dedicated to the service, which would be offered to cable subscribers.

As described by John Lopinto, manager, technology development, of Time Inc. Video Group Development Unit, Time is looking for the service to provide some 20 "magazines" of information, each containing about 125 pages of material including several pages of indexing. (A "one-way" service, teletext enables consumers to pull pages of information out of a constantly flowing data stream. It's distinct from videotext systems, two-way services in which the consumer asks a central computer to send a given page from its library of information.)

Last week's news provided a timely boost to the efforts of the Canadian government to sell information service companies on the merits of the Telidon technology its Department of Communications developed. Los Angeles-based Times Mirror a week earlier had selected Telidon for its videotext service test (BROADCASTING, Feb. 16) and Time Inc., in selecting Telidon as the format for its teletext operation, called Telidon "the

most desirable [of competing teletext technologies] because it allows the greatest degree of editorial flexibility," and said "its capacity to produce graphics exceeds the current capabilities of other teletext formats."

Time's announcement said editorial material for the service will be drawn from both the resources of the company's own publications (seven magazines including *Time*, *Life*, *Fortune*, *People* and *Sports Illustrated*, plus the *Washington Star* and book publishing wings) and national and local newspapers and other information sources.

One of the text magazines is also likely to end up as a program guide for Time's HBO pay cable service, giving consumers the opportunity to tune the channel on which the local cable system offers HBO and then switch between the program and text functions.

While the national distribution of the information would be accomplished by satellite, at the cable system level the individual magazines would be fed to consumers using the verticle blanking intervals on separate cable channels. Lopinto says normal video transmission would give Time the capability of transmitting 8,000 to 10,000 pages on the satellite, more than enough to fill the magazines, while more sophisticated digital data transmission (which would require more sophisticated equipment at the cable head-end) would permit transmission of up to 100,000 pages.

## InSync

**Two to make one.** Singer Broadcast Products Inc., newly formed division of Singer Products, has purchased assets of CCA Electronics Corp., maker of AM, FM and TV antennas and transmitters. New company will combine assets of CCA and Sintronic Corp., maker of AM and FM transmitters purchased earlier. Both lines of equipment will be manufactured at CCA's plant in Cherry Hill, N.J. In prepared statement, Arthur A. Singer, chairman of Singer Products, said combination of companies will result in improved customer service. He also pledged major investment in research and development to improve equipment. Singer Products is international marketing and management company.

**Earth station farm.** Storer Broadcasting is building 10-meter uplink in suburban Washington to connect its seven television stations and major cable systems with its Washington news bureau. Storer has leased land for \$500,000 earth station in Springfield, Va., from Mutual Broadcasting, which already owns earth station on site. Land is near earth stations of Public Broadcasting Service, Communications Technology Management and Cable Satellite Public Affairs Network. Storer said it has also received licenses to operate microwave link between site and news bureau in downtown Washington. In addition to serving its broadcast stations, which were among first major television stations to acquire earth stations, uplink will serve some large cable systems, possibly one in Fairfield county, Conn., where Storer has promised to produce daily newscast should it win franchise.

**Off to consult.** Chris Weaver has left National Cable Television Association where he was vice president of science and technology. Weaver said departure was due to series of "severe policy differences" that culminated end of January when he disobeyed direct order of NCTA President Tom Wheeler and appeared before House Committee investigating implementation of broadband data communications system on Capitol Hill. Weaver, who made in range of \$40,000 to \$50,000 at NCTA, has set up consulting firm, Media Technology Associates, in Washington.

**Brand X.** In aside to discussion on high-priced stereo receivers in February 1981 issue, *Consumer Reports* commented negatively on future of 9 khz spacing for AM radio. It said narrow spacing would please some broadcasters by creating more stations. "But AM frequency response would probably suffer from such a change and, with stations at 9-khz intervals, interference from adjacent stations would probably worsen."

## The Media

### Role of AT&T, 9 khz dominate NAB executive committee meeting

**Telephone company reassures NAB on its common carrier intentions; association's wheels in motion to block spectrum spacing shift**

A presentation by AT&T and discussion of the 9 khz issue dominated the National Association of Broadcasters' executive committee meeting last Tuesday and Wednesday, Feb. 17-18. No major decisions resulted from that meeting.

Edward Block, vice president, public relations, and John Clendenin, vice president, residential marketing for AT&T, offered information countering that pre-

sented to NAB's joint board of directors at its winter meeting in Scottsdale, Ariz., by American Newspaper Publishers Association (BROADCASTING, Feb. 2). R. L. McGuire, assistant vice president, public affairs for AT&T, accompanied Block and Clendenin.

Describing the presentation as "very informative but very low key," NAB Joint Board Chairman Thomas Bolger, WMTV(TV) Madison, Wis., said Block and Clendenin "minimized the fears expressed by ANPA" concerning the telephone industry's desire to expand into new common carrier services. They also stressed, according to Bolger, that AT&T's teletext experiment with Knight-Ridder Newspapers in Coral Gables, Fla., is merely a test being conducted in 200 homes and provides no present monetary gain to AT&T.

Louis Burke, divisional manager, consumer systems planning, AT&T, demonstrated the Coral Gables experiment for

the executive committee. That system offers teletext information provided by Knight-Ridder and catalogue advertising and direct-order services by retail companies including Sears, Roebuck.

According to AT&T executives, the company plans to launch another teletext experiment soon in Austin, Tex. That experiment will be similar to one conducted by AT&T last year in Albany, N.Y., except that it will also transmit the yellow pages, a service bitterly opposed by the newspaper industry, which maintains it would compete unfairly with classified advertising. ANPA has filed suit against AT&T to try to prevent AT&T's transmission of the yellow pages in Austin.

AT&T representatives did not ask NAB to support any of the telephone industry's positions on common carrier legislation, which is expected to create major controversy in the 97th Congress. They did, however, promise to provide the executive committee with a written condensation of

last week's presentation. Bolger indicated that NAB will forgo deciding on any positions until after it has received that report.

Concerning 9 khz, the executive committee heard reports from Wallace Johnson, former FCC Broadcast Bureau chief, who represented U.S. broadcasters at recent meetings in Fortaleza, Brazil. Those meetings were preparatory to the second session of the Region 2 conference on AM broadcasting where countries in the western hemisphere are expected to decide whether to reduce channel spacing on the AM band from 10 to 9 khz (BROADCASTING, Feb. 2).

Accompanying Johnson was engineering consultant Jules Cohen, who will participate in another meeting to be held on 9 khz, this one in April by the International Frequency Registration Board in Geneva. Cohen told the executive committee that the IFRB will present at that meeting preliminary results from studies it is conducting on 10 khz and on the U.S. and Canadian plans for implementing 9 khz.

Cohen also reported that the State Department has indicated to NAB that it will allow the broadcasting industry to send several extra representatives to the Geneva meeting.

According to Bolger, NAB will wait for recommendations from its Radio Allocations Task Force, which is scheduled to meet March 4, before deciding how to step up its opposition to 9 khz proposals. Whatever those recommendations, said Bolger,

NAB has a direction from its board "to allocate whatever it takes" in funding and resources to defeat 9 khz proposals.

Kenneth Schanzer, NAB vice president for government relations, briefed the executive committee on testimony to be given before the Senate Commerce Committee, which will hold hearings this Thursday and Friday on radio deregulation bill S. 270, introduced by Senator Harrison Schmitt (R-N.M.). NAB President Vincent Wasilewski will testify at those hearings on NAB's behalf.

According to Bolger, NAB has a few questions about S. 270, that Wasilewski

will present in his testimony. Those questions concern, among other things, the bill's provision for random selection among qualified applicants competing for unoccupied broadcast facilities. Wasilewski will also ask the Senate for more details on the bill's mandate that the FCC report to Congress in three years on how it has promoted competitive, new and diverse sources of programming.

Finally, the executive committee discussed AM stereo, and, according to Bolger, NAB will "put more heat" on the FCC to adopt a single standard for broadcasters and receiver manufacturers.

## Changing Hands

PROPOSED

■ WYEA-TV Columbus, Ga.: Sold by American Family Corp. to Lewis Broadcasting Co. of Savannah, Ga., for \$5.25 million. Seller is publicly traded Columbus, Ga.-based holding company, with principal subsidiaries in insurance business, controlled by John B. Amos and family. It also owns WTOG-TV Savannah, Ga.; KFVS-TV Cape Girardeau, Mo.; WAFF-TV Huntsville, Ala., and recently acquired KTIV(TV) Sioux City and KWWL-TV Waterloo, both Iowa, in merger with Black

Hawk Broadcasting Co. ("Changing Hands," Nov. 3, 1980). Buyer is owned by J. C. Lewis, Jr., former mayor of Savannah. He also owns WJCL-FM-TV Savannah and WLTX-TV Columbia, S.C. WYEA-TV is NBC affiliate on ch. 38 with 1,070 kw visual and 209 kw aural and antenna 1,310 feet above average terrain.

■ KJRB(AM)-KEZE(FM) Spokane, Wash.: Sold by Kaye-Smith Radio to Alexander Broadcasting Co. for \$2.25 million. Seller is Bellevue, Wash.-based group owner of two AM's and three FM's, owned by actor Danny Kaye and wife, Sylvia (40% each), and Lester Smith (20%). It has sold KJR(AM) Seattle (BROADCASTING, Aug. 25, 1980) and WUBE-AM-FM Cincinnati (BROADCASTING, Dec. 8, 1980). Buyer is wholly owned by Lester Smith, who also owns 20% of Audio Electronics, Cincinnati-based Muzak franchise. Kaye and Smith are also limited partners in Seattle Mariners, American League baseball team. KJRB(AM) is on 790 khz with 5 kw full time. KEZE(FM) is on 105.7 mhz with 41 kw and antenna 540 feet above average terrain.

■ KLIK(AM)-KJFF(FM) Jefferson City, Mo.: Sold by KLIK Radio 950 Inc. to Brill Media Corp. for \$2.1 million. Seller is owned by R. Dana McVay (22%), Stan G. Grieve (20%) and nine others. McVay and Grieve are also principals in WIVQ(FM) Peru, Ill.; WSTL(AM) Eminence, Ky.; WBUK(AM) Portage-Kalamazoo and WKNX(AM) Saginaw, both Michigan. Remaining shareholders have no other broadcast interests. Buyer is owned by Allen R. Brill, Charlottesville, Va., financial consultant. Brill recently purchased WPVA-AM-FM Petersburg (Colonial Heights), Va. (BROADCASTING, Dec. 8, 1980; Feb. 9). He has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va.; WIFR-TV Rockford, Ill., and WBNB-TV Charlotte-Amalie, St. Thomas, Virgin Islands. KLIK is on 950 khz with 5 kw day and 500 w night. KJFF is on 106.9 mhz with 100 kw and antenna 600 feet above average terrain. Broker: Blackburn & Co.

■ KKAN(AM) Phillipsburg, Kan.: Sold by Look Broadcasting Inc. to Bengel Broad-

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casting Inc. for \$350,000. Seller is principally owned by Dwight C. Look and his wife, Edna. They have no other broadcast interests. Buyer is owned by Bernard M. Brown (30%), wife, Phyllis (10%), and son, Michael (10%); Joseph L. Engel and wife, Cheryl (25% each). Brown is station manager at KAYS-TV Hays, Kan. Phyllis Brown is housewife; Michael Brown is student. Engel is sales manager at KAYS-TV. Cheryl Engel is employed at local cosmetic salon. They have no other broadcast interests. KKAN(AM) is on 1490 khz with 1 kw day and 250 w night.

■ WRUM-AM-FM Rumford, Me.: Sold by Stone Communications Inc. to Western Maine Radio Inc. for \$300,000. Seller is principally owned by Melvin L. Stone. He is licensee of WGUY-AM-FM Bangor, Me., and recently sold WCAS(AM) Cambridge, Mass. ("Changing Hands," Feb. 9). Buyer is owned by Arthur Norman Field (40%), Nicholas Gordon, Joel E. Freedman and Paul R. Alpert (20% each). Field is New York lawyer. Gordon is president of Keystone Broadcasting Systems, Chicago-based transcription network. Freedman is property owner and developer in Stamford, Conn. Alpert owns telephone answering service firms in Connecticut and New York. WRUM is on 790 khz with 1 kw day; WRUM-FM is on 96.3 mhz with 30 kw and antenna 36 feet above average terrain.

■ KCMP(AM) Brush, Colo.: Sold by Ranchild Broadcasting to Morgan Broadcasting Inc. for \$220,000. Seller is jointly owned by Claud M. Pettit and his wife, Margaret. They have no other broadcast interests. Buyer is owned by Russell G. Hilliard and James P. Peterson (50% each). Hilliard is general manager, chief engineer and 34.5% owner of KOLT(AM) Scottsbluff, Neb. He also owns 51% of applicant for new FM at Rawlins, Wyo., and owns cable systems in Nebraska, Montana and Colorado. Peterson is principal in cable systems in Nebraska. He has no other broadcast interests. KCMP(AM) is 5 kw daytimer on 1010 khz.

APPROVED

■ KIVA-TV Farmington, N.M.: Sold by Four States Inc. to Center Group Broadcasting Inc. for \$1.2 million, plus assumption of debts not to exceed \$700,000. Seller is owned by D. Kent Anderson, Robert L. Clarke, and Eugene Talbert (20% each), John R. Catsis and wife, Connie (17.5%), and others. Anderson, Clarke and Talbert also own KYRN(FM) Grants, N.M., and KBFM(FM) Edinburg, Tex.; Anderson and Clarke owns KIXL(AM)-KHFI(FM) Austin, Tex. Buyer is owned principally by Alfred Burke, owner of Pepsi-Cola bottling company in Longview, Tex. He is also principal owner of KTYL(AM)-KXAK(FM) Tyler, Tex., and KKCS-AM-FM Colorado Springs. KIVA-TV is NBC affiliate on ch. 12 with 158 kw visual, 15.8 kw aural and antenna 410 feet above average terrain.



**Lincoln winners.** Leaders in radio and television were on hand in Fort Worth Feb. 12 when the Southern Baptist Radio and Television Commission presented the annual Abe Lincoln Awards. L-r: Fred M. Rogers, host and creator of *Mr. Rogers' Neighborhood*, who received the Distinguished Communications Recognition Award; Acting FCC Chairman Robert E. Lee, recipient of the Distinguished Communications Medal and keynote speaker at the ceremonies ("In Brief," Feb. 16); National Association of Broadcasters President Vincent Wasilewski; Jimmy R. Allen, president of the SBRTC; George Nicholaw, vice president and general manager, KNX-FM Los Angeles, who won the top Abe Lincoln Award in radio, and Emory Bundy, director of public affairs KING-TV Seattle, who received the top Abe Lincoln Award in television. This was the 12th year in which the SBRTC, producer of religious programming for public service, saluted broadcasters for contributions to their industry, their communities and the nation (BROADCASTING, Feb. 9).

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**More honorees.** Top Abe Lincoln Awards honorees and Merit Award winners accept their statuettes and plaques from Jimmy R. Allen (fourth from right), president of the Southern Baptist Radio and Television Commission. L-r: R. Kent Replogle, vice president and general manager, KMBC-TV Kansas City, Mo.; Frank J. Oxarart, vice president and general manager, KFNB(AM) Los Angeles; Walt Elder Jr., public affairs manager, WSB-TV Atlanta; Fred Williams, director of public affairs, WAHT(AM) Lebanon, Pa.; George Nicholaw, vice president and general manager, KNX-AM Los Angeles (top winner in radio); Allen; Emory Bundy, director of public affairs, KING-TV Seattle (top winner in television); Jack Bowen, news anchorman, KOCO-TV Oklahoma City, and Ray Watson, general manager, KXL(AM) Portland, Ore.

## ABC Radio, Bonneville form joint venture to produce and market promotion package

ABC Radio and Bonneville Broadcast Consultants launched a new business last week, announcing a joint venture "to produce and distribute total marketing campaigns for radio stations" (BROADCASTING, Feb. 16).

Under their arrangement, ABC will produce radio-station promotion packages and Bonneville will market and distribute them. The campaigns are for beautiful-music and country-music stations.

For each format, the promotion package (tailored to individual station needs) includes a 30-second television commercial featuring the mime team of Shields and Yarnell, as well as print and outdoor advertising materials. Consultation and "comprehensive guides" also will be provided.

While available to all radio stations, "first consideration" will be given to Bonneville's current clients and ABC Radio affiliates, according to Marlin Taylor, president of Bonneville Broadcast Services.

The pricing structure, said to vary from station to station, was not detailed. However, ABC and Bonneville, for now at least, are expecting their prospects to be in the top-100 markets.

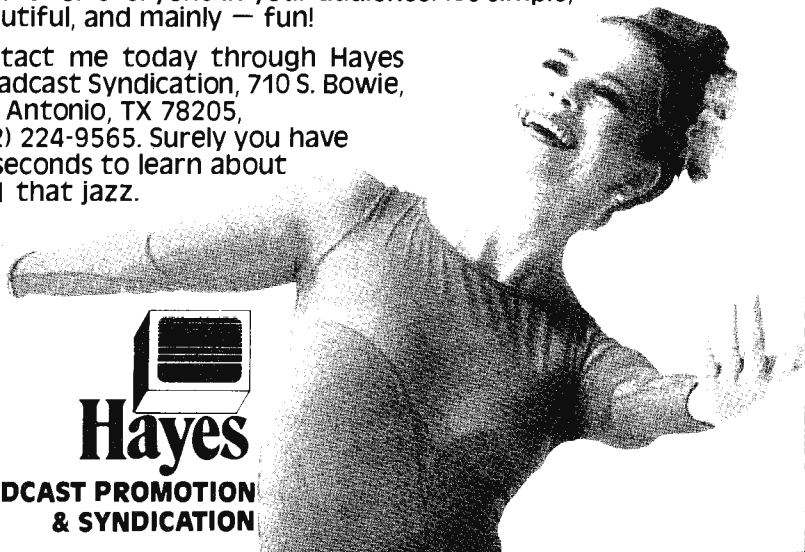
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## BRC grants one-year extension on 'group' demographics in Arbitron projections

The Broadcast Rating Council's board of directors has agreed to extend permission to Arbitron to continue to include persons living in group quarters (dormitories, military barracks, etc.) in its television demographic projections until October 1982 instead of October 1981.

The board took this action because of industry efforts in Congress to open military installations for ratings surveys and for research in progress or recommended. It also voted to establish an ongoing special committee to monitor and work with the rating services in developing studies of group-quarters viewing. (At present, Nielsen does not provide projections on group-quarters viewing.)

The BRC board also accepted a recommendation from the Television Committee to develop rating complaint procedures similar to those established last spring for radio complaints. A BRC spokesman noted that one radio case went before the media panel last fall and it was resolved satisfactorily. The panel for radio consists of a representative of the BRC, the National Association of Broadcasters, the Radio Advertising Bureau, the National Radio Broadcasters Association and the Advisory Council of Arbitron.

## Field appoints cable negotiator for its five UHF stations

Field Communications, a leader in the UHF wing of the television industry, has taken the unusual step of appointing a cable relations manager for its five stations, KBHK-TV San Francisco, WLVI-TV Boston, WFLD-TV Chicago, WKBD-TV Detroit and WKBS-TV Philadelphia. Michael Martin Klasey, with a broad background in local origination programming for cable, who most recently served as premium services manager of Coachella Valley Television of Palm Desert, Calif., is filling the new position at Field, with his mandate to "develop a direct relationship with the cable systems which carry the Field televi-

sion stations' programming."

Klasey, who describes the job as largely "PR," says that underlying his appointment is a recognition "that cable is essential to broadcasters, especially to U's," because carriage on cable systems extends a broadcaster's reach. While he's still defining the shape his job will ultimately take, Klasey sees part of it as updating survey information to include cable coverage outside the Field stations' ADI's. He's also actively working with the sales department of KBHK-TV, with the intention of approaching potential local advertisers outside normal coverage areas on the basis of the station's cable carriage.

The game plan in effect at Field, according to Klasey, is to develop a working model for use in all five Field markets, to be implemented by cable relations personnel who will be appointed at each station.

## Business

## Comcast Corp. presents rosy picture to analysts

**Company chiefs discuss revenue growth, cash flow breakdowns, cable philosophy and accounting practices with Wall Street experts**

New York entertainment analysts were visited last week by a delegation of the senior management of Comcast Corp., who provided their thoughts on the future of the cable industry, as well as the facts and figures on their company, including an "exercise in logic" (the company doesn't make projections) that suggested revenues would hit \$80 million by 1985.

The session was introduced by Comcast's president and chief operating officer, Ralph Roberts, who noted three qualities he said "make us different from other cable operators: our entrepreneurial bent, our good management team and our financial ingenuity."

Roberts reviewed some of the Bala Cynwyd, Pa., company's financial history, pointing out its 26% compound annual revenue growth from 1975 through 1979 (the last year for which figures are available—the company expects to have 1980 figures ready by March 19). Over the same period, Roberts said, earnings have grown at a 37% annual rate. He put 1979 cash flow at \$1.9 million, and said that the 12 months ending September 1980 saw \$6.5 million in cash flow.

Comcast derives 80% of its current revenues from cable, according to Roberts, with the other 20% coming from its Muzak franchises (he said Comcast is the largest franchisor of the music service in the country) and its marketing division. Between 40% and 50% of Comcast's cash flow is generated by cable operations, another 30% by the music operations.

In cable Roberts said the company has positioned itself to double its subscribers by developing systems it already owns or for which it holds franchises. That, he admitted, "was done at considerable cost," and "of course, adversely affects profits." But it was "a calculated risk" Comcast opted to take, "because we so strongly believe in cable." As of December 1980, Comcast had 160,191 basic subscribers, up 29% from the year earlier; and 76,034 pay subscribers, up 169%. And Roberts told the analysts Comcast is "aggressively seeking to increase" its subscriber potential, and has "the financial capability to build what we bite off."

Comcast's Cable Division president, Dan Aaron, a former National Cable Television Association chairman, opened his remarks by noting 1981 as his 25th year in the cable industry. Looking ahead to the '80's, Aaron said he sees cable in the "culmination of one phase, and the beginning of another." Cable no longer has to view programming as a scarce resource, but can "selectively choose from an overabundance of product."

The next phase of the industry, Aaron said, will be one in which there will be a shift from basic to advertiser-supported cable programming, and where "the cable operator will be paid for his channel,"

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something he claimed the new program services, particularly those from the networks, already realize they will eventually have to do.

Discussing transitions, Aaron joked with the analysts about the irony of CBS having formally introduced its cable service "on the elegant, crippled hulk of another era," a reference to the party CBS threw on the Queen Mary during the December Western Cable Show in Los Angeles.

Turning to Comcast in particular, Aaron said that 24 months ago his company had set itself two goals: to double its subscriber potential within 48 months and "to protect our earnings by maximizing our AID," which he defined as "average income per dwelling unit" and which he was to say several times is a "key concept for Comcast."

As Ralph Roberts had already noted, the first goal has been achieved, and ahead of schedule. Aaron described how the strategy was accomplished. The company "staked out suburban communities" near urban Comcast cable systems or corporate units. The three-part strategy to achieve the second goal relies on obtaining rate increases, focusing on programing and marketing, and maintaining "constant awareness of changing technology and software." In working toward that goal, Aaron said Comcast has increased its pay to basic ratio in the last year from 23% to 47%, and upped its AID from \$8.20 per month to \$12.42. The latter figure still shows a skew toward older systems; in its New Jersey Meadowlands new-build situation Comcast is seeing an AID of \$16.30, while Flint, Mich. (where there are only 500 subscribers at present) has an AID of \$23. In the next year, Aaron indicated, Comcast will be adding multipay in six existing systems.

Also on hand was company treasurer Julian Brodsky, who said that Comcast's "healthy balance sheet" made it unique in the industry. Brodsky detailed several accounting specifics that he felt were essential to Comcast's way of doing business. For example, in expensing franchising activities, the company expenses all corporate payroll items to the period when incurred, while all third-party expenses, consultant's fees, etc., are "hung on the balance sheet" until the franchise is decided. If Comcast loses, these items are then expensed; if it wins, they're transferred to a development line and expensed over time.

Comcast is also one of the few companies that doesn't follow a widely accepted definition of when a system becomes operational "We're more conservative," Brodsky said. Comcast's "concept of operational" is tied to when construction is "substantially completed"—about a year from when the system is energized.

Reviewing the balance sheet, Brodsky put Comcast's current ratio (current assets divided by current liabilities) at 3.2, with 80% of the debt fixed rate, and average interest 10.7%. The maturities of the company's debt for the next five years range between \$1.29 million and \$2.24 million. Stockholder equity is \$24 million.

# Journalism

## Old-timers uphold broadcast journalism honor in eyes of duPont jurors

**1979-80 awards presented in ceremony that takes disappointed note of lack of innovation or newcomers in medium's front ranks**

After saluting "the old hands [for] keeping up their good work" but expressing disappointment over the "too few new arrivals these days in the ranks of quality broadcast journalism," the jurors of the Alfred I. duPont-Columbia University Awards in Broadcast Journalism presented their 1979-80 honors last week.

A dozen awards and an equal number of citations were given—the most ever in a single year. All went to television journalism except for one award to National Public Radio for its *All Things Considered* and *Morning Edition* series.

For the first time, independent production was honored with a \$20,000 prize—going to producers Carol Mon Pere and Sandra Nichols and noncommercial KTEH(TV) San Jose, Calif., for *The Battle of Westlands*.

Past duPont-Columbia award-winner Walter Cronkite, retiring from the *CBS Evening News* anchor seat next month, also was honored, with a special tribute to his "continuing heroic service."

Speaking as chairman of the jurors, Osborn Elliott, dean of the Columbia University Graduate School of Journalism, summarized their overall observations:

"Although for another year, the networks resisted the obvious move toward the 60-minute evening newscast, and no one aired the weekly prime time docu-

mentary series that we had been hoping for, ABC did the next best thing," Elliott said, commending its new *Nightline* broadcast and "steadily increasing" commitment to news.

Ted Turner's Cable News Network also was applauded as a "courageous attempt ... to offer the video equivalent of the all-news radio station." Elliott added, however, that the jurors "as yet found no material on this new electronic arrival equal in quality to the best submissions of the over-the-air competition."

Elliott expressed the jurors' concern about radio deregulation. "If commitment to quality journalism is any sort of key, the performance of American radio has been in a steady decline for the last two decades. ..." He called National Public Radio "the principal exception."

Regarding the reporting on the Iran crisis, Elliott said the jurors "had mixed feelings about the exhaustive, exhausting and sometimes jingoistic coverage by all the media. ..." However, he added that "its dogged repetitiveness apparently answered a deep public need." As for the presidential primaries, he claimed that, with some exceptions, the coverage "seemed more notable for its tedium than its thoroughness, but that wasn't totally the broadcasters' fault."

Elliott also mentioned a "low number of submissions" received for the new \$20,000 prize for independent production, claiming that it "reinforced the impression" that not enough "innovative and outspoken shows are getting on the air" and that "the resistance to the independent documentarian by networks and individuals continues." (duPont-Columbia received about 140 independent submissions out of 1,000 entries overall.)

Of the award and citation winners, Elliott said that "a lot of our old friends are back" and while "happy to have them," it

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is "an indication of a two-edged truth." He applauded the veteran winners' continued "good work" but mentioned that "there are too few new arrivals."

The award winners (receiving silver batons):

Carol Mon Pere, Sandra Nichols and KTEH(TV) San Jose, Calif., for *The Battle of Westlands* (with the \$20,000 independent-production prize divided equally among the two producers and the station).

Walter Jacobson and WBBM-TV Chicago for *Perspectives*; Red Cloud Productions and noncommercial WGBY-TV Springfield, Mass., for *Joan Robinson: One Woman's Story*; WLS-TV Chicago and the *Chicago Sun-Times* for *The Accident Swindlers*; Perry Miller Adato and WNET(TV) New York for *Picasso: A Painter's Diary*; Mississippi Center for Educational Television for *William Faulkner: A Life on Paper*; Group W and its KYW-TV Philadelphia, WBZ-TV Boston and WIZ-TV Baltimore for their investigative "I-Teams."

National Public Radio for *All Things Considered* and *Morning Edition*; ABC-TV for *The Iran Crisis: America Held Hostage* and *Nightline*; Ed Bradley and CBS-TV for *CBS Reports: Blacks in America: With All Deliberate Speed*; Roger Mudd and CBS-TV for *CBS Reports: Teddy*; Reuven Frank and NBC-TV for *NBC White Paper: If Japan Can ... Why Can't We?*

Honored with citations:

Robert Riggs and WAST(TV) Albany, N.Y., for *Downhill Dollars*; WCCO-TV Minneapolis for *The Moore Report*; WCVB-TV Boston for *Denise*; Robert Richter and noncommercial WGBH-TV Boston for *Nova: A Plague on Our Children*; Lorraine Gray and WNET for *Independent Focus: With Babies and Banners*; Lea Thompson and WRC-TV Washington for *Baby Formula: The Hidden Dangers*; Alan Griggs and WSM-TV Nashville for *KKK: The Wizards at Odds*; Public Broadcasting Associates for *Odyssey: Seeking the First Americans*.

ABC-TV for *Directions* and *Closeup: This Shattered Land*; CBS-TV for *Campaign '80* and *CBS Magazine*.

Serving with Elliott as jurors were Richard T. Baker, professor, Columbia's journalism graduate school; Edward W. Barrett, *Columbia Journalism Review* publisher; Nora Ephron, author and critic; Elmer Lower, former ABC News president and adjunct faculty member at the school; Eric Sevareid, former CBS newsman and commentator now consulting the network, and Margaret Young, Whitney M. Young Jr. Memorial Foundation chairman.

In accepting an award for NPR, Barbara Cohen, news director, commented on the administration's budget cuts, saying: "We are one of the things slated to be wiped out." Cohen received rousing applause after saying, "We really want to appeal to you, our colleagues, to support us in the

coming months."

The awards and citations were presented last Thursday (Feb. 19) from Columbia University's Low Memorial Library in a ceremony carried live by the Public Broadcasting Service through WNET(TV) New York (Newark, N.J.).

## Crashing the party in Paris

**Uninvited Western journalists thwart UNESCO proposal to license newsmen at meeting of Soviet Union and Third World countries**

Western journalists last week in Paris had the satisfaction of breaking up a UNESCO party to which they originally had not been invited. The satisfaction stemmed from the fact that the party was a meeting called to consider a plan for the licensing of journalists, and that the group failed to reach a consensus.

Western journalists as well as the U.S. State Department were outraged when they learned of the two-day meeting to which only the Soviet Union, some Third World countries and the Brussels-based International Federation of Journalists had been invited. They complained to the director general of the United Nations Educational, Scientific and Cultural Organization, Amadou Mahtar M'Bow, and he promptly invited several other Western groups. "We bulled our way in," was how one State Department official put it last week.

The proposal under discussion called for creation of an international commission to license journalists and comply with the "generally accepted"—but unspecified—ethics of their profession. The proposed commission would issue identification cards to reporters on assignment in war zones or working abroad. It would also judge complaints about their work and have the authority to withdraw their identification cards, which could make it impossible for them to work in some countries. Backers of the scheme said its purpose was to protect journalists on dangerous assignments.

But once in the meeting, the western journalists made clear that any press-licensing scheme was completely unacceptable. Dana Bullen, of the *Washington Star*, who represented the World Press Freedom Committee, said the plan would have the effect of "controlling journalists in the name of protecting them."

Bullen and George Beebe, of the *Miami Herald*, who represented the Inter-American Press Association, introduced a counter-resolution—and the result was a deadlock and failure to reach a consensus. To the Westerners and the U.S. State Department, though, that spelled victory.

"We made clear that this was not a routine meeting, that it was political. We gave UNESCO pause," said the State Department official. "We made our point—that protection of journalists is an inappropriate subject for UNESCO."

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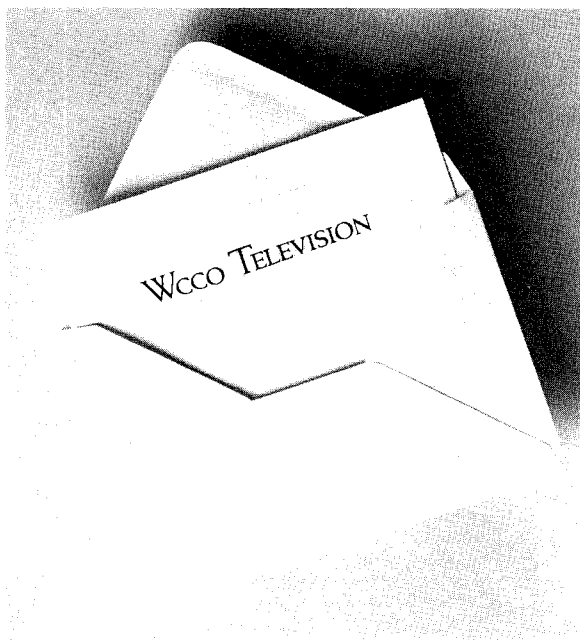
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# THE FIRST 50 YEARS



## OF BROADCASTING

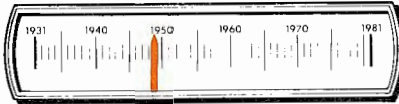
Taxes, talent battles and television changed broadcasting in 1949. The FCC tried to ban giveaway shows, it allowed editorializing and it held color hearings. FM was all but ignored as public attention was attracted to the burgeoning television industry, and broadcasting was the scene of a search for Communist sympathizers.

In one precedent-setting situation, broadcasters protested a city tax. In another, broadcasters used tax laws to lure high-priced talent.

In that first situation, Little Rock, Ark., levied a tax on broadcast stations. It irritated station owners who pointed to precedents and interstate commerce laws in their appeals. When the Arkansas Supreme Court in Little Rock in May upheld the tax, G.E. Zimmerman, vice president of KARK(AM) there, turned to the U.S. Supreme Court for help. He declared: "The decision opens the way for every city to tax stations, and there's nothing to prevent a city from doubling the tax every week. We don't object to the amount of the tax, but we deny that the city has the right to impose it. This is the foot in the door." The U.S. Supreme Court in November refused to review the decision, clearing the way for Little Rock to levy taxes of \$250 a year on the generation of radio waves, and \$50 on solicitors of local advertisers. The edict ignored the protection of interstate commerce normally accorded broadcasting and left a retinue of broadcasting's tax lawyers running for the legal cover from which to launch a second defense.

Conspicuously absent from KARK's defense, the National Association of Broadcasters rebutted criticism on the grounds that "no request for NAB help was made." In a December editorial, "Little Rock Bottom," BROADCASTING labeled the Little Rock case "potentially the most dangerous assault upon radio's freedom ever dreamed up by municipal authorities in their lust for revenue. . . . Whether it's censorship in Pennsylvania or a tax in Little Rock . . . , it's still interstate commerce. . . . Radio will be on the *qui vive* for the very next test case. . . . On the next occasion, we are confident, the NAB will pitch in from the start with best counsel procurable."

In national radio, network executives used tax-break incentives to raid top talent. This version of star wars, begun in



*Ireland severed ties with Britain by leaving the commonwealth April 18. The Chinese Communists took over the rest of the mainland as the Nationalist Chinese government fled to Formosa Dec. 7. In the U.S., Axis Sally (Mildred E. Gillars) and Tokyo Rose (Mrs. I. Toguri D'Aquino) were convicted of treason for wartime propaganda broadcasts and sentenced to prison. America's A-bomb monopoly ended when President Truman announced Sept. 23 that the USSR had exploded a bomb of its own. The average motion-picture theater admission had risen to more than 35 cents. That was for such Oscar-winning films as "All the King's Men," thinly disguised fiction of the life of the late Senator Huey Long of Louisiana. Just a little farther north, Ponder won the Kentucky Derby, telecast for the first time by WAVE-TV Louisville in May.*

*And elsewhere in BROADCASTING . . .*

*Winchell, and Stop the Music.* By late January, CBS had wooed Bing Crosby from ABC, as well as Edgar Bergen, Red Skelton, Fibber McGee and Molly, and Ozzie and Harriet from NBC. Fred Allen, in his Jan. 23 broadcast for NBC, quipped: "I'll be back next week, same time, same network. No other comedian can make that claim."

CBS kept buying talent. CBS Chairman William S. Paley, in a 1976 BROADCASTING interview, analyzed his strategy of the 40's: "At that time I was not only thinking of radio, when I wanted to bolster our standing and please our audiences; I knew that television was right around the corner. I wanted people who I thought would be able to transfer from radio to television. That gave us a very good start in television and a big advantage indeed."

NBC did not match offers. Its executives said that some top radio stars might not prove equally popular in television, and that advertisers, for some time, would not pay for the increased talent costs of television. NBC, after receiving what it called a "unanimous and enthusiastic" vote of confidence from its affiliates in March, prepared countermoves by lowering costs and announcing a program to develop new personalities and ideas. It denounced "any plans which would require NBC to confine its efforts to top ratings for one season at the expense of the future."

Despite this, NBC in the first four months of 1949 lost almost \$7 million in advertising revenue. To recoup its losses in talent and money, NBC rescinded its rule against the use of

transcribed shows on network programming. To recoup his network's ratings, Mark Woods, ABC president, planned to spend more for AM programming in 1949 than in 1948.

Continuing its raids, CBS in March signed "the backwoods philosophers," *Lum and Abner* (Chet Lauck and Norris Goff), and "the sophisticated wit," Abe Burrows, for both radio and television. NBC managed to renew Fred Allen for both radio and TV.

The talent wars extended to network rating claims. CBS President Frank Stanton wrote advertisers a letter claiming that, as of early March, CBS Radio ruled with "... nine of Hooper's top-15 most popular evening programs ... , the other six, divided equally between two other networks." NBC President Niles Trammell countered with, "These figures played a limited one-week engagement. Hooper's latest show NBC with five, CBS, seven. ... Hooper continues to tell the same old story—NBC delivers more ratings over 10, over 12, than any other network."

The claims for dominance also extended into daytime ratings, cost-per-thousand and even the most minutes of sponsored time.

Regardless of how the pie was sliced, radio network time sales amounted to \$128,903,467 in 1949. That was 30.3% of the total \$425,357,133 in time sales for all radio.

On the TV side, FCC data showed 1949

advertising expenditures of \$10,795,512 for network, surpassing spot (\$7,275,013) and local (\$9,459,608).

The increased competition was reflected in changes in the networks' top echelons. Frank K. White, president of Columbia Records and past treasurer and vice president of CBS, in April moved to Mutual as president. Frank Stanton signed to continue as CBS president at a base salary of \$100,000 a year for 10 years. Mark Woods signed to continue as ABC president at \$75,000 a year for five years. Sylvester L. (Pat) Weaver, vice president and radio-TV director of Young & Rubicam, joined NBC in July as television vice president. Niles Trammell in October became NBC's board chairman, and Joseph McConnell, RCA executive vice president, succeeded him as NBC president.

However, the networks closed ranks to attack the FCC's position on giveaway programs, censorship and editorials. In the postwar radio boom, giveaways had gained extraordinary popularity.

The FCC, which historically had been leery about giveaway programs (it had unsuccessfully petitioned the Justice Department to investigate *Pot O' Gold* in 1939), renewed its antigiveaway crusade in 1949, by which time 38 giveaway shows each week occupied approximately \$650,000 worth of air time and paid out an average of \$185,000 in money and merchandise. The FCC set out to investigate the giveaways' effect on audiences, on competing

radio talent, on sponsors, as well as the legality of such shows under antilottery laws.

Garry Moore, purveyor of \$64 questions on his show, *Take It or Leave It*, offered the increasing perspective of one caught in the middle of the dispute. "As a performer," Moore said, "I deplore giveaway shows. As a radio man, I can't blame a client for buying time. ... If the person trying for the jackpot loses, both he and the audience identifies itself with the contestant. I'm the villain in the plot, the croupier at the gambling casino—and no one loves a croupier—who has taken this fortune away from the person because I've refused to give him a hint and let him win a few thousand. So I became the enemy of the audience."

In August, the FCC, in a 3-to-1 vote with Commissioner Frieda Hennock dissenting, proposed new rules designed to eradicate giveaways as of Oct. 1. The FCC said it would not renew a station's license if the broadcaster planned to permit "the broadcasting of any advertisement or of information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance. ..." The FCC said giveaways fell afoul of the lottery law by requiring a "consideration" from the audience. "A scheme involving award of prizes designed to induce persons to listen to the particular program certainly involves consideration furnished directly or indirectly by members of the public who are induced to listen."

The networks reacted swiftly and acerbically. ABC, the hardest hit with 13 giveaways, denounced the FCC ruling as "an invalid attempt to extend existing law" that "is inconsistent with the system of private broadcasting ... and is a first step by the federal government into actual program planning." CBS (with eight giveaways) and NBC (with seven) similarly decried the extension of FCC authority. Although filing in New York courts for injunctions to stay the FCC action, these three networks challenged the FCC ban for the same reasons: that the FCC lacked authority to invoke rulings based on the antilottery provisions of the U.S. Criminal Code, and that even if the FCC had authority, the FCC had improperly interpreted the antilottery section. MBS (with 10 giveaways) did not file for injunctive relief; network President Frank White said: "It appears Mutual has no programs in that category."

Some, like Fred Allen, rooted for the FCC, believing that the FCC's ban would take "radio away from the scavengers and give it back to the entertainers." Allen worried that when giveaways "dominate the networks, they chase listeners away and cheapen the whole medium. In the beginning radio was static. Out of the static came words and then entertainment. When the shyster element got in, they gave away everything but entertainment."

But the listening public liked giveaways. A Gallup poll showed that 83% of the



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—Broadcasting, Oct. 3



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population listened to giveaways, although 32% listened "very seldom"; 53% of those who tuned in described the giveaways as "interesting," and 50% of all interviewed wanted giveaways to continue.

The networks sought an injunction from the courts to stay implementation of the new FCC rules. By the end of September, the FCC suspended its new antigiveaway rules until at least 30 days after the decisions in the pending court tests. By the end of the year, a BROADCASTING survey indicated that the networks broadcast 31 giveaways, 10 fewer than in 1948, and that of the 20 that were on the air in 1948, eight had improved their ratings, but 13, including the phenomenal *Stop the Music*, decreased in popularity. The prognosis indicated decline, but the year ended with the giveaway's fate before the courts.

A First Amendment issue arose in Baltimore in the "Baltimore gag" rule, so named after the city's Rule 904 that restricted the publication of news about persons facing criminal charges. The AM stations involved—WCBM, WFBR, WITH (all Baltimore) and WSID in adjacent Essex, Md.—the American Newspaper Publishers, and the American Civil Liberties Union defined the issue as free speech versus court imposition of censorship backed by punitive contempt orders. The Seventh Maryland Judicial Circuit Court decided that a defendant's right to a fair trial superseded the right to free speech; therefore, after judging WITH, WCBM and WFBR guilty of contempt for violating the

court's rule prohibiting publication or broadcast of certain news (in this case a reported confession) in advance of the defendant's trial. The court fined the stations \$300 each plus costs, and fined WITH commentator James P. Connolly \$100 and costs. The ruling came despite pleas by former FCC Chairman James Lawrence Fly, counsel for the ACLU, who called Rule 904 "a drastic piece of legislation having the effect of law and backed up by the most sinister method of punishment in our system of law."

However, the Maryland court of appeals in June reversed the lower court ruling and BROADCASTING wrote: "The state of Maryland last week joined the other 47 states in granting basic rights of free speech to radio stations and newspapers."

The FCC in June sanctioned "fair and balanced" editorializing by stations by repealing the eight-year-old Mayflower ban in a 4-to-1 vote. Broadcasters welcomed this restitution of First Amendment rights, but worried about FCC guidelines that were simultaneously imposed. The commission majority emphasized that with this new right, stations had "an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues over their facilities, over and beyond their obligation to make available on demand opportunities for the expressions of opposing views." This caveat aroused anxiety. "The opinion does give broadcasters the chance to live dangerously," BROAD-

CASTING editorialized. "Stations which venture into editorializing in politics and on public affairs may find themselves in hot water on license renewals because fairness and balance are chameleons. What might be fair comment today could be construed as unfair a year hence. . . . Broadcasters must move warily. They cannot risk using their microphones as private mouthpieces to the exclusion of other views. . . . The right, however limited, is there. To that extent it is a victory for radio. . . ."

The FCC bequeathed to radio another victory of sorts when in June it repealed the four-year-old Avco rule that required competitive bidding for stations put up for sale. Broadcasters repeatedly complained that Avco placed the FCC in the role of auctioneer; the FCC finally revoked the rule, conceding that it often inflicted "severe economic and other hardships" on buyers and sellers. With the rule repealed, stations no longer needed to advertise for competing bids; station sales only needed FCC approval.

Such news paved the way for active station trading in the still growing broadcast industry composed of 1,912 AM stations (compared with 1,621 in 1948), 700 commercial FM stations (458 in 1948), and 51 commercial TV stations (16 in 1948) by the end of 1949.

Despite the increases in FM stations and \$6-\$7.5 million in estimated FM time sales, Edwin Armstrong feared for the future of his invention. Even with the still



**AFTER SESSIONS** of Associated Press directors' centennial meeting held in Corpus Christi, Tex., Jan. 4-6, leading newspaper publishers with radio station affiliations were guests of Ted Dealey, president of *Dallas Morning News* (WFAA). Mr. Dealey, first vice president of AP, picked up a group of the executives by plane in Corpus Christi and flew them to Dallas. Standing on steps of nearly completed \$6 million News building: (L to r) Col. Robert R. McCormick, *Chicago Tribune* (WGN); Mr. Dealey; George F. Booth, Worcester, Mass. *Telegram-Gazette* (WTAG); Arthur Hays Sulzberger, *New York Times* (WQXR); Josh L. Horne, Rocky Mount, N. C. *Telegram (WCEC)*; Edward H. Butler, *Buffalo News* (WBEN); Leonard K. Nicholson, *New Orleans Times-Picayune* (WTPS); E. Palmer Hoyt, *Denver Post*; Paul Bellamy, *Cleveland Plain Dealer* (WHK); Roy A. Roberts, *Kansas City Star* (WDAF), and Buell Hudson, Woonsocket, R. I. *Call*. Also a guest, but not shown, was J. R. Knowland, Oakland, Calif., *Tribune* (KLX).



**GATHERED** in the trophy room of Ted Dealey's Dallas ranch house were radio, newspaper and city personalities and their wives. (L to r) Mayor James Temple of Dallas (which operates municipal station WRR); Martin B. Campbell, WFAA general manager; Jess Sweeton, Henderson County sheriff; Mrs. Campbell; George F. Booth, Worcester, Mass. *Telegram-Gazette* (WTAG), and Mrs. Joseph Lubben, wife of the *Dallas News* assistant business manager.

—Broadcasting, Jan. 24

existing "television freeze," the networks, set manufacturers as well as curious audiences fastened their attention on television and often ignored FM.

With only 875,000 FM sets produced in 1949 compared with 6.5 million AM sets, the FM Association in August accused set manufacturers of a "public be damned" attitude toward FM development. A suggestion by FCC Chairman Wayne Coy that FM stations be required to duplicate AM programming when facilities were jointly operated aroused FM Association President William E. Ware to declare that "such restrictions would sound the death knell of FM."

Armstrong protested what he alleged were RCA's delaying tactics in the settlement of a patent suit he had brought against that company. Even though the FCC required FM sound on television and though Zenith paid royalties to Armstrong, RCA refused. At the end of 1949 RCA was still taking depositions, a form of legal slow motion.

In television exploration began in the yet uncharted territory of upper band (UHF) television. RCA/NBC received permission from the FCC to build and operate a UHF station at Bridgeport, Conn., for the rebroadcast of programs of its low-band New York station, WNBT(TV).

The FCC in July proposed a new allocations table that would provide for 2,245 television stations in 1,400 communities, and included 1,702 UHF assignments in 1,179 areas and 543 VHF assignments in 221 areas. The proposed allocations plan was not implemented and was superseded in later years.

In the name of efficiency, the FCC had combined hearings on many television issues in August and September, the color controversy first. As before, RCA and CBS faced each other through a barrage of propaganda over their respective systems. This time, however, a third competitor appeared, Color Television Inc. of San Francisco. RCA color employed an all-electronic, 6-mc system. CBS, at that time, used a disk-type, or mechanical system, designed to avoid the problems of optical image registration that CBS attributed to all-electronic systems. RCA promoted its systems as "completely compatible" with the existing black-and-white sets, while CBS explained that existing sets would need modifications to receive color signals in black and white.

While RCA and CBS pressed their color systems on the FCC, other television interests, led by DuMont, urged the FCC to establish "a period of not less than two years [for] development, experimentation and field testing of presently known and other possible systems of color television." DuMont argued that although some companies were attempting to see "how bad a color picture they can get away with," the DuMont laboratories wanted color video to be as good as black and white. Any color system approved by the FCC then, DuMont reasoned, would in a short time be rendered obsolete by new



**CONGRATULATIONS** on his election as president of the Pioneers Club are extended to William Hedges (r), NBC vice president, by (l to r) Mark Woods, ABC president and past Pioneers president; Edgar Kobak, MBS president and immediate past president of the Pioneers, and H. V. Kaltenborn, club's founder. Annual dinner was held at Toots Shor, New York restaurant, March 31 [BROADCASTING, April 4].

—Broadcasting, April 11



**JAMES W. BLACKBURN** (l) and **Ray V. Hamilton** (r), principals in Blackburn-Hamilton Co., meet in Chicago with **Harold R. Murphy** to make plans for opening of the firm's new Chicago office at 333 N. Michigan Ave. Aug. 15. Mr. Murphy, formerly vice president of Calumet Publishing Co. and prominent in midwest publishing and broadcasting activities, will be in charge of the firm's midwest headquarters. Blackburn-Hamilton, exclusive media broker, also has offices in Washington, D. C., and San Francisco.

—Broadcasting, Aug. 8



**KEY** figures from WCCO Minneapolis line up at CBS outlet's display booth at Minnesota State Fair: (l to r) **Sig Mickelson**, director of public affairs; **Larry Haeg**, farm service director; **Cedric Adams**, newscaster and radio personality; **Merle S. Jones**, general manager, and **Tony Moe**, sales promotion manager.

—Broadcasting, Sept. 19

# McCONNELL NBC PRESIDENT

## Trammell Board Chairman

By ED JAMES

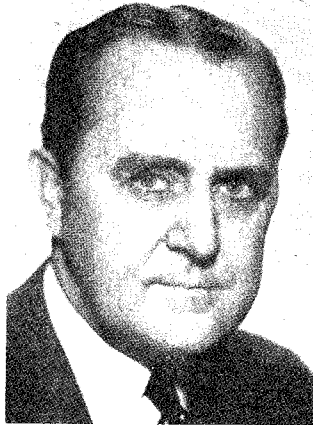
JOSEPH H. McCONNELL, 43-year-old executive vice president of RCA, was elected president of NBC last Friday. Niles Trammell, 55, president of the network since 1940, became chairman of the NBC board.

The change clears the way for the complete reorganization of the network.

As chairman of the board, Mr. Trammell will remain active in NBC, it was officially announced, but will be relieved of administrative duties. Regarded even by grudging competitors as one of the best salesmen in radio, Mr. Trammell will concentrate his energies in sales as well as talent and station relations, it was said.

Mr. Trammell assumes a position relinquished by Brig. Gen. David Sarnoff, who is also chairman of the board and chief executive officer of RCA. Gen. Sarnoff remains a member of the board of the RCA broadcasting subsidiary.

The elevation of Mr. McConnell, a crack administrator, was regarded as a logical curtain opener in the projected reshaping of the network. He was a principal architect of the



Mr. TRAMMELL

reorganization plan, and his appointment as president was intended to place him in charge of its execution.

Because Mr. McConnell's assumption of the presidency is effective immediately, it was believed the network's reorganization would be accelerated ahead of the timetable that had been anticipated.



Mr. McCONNELL

Within weeks, it became known, the network will be split into three principal operating divisions, one for television, one for radio and a third for owned and operated stations, both radio and television.

The next high-level executive appointments at the network, it was believed, would be those of a chief of the radio division and a chief of

stations. Sylvester L. (Pat) Weaver Jr., vice president in charge of television, will continue to head that division, it was thought.

The reorganization plan was made by Booz, Allen & Hamilton, management consultants, but it was known that Mr. McConnell, as RCA vice president in charge of finance and later as RCA executive vice president, worked more closely with the consultants throughout the preparation of the plan than did any other RCA or NBC executive in the organization.

Although officials at NBC have been reluctant to discuss the reorganization plan, competent sources have outlined to BROADCASTING the structure that will emerge from the drastic reshaping.

When the surgery is done, the network will compose a management group responsible for company-wide policies and practices. In this level general company administrative functions such as legal, finance and personnel will reside.

Beneath the top management level will be the three principal operating divisions. The radio and

—Broadcasting, Oct. 10

technology, to the detriment of consumers and manufacturers. Still undecided, the FCC slated more color demonstrations for 1950.

The FCC in September labeled as "unlawful" AT&T's policy of refusing to connect private television network facilities with AT&T lines. Besides maintaining that its policy was legal, AT&T argued that unrestricted interconnection was harmful to a carrier and that duplication of facilities and services was inefficient, uneconomical and contrary to the public interest. The FCC countered that such connections were still necessary to video's development. More hearings were scheduled.

In 1949, the American Society of Composers, Authors and Publishers made new demands upon TV music. The new ASCAP terms, signed in October, but retroactive to Jan. 1, called for rates negotiated on a per program basis and approximately 10% higher than the fees paid by AM radio. The five-year contract brought an uneasy peace.

In Pennsylvania, the state board of censors assumed the right to censor TV films before telecast as it did movie films in theaters. Motion picture exhibitors backed the censorship ruling since they resented having to meet censorship requirements when "the corner saloon showing television did not." Allen B. DuMont Labs (WDTV[TV] Pittsburgh), Philco Television Broadcasting Corp. (WPTZ[TV] Philadelphia), Triangle Publications (WFIL-TV Philadelphia), WCAU Inc. (WCAU-TV Philadelphia) and WGAL Inc. (WGAL-TV Lan-

caster) brought suit to restrain the state's Board of Censors from interfering with television. In a landmark decision in October, TV won. That month, the U.S. District Court for Eastern Pennsylvania ruled the board of censors requirement invalid because it infringed upon the interstate commerce jurisdiction of Congress and because the ruling imposed an undue and unreasonable burden on the interstate commerce of TV. Judge William L. Kirkpatrick felt that the FCC's licensing power was a better system of censorship than the board's because the former "avoids the danger of whittling away the constitutional guarantees of freedom of speech and the press."

With television becoming a force in America, an Academy of Television Arts and Sciences was created to issue the Emmy awards, named after the "immy," the image orthicon television camera tube. The first series covered only the entertainment in the Los Angeles area. Los Angeles television viewers saw Shirley Dinsdale win the "Outstanding personality of the year" for her ventriloquist act with her dummy, "Judy Splinters."

Telethons appeared. Milton Berle, the number-one-rated video clown, raised \$1.1 million in pledges for the Damon Runyon Memorial Cancer Fund in a 16-hour marathon on NBC. Sports lured viewers. Besides baseball's World Series, boxing, basketball and bowling gained the greatest audiences. Political pomp appeared when, for the first time, the networks, through pooled facilities, televised the inaugural ceremonies.

TV viewing increased so much in 1949 that Hooper for the first time extended its ratings coverage beyond metropolitan New York to all areas receiving TV network programming. The October 1949 Hoopers revealed Milton Berle as still television's number-one star, with a 69.4 rating based on 30 NBC-TV cities. Arthur Godfrey, with his Hawaiian shirt and ukelele, held the next two spots with his *Talent Scouts*, which premiered Dec. 6, 1948, and rated 55.8 in eight CBS cities, and *Arthur Godfrey and Friends*, rated 45.6 in 33 CBS cities. *Arthur Godfrey and His Friends*, a musical variety that debuted on Jan. 12, featured Pat Boone, the McGuire Sisters and Julius LaRosa as some of its regulars. Ed Sullivan rated the number-four spot with a 45.6 based on 16 CBS cities. *Fireball Fun For All*, a new show spawned by Berle's success, rated 40.9 based in 32 NBC cities. Hosts John (Ole) Olsen and Harold (Chic) Johnson combined music, slapstick and insult comedy.

*Fireside Theater*, another new NBC show, debuted in April and by October gained a 39.2 rating based on 17 cities. This anthology series premiered with "Friends of the Family," a situation comedy that starred Virginia Gilmore, Yul Brynner and Peter Barry. *Philco TV Playhouse*, another dramatic anthology, gained the number-seven spot, with a 38.7 in 36 NBC cities.

*Stop the Music*, the radio giveaway show with host Bert Parks, debuted on television on May 5 and attained the number-eight spot with a 37.6 rating for 15 ABC

cities. *The Original Amateur Hour* occupied the ninth spot, with a 35.4 for 15 NBC cities, and *Cavalcade of Stars*, a new variety show for DuMont with host Jack Carter, held the 10th spot, with a 35.3 based on 17 DuMont cities.

Television increasingly provided variety shows, kid shows and situation comedies. The success of Ed Sullivan's *Toast of the Town* and *Cavalcade of Stars* produced similar extravaganzas. Phil Silvers began 30 minutes of variety for NBC with his *Phil Silvers Arrow Show*. Sid Caesar hosted *The Admiral Broadway Revue*, an hour-long, NBC variety show billed as the first "continuing Broadway-type revue" for television. Regulars included his co-star, Imogene Coca, plus Mary McCarthy and Marge and Gower Champion. Dave Garroway appeared for NBC with *Garroway At Large*, a low-key, variety half-hour with regulars Connie Russell, Jack Haskell and the Songsmiths.

The success of *Howdy Doody* and *Kukla, Fran & Ollie*, which went national over NBC on Nov. 12, pinpointed children as a ready and waiting audience. ABC created *Super Circus*, a 60-minute presentation of music and circus acts, complete with clowns and animals. DuMont in June started the continuing saga of *Captain Video*, the "Guardian of the Safety of the World," who with his Video Rangers and mystifying equipment, preserved goodness in the universe by fighting such no-goods as Nargola, Mook the Moon Man and Dr. Pauli, evil head of the Astroidal society.

ABC brought "The Lone Ranger" to television in September, starring Clayton Moore as the vigilante of the Western plains and Tonto, played by Jay Silverheels. Announcer Fred Foy created the unforgettable opener: "A fiery horse with the speed of light, a cloud of dust and a hearty hi-yo Silver! The Lone Ranger! With his faithful Indian companion, Tonto, the daring and resourceful masked rider of the plains led the fight for law and order in the early West. Return with us now to those thrilling days of yesteryear. The Lone Ranger rides again!"

The success of radio situation comedies encouraged the transfer of this genre to TV. Gertrude Berg brought *The Goldbergs* of radio to CBS-TV on Jan. 17. "Yoo-hoo, Mrs. Bloom" could now be seen as well as heard. Jackie Gleason played Chester Riley, the riveter of radio fame, for DuMont's *The Life of Riley*, with Rosemary DeCamp as his wife, Peggy.

Network television programing was costing more to produce. The average cost of a 60-minute variety show ran \$5,900; a 60-minute drama, \$10,800; while a 30-minute variety show cost \$3,800; a 30-minute drama, \$3,500, and a 30-minute quiz show \$1,730.

NBC celebrated 10 years of telecasting in April. In July NBC-TV announced another technological breakthrough: NBC processed and aired film of Senator Tom Connally (D-Tex.) as he announced the Atlantic Pact ratification with only a 65-



**BOYS—FOUR OF THEM—won the national awards in the second Voice of Democracy contest [BROADCASTING, Jan. 24]. Last year all four winners were girls. The successful contestants were (l to r): George Morgan Jr., Hutchinson, Kan.; Kerron Johnson, St. Paul; Richard Caves, Everett, Ohio; Charles Kuralt, Charlotte, N. C.**

—Broadcasting, Feb. 7

**Editor's Note.** The "Voice of Democracy" contest was then sponsored by the National Association of Broadcasters, the Radio Manufacturers Association and the U.S. Junior Chamber of Commerce. There were 250,000 entries in the 1949 contest, which invited high school students to write and broadcast scripts on the topic, "I Speak for Democracy." Winners were given college scholarships and were brought to Washington for a week that featured an awards luncheon, visits to Congress and a meeting with President Truman.

minute delay, thus establishing a new speed record.

Other technological advances led to wars in the phonograph field. Again, CBS and NBC stood on opposite sides as RCA pushed its 45-RPM record while Columbia ram-rodged its 33 1/3-RPM disk. Columbia Records' chairman of the board, Edward Wallenstein, declared that the situation was a "war which Columbia Records has not initiated, and in which it cannot be defeated." As of March, Mercury Records sided with Columbia, Capitol Records allied with RCA, and Decca, continuing to make 78-RPM records, remained neutral. When RCA in April made 45's available to the public, RCA felt confident that the increasing popularity of disk jockeys, the riders of short selections, would spur 45's on to popularity. Sales of Columbia's 33 1/3 long-playing record outpaced those of RCA's 45, short disk, Columbia vowed to refrain from entering the 45-RPM field, and RCA promised to promote the 45's indefinitely, because "a sales job is not done in 30 days or in five years."

Some of the most popular songs on those much disputed records had a quality of innocence that belied the world of the Cold War and the Communist witch-hunts. "Some Enchanted Evening," and "Bali Ha'i" from "South Pacific," "Bibbidi-Bobbidi-Boo," from "Cinderella," and "Rudolph, the Red-Nosed Reindeer" captured American hearts.

But blacklists and innuendo cast shadows over America; many worried that the stranger across the crowded room might mistakenly report them to *Counterattack*, a newsletter that published lists of alleged Communist sympathizers based on hearsay and questionable evidence. Nevertheless, once *Counterattack* or any of the other Communist trackers marked a performer, his career from then on proceeded with difficulty if at all. The American Federation of Radio Artists, the Radio and Television Directors Guild, and the

National Association of Broadcast Unions and Guilds began to investigate the existence of blacklists after William McD. Sweets was fired as the director of the Phillips H. Lord agency shows, *Gangbusters* and *Counterspy*.

Dorothy Parker, as chairman of the Voice of Freedom Committee, "a national network of monitors to democratize the national networks," issued this statement against censorship by blacklist: "Radio listeners are interested in the talent and not in the race, religion, or political beliefs of writers, directors and performers. Radio is too vital and important a medium for education and culture for the public to permit it to be stifled by blacklists. You can count on the complete support of our 2,500 monitors throughout the country in any action you undertake to oppose this new device for censorship over the air."

With the close of 1949, many in broadcasting were caught up in conflicts more real than those portrayed on *Captain Video* and *The Lone Ranger*. The fifties were about to begin.

## Stay Tuned

1. What was the book that listed 151 names in broadcasting said to be sympathetic to the Communist cause?
2. How did this compendium affect the casting for the TV version of the *Aldrich Family*?
3. Which color system won FCC approval in 1950?
4. What was the elaborate Sunday night show that NBC Radio launched in a counteroffensive to TV?
5. Which TV network landed then budding stars Jackie Gleason and Art Carney?

**The answers next week  
in "1950"**

As compiled by BROADCASTING Feb. 16 through Feb. 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### AM applications

■ Sisseton, S.D.—Wayne D. Tisdale seeks 1330 khz, 1 kw-D. Address: 702 Main St., P.O. Box 89, Lemmon, S.D. 57638. Estimated construction cost: \$70,375; first-year operating cost: \$95,000; revenue: \$115,000. Format: CMW/MOR. Principal: Wayne D. Tisdale (100%). Tisdale is former licensee of KBJM Lemmon, S.D. He has no other broadcast interests.

### FM applications

■ Carthage, Tex.—K-106 Inc. seeks 98.9 mhz, 100 kw. HAAT: 620 ft. Address: 1725 Evangeline Dr. Vidor, Tex. 77662. Estimated construction cost: \$259,400; first-year operating cost: \$144,500; revenue: \$300,000. Format: Adult contemporary. Principal: Ken Stephens (100%). Stephens owns KIOC(FM) Orange, Texas. He was former general manager of WTCR-WHEZ Huntington, West Va. Application is being re-submitted with amendment to specify new TL that meets spacing requirements of section 73.207 of FCC rules. Ann. Feb. 12.

■ Sweet Home, Tex.—Sweet Home Stereo seeks 107.1 mhz, 2.8 kw. HAAT: 370 ft. Address: 8610 N.E. 169th St., Bothell, Ore. 98011. Estimated construction cost: \$33,200; first-quarter operating cost: \$5,600; first-year revenue: \$51,400. Format: Western/gospel. Principal: Robert L. Wikstrom (50%); Brent T. Larson (50%). Wikstrom is manager of KXA Seattle and former director of Ron Bailie School of Broadcast. Larson owns 17.5% of KXA Inc., Seattle; 100% of KUUZ(FM) Nampa, Idaho; 50% of KCKO Spokane, Wash., and is applicant for new station in Evanston, Wyo. Larson also has travel agency and real estate interests in Burley and Boise, Idaho. Ann. Feb. 12.

### TV applications

■ Tucson, Ariz.—Vaite Verde Broadcasting Corp. seeks ch. 40; ERP: 1549 kw vis., 155 kw aur., HAAT: 2032 ft.; ant. height above ground: 195 ft. Address: 1635 East 18th St., Tucson 85719. Estimated construction cost: \$261,300; first-quarter operating cost: \$180,250. Legal counsel: Arent, Fox; consulting engineer: Hamilton Communications Consultants. Principals: Monte Verde Corp. (70%); brothers Ronald L. Roland A., and Walter F. Ulloa (10% each). Roland is assistant general counsel at Golden West Broadcasters in Los Angeles. Walter is account executive at KMEX-TV Los Angeles; Ronald L. is program assistant with ABC-TV Los Angeles. They have no other ownership interests. Ann. Feb. 12.

■ Irving, Tex.—Irving Texas TV Inc. seeks ch. 49; ERP 5000 kw vis., 500 kw aur., HAAT: 1492 ft.; ant.

height above ground: 1529 ft. Address: 311 Ridge Road East, Rochester, N.Y. 14621. Estimated construction cost: \$3,917,000; first-quarter operating cost: \$300,000. Legal counsel: Dow, Lohnes & Albertson; consulting engineer: Steel, Andrus & Associates. Principals: Malcolm I. Glazer, pres. (100%). Glazer is real estate and mobile home park owner in Rochester, N.Y. area. He is pres. of WTWO-TV Terre Haute, Ind.; WRBL-TV Columbus, Ga., and KQTV-TV St. Joseph, MO. He also owns Fabri Development Corp., parent of Illiana Telecasting Corp. and Elba Development Corp.; and Avant Development Corp., parent of Columbus Broadcasting Co. Ann. Feb. 12.

## Ownership Changes

### Applications

■ KEMP(AM) Brush, Colo. (AM: 1010 khz, 5 kw-D)—Seeks assignment of license from Ranchild Broadcasting Co. to Morgan Broadcasting Inc. for \$220,000. Seller: Claud M. Pettit and his wife, Margaret (100% jointly). They have no other broadcast interests. Buyer: Russell G. Hilliard (50%); James P. Peterson (50%). Hilliard owns 35.4% of KOLT(AM) Scottsbluff, Neb., and 51% of new FM applicant for Rawlins, Wyo. He also owns cable systems in Nebraska, Montana, Colorado. Peterson has part ownership interests of cable systems in Nebraska. He has no other broadcast interests. Ann. Feb. 12.

■ KKAN(AM) Phillipsburg, Kan. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Look Broadcasting Inc. to Bengel Broadcasting Inc. for \$350,000. Seller: Dwight C. Look (48.5%) and his wife, Edna (48.5%). They have no other broadcast interests. Buyer: Bernard M. Brown (30%); wife, Phyllis Ann (10%), and son Michael (10%); Joseph L. Engel (25%) and wife, Cheryl (25%). Bernard Brown is station manager at KAYS-TV Hays, Kan. Joseph Engel is sales manager there. Cheryl Engel is studio manager at cosmetic salon; Phyllis Brown is housewife; Michael Brown, student. They have no other broadcast interests. Ann. Feb. 12.

■ WRUM-AM-FM Rumford, Me. (AM: 790 khz, 1 kw-D; FM: 96.3 mhz, 30 kw)—Seeks assignment of license from Stone Communications Inc. to Western Maine Radio Inc. for \$300,000. Seller: Melvin L. Stone is principal. Stone Broadcasting is licensee of WGUY-AM-FM Bangor, Me. Buyer: Arthur Norman Field (40%); Nicholas Gordon (20%); Joel E. Freedman (20%) and Paul R. Alpert (20%). Field is New York lawyer. Freedman is property owner and developer in Stamford, Conn. Alpert owns telephone answering service firms in Connecticut and New York. Gordon is president of Keystone Broadcasting Systems Inc. They have no other broadcast interests. Ann. Feb. 12.

■ KJRB(AM)-KEZE(FM) Spokane, Wash. (AM: 790 khz; 5 kw-U; FM: 105.7 mhz, 41 kw)—Seeks assignment of license from Kaye-Smith Enterprises to Alexander Broadcasting Co. for \$2,250,000. Seller: Joint venture owned by Dena Pictures (80%) and Alexander Broadcasting Co. (20%). Dena Pictures is owned by Danny Kaye and wife, Sylvia (50% each). They own KXL-AM-FM Portland; KISW(FM) Seattle; KJR(AM) Seattle and WUBE-AM-FM Cincinnati. Buyer: Lester M. Smith (100%). Smith, who is sole owner of Alexander Broadcasting, is 20% owner of Audio Electronics Corp., muzak franchise in Cincinnati. Smith also has less than 5% interest in Seattle Mariners, American league baseball team. Ann. Feb. 12.

### Action

■ KIVA-TV Farmington, N.M.—100% of Four States Inc. sold to Center Group Broadcasting Inc., for \$1.2

million plus assumption of debts not to exceed \$700,000. Seller is owned by D. Kent Anderson, Robert L. Clarke and Eugene Talbert (20% each), John R. Catsis and wife, Connie (17½%), and others. Anderson, Clarke and Talbert also own KYKN(FM) Grants, N.M., and KBFM(FM) Edinburg, Tex., Anderson and Clarke own KIXL(AM)-KHFI-FM Austin, Tex. Buyer is owned principally by Alfred Burke, owner of Pepsi-Cola bottling company in Longview, Tex., He is also principal owner of KTYL(AM)-KXAK(FM) Tyler, Tex., and KKCS-AM-FM Colorado Springs. KIVA-TV is NBC affiliate on channel 12 with 158 kw visual, 15.8 kw aural and antenna 410 feet above average terrain.

## Facilities Changes

### Actions

■ WHOD(AM) Jackson, Ala.—Granted CP to change TL & SL and make changes in ant. sys. (BP-801103A1). Action Jan. 27.

■ KJOK(FM) Yuma, Ariz.—Granted CP to increase ERP 100 kw; ant. height 80 ft.; change TL; change trans. type and make changes in ant. sys. (BPY-800206AH). Action Feb. 2.

■ KABK(FM) Augusta, Ark.—Granted CP to make changes in ant. sys.; change type trans. and ant., and change TPO (BPH-800915AJ). Action Feb. 4.

■ KURM(AM) Rogers, Ark.—Granted CP to increase power to 1 kw; specify SL and RC location to 212 N. Second Street, Rogers (BP-800501AH). Action Jan. 26.

■ KFME(FM) Chico, Calif.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 15 kw and change TPO; (BPH-800815AJ). Action Jan. 27.

■ WNRK(AM) Newark, Del.—Granted modification of CP to make changes in ant. sys. (BMP-800208AE). Action Jan. 28.

■ WAMR(AM) Venice, Fla.—Granted CP to change hours of operation to U by adding N service with 1 kw; DA-2; increase D power to 5 kw and make changes in ant. sys.; (BP-800404AG). Action Jan. 27.

■ WAKO(FM) Lawrenceville, Ill.—Granted CP to make changes in ant. sys.; change type ant.; increase ERP 37 kw and change TPO; (BPH-800702AP). Action Jan. 27.

■ KYET(AM) Payette, Ind.—Granted CP to increase D power to 1 kw, change type trans. and make changes in ant. sys. (BP-20,749). Action Jan. 29.

■ WROI(FM) Rochester, Ind.—Granted CP to increase ant. height 200 ft. (BPH-791029AW). Action Feb. 3.

■ WSVL(FM) Shelbyville, Ind.—Granted CP to change TL; decrease ERP 26.5 kw; ant. height 640 ft., and make changes in ant. sys. (BPH-790613AB). Action Feb. 2.

■ WSLK(AM) Hyden, Ky.—Granted modification of CP to correct trans., SL and correct geographical coordinates (BMP-800804AU). Action Feb. 3.

■ KAJN(AM) Crowley, La.—Granted CP to change ant. sys. to non-directional ant. (BP-20,958). Action Jan. 28.

■ WFRE(FM) Frederick, Md.—Granted CP to install auxiliary ant. at main ant. location, to be operated on ERP 7.9 kw; ant. height 1170 ft., change TPO (BPH-800826AC). Action Jan. 29.

■ WUPM(FM) Ironwood, Mich.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 50 kw; decrease ant. height 490 ft. and change TPO (BPY-800826AE). Action Feb. 3.

■ WBCH(FM) Hastings, Miss.—Granted CP to in-



crease ERP 3 kw; decrease ant. height 290 ft. and change TPO (BPH-800707AL). Action Jan. 27.

■ **KQRR(FM)** Ronan, Mont.—Granted modification of CP to change TL to 2 miles SE of Big Arm, Mont.; change type ant.; decrease ERP 60 kw; increase ant. height 2320 ft. and change TPO (BMPH-800623AJ). Action Jan. 27.

■ **WNCN(FM)** New York, N.Y.—Granted CP to change type trans.; increase ERP 7.6 kw (H) and 5.4 kw (V) and change TPO (BPH-800707AN). Action Feb. 3.

■ **WEED(AM)** Rocky Mount, N.C.—Granted CP to increase power to 2.5 kw and make changes in ant. sys. (BP-800331AH). Action Feb. 2.

■ **WRRN(FM)** Warren, Pa.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 50 kw; increase ant. height 410 ft. and change TPO (BPH-800731AG). Action Jan. 28.

■ **WNXT(FM)** Portsmouth, Oh.—Granted CP to make changes in ant. sys.; change TL; change type ant.; change ERP .76 kw; increase ant. height 540 ft. and change TPO (BPH-800923AJ). Action Jan. 23.

■ **KWRO(FM)** Coquille, Ore.—Granted license covering new station (BLH-801014AD). Action Feb. 3.

■ **WEGA** Vega Baja, P.R.—Granted CP to increase power to 2.5 kw; install new type trans. and make changes in ant. sys. (BP-781221AF). Action Feb. 5.

■ **WESC(AM)** Greenville, S.C.—Granted CP to make changes in ant. sys.; change SL & RC; change type trans.; increase ant. height 600 ft. (BP-800529AH). Action Jan. 29.

■ **KSDN(AM)** Aberdeen, S.D.—Granted modification of CP to modify standard pattern; (BMP-800107AL). Action Jan. 29.

■ **Lynchburg, Tenn.**—Granted modification of CP to change TL to 1.7 miles NW Lynchburg on Roberson Hollow Road, Lynchburg (BMP-801015AM). Action Feb. 4.

■ **KPAS(FM)** El Paso, Tex.—Granted modification of CP to increase ERP to 85 kw; decrease ant. height 1230 ft. (BMPH-800815AK). Action Jan. 27.

■ **KLFB(AM)** Lubbock, Tex.—Granted CP to change hours of operation to U and correct geographical coordinates (BP-801209AH). Action Jan. 27.

■ **\*WYCS(FM)** Yorktown, Va.—Granted CP to change to 2890 George Washington Highway, Yorktown, Va. (BPED-800729AR). Action Feb. 4.

■ **\*KTUO(FM)** Sonora, Wash.—Granted license covering new station (BLED-790927AG). Action Feb. 5.

■ **KAPY(AM)** Prosser, Wash.—Granted CP to increase power to 5 kw; (BP-801002AA). Action Feb. 5.

■ **KMAS(AM)** Shelton, Wash.—Granted CP to increase power from 2.5 kw to 5 kw DA-D (BP-800516AK). Action Jan. 29.

■ **KATS(FM)** Yakima, Wash.—CP to increase ERP to 75 kw; increase ant. height 910 ft.; change type trans. and change TPO (BPY-800820AC). Action Jan. 28.

■ **WYNE(AM)** Appleton, Wis.—Granted modification of license to change SL; operate trans. by RC from proposed SL (BRC-801205AP). Action Jan. 29.

■ **WIAL(FM)** Eau Claire, Wis.—Granted CP to make changes in ant. sys.; change type ant.; change ERP 85 kw; decrease ant. height 350 ft. (BPH-800825AH). Action Jan. 28.

■ **WFBZ(AM)** Minoqua, Wis.—Granted CP to increase power to 2.5 kw and make changes in ant. sys. (BP-800624AK). Action Jan. 30.

■ **WROE(FM)** Neenah-Menasha, Wis.—Granted CP to decrease ERP 2.4 kw; increase ant. height 340 ft.; change type ant. and change TPO (BPH-800620AK). Action Jan. 29.

■ **WRTR(AM)** Two Rivers, Wis.—Granted CP to change hours of operation to U by adding N service with 500 watts; install DA-N and make changes in ant. sys. (BP-800903AE). Action Jan. 29.

■ **WEZW(FM)** Wauwatosa, Wis.—Granted CP to make changes in ant. sys.; change TL, SL & RC; change type ant.; increase ERP 19.5 kw; increase ant. height 840 ft. and change TPO (BPH-800826AD). Action Jan. 29.

■ **KMMZ(AM)** Greybull, Wyo.—Granted CP to increase power to 10 kw; (BP-800515AF). Action Jan. 27.

## In Contest

### FCC Decisions

■ FCC has denied reconsideration of its decision last June 11 authorizing Cass Community Antenna TV Inc., which operates cable system serving Pana, Ill., to carry signals of independent stations WTBS Atlanta, Ga., and KTVU Oakland, Calif. Midwest Television Inc., licensee of WCIA (CBS) Champaign, Ill., requested reconsideration last July 28. Pana is within the Springfield-Decatur-Champaign major television market but in protected zone only of WAND-TV (ABC) Decatur. Under FCC rules governing number of signals of distant TV stations cable system can carry, WAND is considered only local station. FCC granted waiver on condition it received no more opposition to Cass' request within 20 days after decision was published. Since no opposition was filed, Cass' waiver became effective July 17. Midwest did not submit any new reason why waiver should not have been granted, but merely repeated arguments previously found to be insufficient. Action Jan. 29.

■ Denied petition by KDUB-TV Dubuque, Iowa, for reconsideration of earlier FCC decision granting KCRG-TV Cedar Rapids, Iowa, exempt status from network nonduplication (cable) rule, allowing Dubuque area cable systems to carry signal of KCRG-TV. Both stations are ABC affiliates. KDUB-TV argued that if Dubuque area cable systems were to carry KCRG-TV's signal, KDUB-TV would lose significant portion of its viewing audience and incur substantial revenue losses. FCC said that KDUB-TV did not adequately substantiate that argument, and since KCRG-TV is "significantly viewed" signal in Dubuque (a necessary qualification for exemption from network nonduplication rule), cable systems there should be allowed to carry it.

■ Granted license authorization for KEES(AM) Gladewater, Tex., and in so doing granted waiver of rule requiring that station provide nighttime and interference-free service to its entire service area. Unanticipated poor ground conductivity enables KEES to provide interference free nighttime service to only 31% of the station's service area. FCC said that since conductivity factor was not discovered until after the CP was granted for station and that since there was no suitable alternative site in area, and that station had already been constructed, it would grant the waiver.

### Procedural Rulings

■ **Kansas City, Mo. TV proceeding:** (SelectTV of Kansas City and Bueford Television)—ALJ Joseph Stirmer found SelectTV of Kansas City Inc. financially qualified to operate its proposed commercial television station at Kansas City, Mo. Judge Stirmer noted that originally the mutually exclusive applications of SelectTV and Buford Television of Missouri Inc. had been designated for hearing to determine whether SelectTV could afford to build and operate the station and which application should be granted. However, on October 22, 1980, an agreement for merger of two applicants' interests was approved, with SelectTV amending its application clarifying all remaining questions regarding its financial qualifications. Judge Stirmer concluded that from \$3,000,000 seven-year loan provided by the Bank of American, SelectTV would need \$1,846,555 to build and operate its proposed station. Deducting first year's interest payment of \$390,000 and cost of station, this would still leave SelectTV with extra funds in amount of \$763,445. (BC Doc. 80-302). Action Feb. 13.

■ **Cresson, Pa. FM proceeding:** (The Great American Wireless Signal And Sounds Good Inc.)—ALJ Joseph Stirmer granted joint request and approved settlement agreement, authorized reimbursement of \$6,067.70 to Great American, dismissed Great American's application with prejudice, and ordered application of Sounds Good remain in hearing status to resolve the ascertainment issue specified against it (BC Doc. 80-325-26). Action Jan. 26.

■ **Eastland, Tex. FM proceeding:** (Micromedia and Carnette Broadcasting Inc.). By two separate actions, ALJ Joseph Chachkin granted motion by Micromedia for summary decision and resolved in its favor financial and ascertainment issues designated against it and granted petition by Micromedia for leave amend its application to report financial and ascertainment information; granted joint petition by applicants and approved agreement, approved the reimbursement of \$4,783.27 to Carnette by Micromedia, dismissed Carnette's application with prejudice, granted Micromedia's application, dismissed as moot all pending pleadings, and terminated proceeding. (BC Dec. 80-220-21). Action Jan. 23.

### Designated for hearing

■ Roger A. Meyers and Telecommunications Systems Inc., for a new station at Carson City, Nevada (CC Doc. 81-70-71). Feb. 2.

■ Microband Corporation of American and Telecommunications Systems Inc., for a new station at Cheyenne, Wyoming and Tekkom Inc., for a new station at Laramie, Wyoming (CC Doc. 81-74-76). Action Feb. 2.

■ J. McCarthy Miller and Microband Corporation of American for a new station at Ocala, Florida (CC Doc. 81-72-73). Action Feb. 2.

## Summary of broadcasting

### FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,008	4	9	1,019	122	1,143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2,525	0	0	2,524	252	2,826
VHF	1,389	0	0	1,389	478	1,867

\*Special temporary authorization

\*\*Includes off-air licenses

## Satellite

### Grant

■ Our Lady of the Angels Monastery for Birmingham, Ala. (10m; S-A; E2718).

## Allocations

### Actions

■ Quincy, Calif.—Substituted 101.9 mhz for 95.9 mhz at Quincy, effective April 6 (BC Doc. 80-171). Action Feb. 4.

■ Fort Walton Beach, Fla.—Assigned TV ch. 52+ to Fort Walton Beach, effective March 24 (BC Doc. 80-519). Action Feb. 4.

■ Avilla, Auburn, Albion, Garrett, and Lagrange,

Ind.—In response to petitions by The Harts Corporation and Paul D. Mowery and counter proposal by James E. Price, proposed four alternate plans: (1) assigning 102.3 mhz to Avilla; (2) assigning 105.5 mhz to Lagrange; (3) assigning ch. 272A to Garret; (4) assigning ch. 272A to Albion, and ordered the licensee of WIFF-FM, Auburn, to show cause why its license should not be modified to specify operation on ch. 272A in lieu of ch. 288A, if option 2 is adopted, comments due March 24, replies April 13. Action Feb. 2.

■ Pecos and Sante Fe, N.M.—Assigned 105.9 mhz to Sante Fe as its fifth FM assignment, effective March 24 (BC Doc. 80-196). Action Feb. 2.

■ Cobleskill, N.Y.—Assigned 103.5 mhz to Cobleskill as its first FM assignment, effective March 24 (BC Doc. 80-105). Action Feb. 2.

■ Beauford and Ridgeland, S.C.—Substituted 99.7 mhz for 104.9 mhz at Beauford and reassigned ch. 285A to Ridgeland as its first FM assignment, effective March 24 (BC Doc. 80-214). Action Feb. 4.

■ Orem, Utah—Substituted 107.5 mhz for 107.1 mhz at Orem and modified the license for KABE(FM), Orem to specify operation on ch. 298 instead of 296A, subject to conditions, effective March 24 (BC Doc. 80-525). Action Feb. 4.

■ Lewisburg and Ronceverte, W.Va.—Assigned 97.7 mhz to Ronceverte as its first FM assignment, and reassigned 105.5 mhz from Ronceverte to Lewisburg to reflect its actual use in that community, effective March 24 (BC Doc. 80-169). Action Feb. 2.

## Translators

### Grants

■ K15AB Peetz, Colo.—Board of Logan County Commissioners granted CP for UHF translator station on ch. 15 to rebroadcast KWGN-TV Denver, Colo. Action Jan. 23.

■ K17AB Peetz, Colo.—Board of Logan County Commissioners granted CP for UHF translator on ch. 17 to rebroadcast KOA-TV Denver, Colo.

■ K19AB Peetz, Colo.—Board of Logan County Commissioners granted CP for UHF translator station on ch. 19 to rebroadcast KRMA-TV Denver, Colo.

■ K21AD Peetz, Colo.—Board of Logan County Commissioners granted CP for UHF translator on ch. 21 to rebroadcast KBTB-TV Denver, Colo.

■ K23AB Sterling, Colo.—Board of Logan County Commissioners granted CP for UHF translator on ch. 23 to rebroadcast KWGN-TV Denver, Colo.

■ K27AG Sterling, Colo.—Board of Logan County Commissioners granted CP for UHF translator to rebroadcast KBTB-TV Denver, Colo.

■ K29AC Sterling, Colo.—Board of Logan County Commissioners granted CP for UHF to rebroadcast KRMA-TV Denver, Colo.

## Cable

### Applications

■ United Cable Television Cupertino Inc. for Cupertino, Calif. (CA0843) new signal.

■ Warner Amex Cable Communications Inc. for Victorville, Calif. (CA0846) new signal.

■ Rossmoor Cablesystems for Rossmoor, Calif. (CA0845) new signal.

■ Rancho Tierra Grande Association Inc. for Rancho Tierra Grande, Calif. (CA0844) new signal.

■ American Television and Communications Corp. for Kissimmee, Fla. (FL0510) new signal.

■ Southeastern Cable TV Inc. for Darien, Ga. (GA0302) new signal.

■ Southeastern Cable TV Inc. for McIntosh, Ga. (GA0303) new signal.

■ Phoenix Cable Communications Corp. for Enchanted Oaks, Gun Barrel City, Caney City, Eustace, Malakoff, Payne Springs, Seven Points, Tool City, Trinidad, Mabank, Kerens, Star Harbor, Kemp, all Texas. (TX0686, 687, 688, 689, 690, 691, 692, 693,

694, 695, 696, 697, 698) add signal.

■ Live Line Inc. for Jasper, Ala. (A10085) add signal.

■ Jones Intercable for Evergreen, Colo. (CO0023) add signal.

■ Jones Intercable for Kittredge, Colo. (CO0026) add signal.

■ Warner Amex Cable Communications Inc. for Boyle, Cleveland, Drew, Ruleville, all Mississippi (MS0045, 46, 47, 48) add signal.

■ American Cablesystems of Virginia Inc. for Fries and environs, Va. (VA0030, 249) new signal.

■ Midcontinent Communications Inc. for De Smet, Volga, Arlington, all South Dakota (SD0056, 58) new signal.

■ American Cablesystems of Virginia Inc. for Hillsville, Carrol, both Va. (VA0133, 135) new signal.

■ Westex Cable Corp. for Del Rio, Tex. (TX0183) add signal.

■ American Cablesystems of Virginia Inc. for Independence, Grayson, both Va. (VA0113, 136) add signal.

■ Multimedia Cablevision Inc. for Bixby, Okla. (OK0202) add signal.

■ Hawkeye Cablevision Inc. for Johnston, Altoona, Pleasant Hill, Norwalk, all Iowa (IA0122, 123, 124, 125, 126) new signal.

■ G.S. Communications Inc. for Carolina, Va. (VA0248) new signal.

■ G.S. Communications Inc. for Washington, Md. (MD0138) new signal.

■ G.S. Communications Inc. for Essex, Va. (VA0250) new signal.

■ G.S. Communications Inc. for Shady Grove, Pa. (PA1928) new signal.

■ Marsh Media of Smithville Inc. for Smithville, Tenn. (TN0185) new signal.

■ G.S. Communications Inc. for Tappahannock, Bowling Green, both Va. (VA0112, 105) add signal.

■ Sumner Cable Inc. for Hendersonville, Tenn. (TN0162) add signal.

■ G.S. Communications Inc. for Manchester, Keedysville, Sharpsburg, all Maryland (MD0061, 65, 55) add signal.

■ G.S. Communications Inc. for Glen Rock, North Codorus, Spring Grove, all Pennsylvania (PA1854, 44, 22) add signal.

■ G.S. Communications for Jefferson, Pa. (PA1237) add signal.

■ G.S. Communications for Seven Valleys, New Salem, New Freedom, Shrewsbury, Delta, Stewartstown, Greencastle, Antrim, Dillsburg, Franklinton, all Pennsylvania (PA1141, 1362, 1235, 1145, 1139, 0805, 1295, 1300, 1103, 1332) add signal.

■ Delata Cablevision Inc. for Mitchelville, Ark. (AR0215) add signal.

■ C/R TV Cable Inc. for Jefferson, W.Va. (WV0665) new signal.

■ C/R TV Cable Inc. for Charlestown, Ransom, both W.Va. (WV0112, 0390) add signal.

■ Texas Community Antennas for Malvern, Rockport, both Ark. (AR0216, 217) new signal.

■ Texas Community Antennas Inc. for Gladewater, White Oak, both Texas (TX0726, 27) new signal.

■ Miami County Communications Inc. for Tipp, Monroe, both Ohio (OH0832, 833) new signal.

■ Frederick Cablevision Inc. for Frederick, Braddock Heights, Middletown, Fort Detrick, Brunswick, Washington, all Maryland (MD0007, 110, 076, 074, 114, 109, 108) add signal.

■ Tennessee Kentucky Cable TV Co. for Covington, Soddy-Daisy, Tenn. (TN0186, 187) new signal.

■ Mid-American Cable Systems for Olathe, Kan. (KS0261) new signal.

■ Valley Cable TV Inc. for Chatsworth, Granda Hills, West Van Nuys, Sepulveda, Reseda, Encino, Northridge, Canoga Park, Woodlawn Hills, Winnetka, all California (CA0833, 840, 841, 842, 837, 838, 839, 834, 835, 836) new signal.

■ Cable TV Company for Chamblee, Ga. (5m: Microdyne; E2876).

■ Drayton Cable TV Inc. for Drayton, N.D. (ND0026) add signal.

■ Langdon Cable TV Inc. for Langdon, N.D. (ND0022) add signal.

■ K-M Cable TV Inc. for Mohall, N.D. (ND0030) add signal.

■ Walhalla Cable TV Inc. for Walhalla, N.D. (ND0015) add signal.

## Other

■ Total of 18,708 complaints from the public was received by the Broadcast Bureau in December 1980, a decrease of 1,925 from November. Other comments and inquiries for December totaled 956, decrease of 73 from previous month. The Bureau sent 1,181 letters in response to these comments, inquiries and complaints. Ann. Feb. 12.

■ FCC's UHF Comparability Task Force released an appendix that updates its report on "New Technical Opportunities for UHF Television Transmitters," by C.C. Cutler of Stanford University. The Comparability Task Force was established in response to Congressional request to determine ways by which UHF television service could become more competitive with VHF TV. Revision to Cutler report is a new appendix he prepared after his presentation at the 31st Institute of Electrical and Electronic Engineers Broadcast Symposium. He examines klystron efficiency improvements suggested in a recent report published by the Public Broadcasting Service. Ann. Feb. 9.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
KGTL	Peninsula Communications Inc., Homer, Alaska.
	<b>New FM's</b>
KARP	Carpinteria Broadcasting Co., Carpinteria, Calif.
KSHA	Redding FM, Redding, Calif.
WMFM	University City Broadcasting Co., Gainesville, Fla.
WHCF	Bangor Christian Schools, Bangor, Maine.
KTMW	Bixby Great Electric Broadcasting Co., Mercedes, Tex.
WNRN	Payne of Virginia Inc., Virginia Beach, Va.
WISQ	Everybody's Mood Inc., West Salem, Wis.
	<b>Existing AM's</b>
WIQR	J.M.R. Communications Inc., Prattville, Ala.
KQTE	Visionary Radio Euphonics Inc., Santa Rosa, Calif.
KEZW	Armstrong Broadcasting Corp., Aurora, Colo.
WKXX	Omnia Corp., Raoli, Ind.
WWME	Chandler Broadcasting Inc., Westbrook, Me.
WSNY	GCC Communications of Boston Inc., Boston, Mass.
WPBK	Pyramid Broadcasting Inc., Whitehall, Mich.
	<b>Existing FM's</b>
WKQK	WULA Inc., Eufaula, Calif.
KNAX	McClatchy Newspapers, Fresno, Calif.
KROQ	KPLV Inc., Pueblo, Colo.
WKZR	WMVG Inc., Milledgeville, Ga.
KBIU	Stream Broadcasting Inc., Lake Charles, La.
WJXQ	Pattern Broadcasting-Jackson Inc., Jackson, Mich.
KZOR	Noalmark Broadcasting Corp., Humble City, N.M.
WSQV	Audiophase Broadcasting Inc., Jersey Shore, Pa.
WAAQ	Rawley Communications Corp., Myrtle Beach, S.C.
WALD	Walterboro Radiocasting Co., Walterboro, S.C.
KGNW	First Media of Washington Inc., Seattle, Wash.
	<b>Existing TV's</b>
WCQR	Channel 50 Inc., Washington, D.C.
KCSO	KLOC Broadcasting Inc., Modesto, Calif.

# Classified Advertising

## RADIO

### HELP WANTED MANAGEMENT

**Can you do it?** Prove it and make yourself eligible for a new sales manager's position with our young aggressive chain of stations. New AOR FM formatted station with state of the art equipment. Programming and promotional budget top shelf. All sales tools and beautiful compensation package will be given to person chosen to lead new sales staff. Send resume and salary requirements first letter. Box A-51.

**Music Director** Duties: Serves as music programmer for station. Assists Program Director in establishing programming goals, policies and schedules. Provides music listings, program notes for monthly program guide. Manages record library budget. Prepares annual record orders. Initiates program production concepts for local/network usage. Assists in audition, training, evaluation of station announcers. Assures that station music programming policies adhere to all Federal copyright laws. Qualifications: BA/BS in Communications or related field; Four years broadcast experience with preference of at least two years in Public Radio broadcasting; Knowledge of FCC and copyright of at least two years in Public Radio broadcasting; Knowledge of FCC and copyright regulations; Strong musical background with classical pronunciation expertise. Announcing and production background with classical pronunciation expertise. Announcing and production experience will be helpful. Salary: Negotiable; Minimum \$12,500. Deadline: February 27, 1981. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee, WUFT-FM, University of Florida, 2108 Journalism Bldg., Gainesville, Florida, 32611. (Short air-check tapes will be accepted but will not be returned).

**Manager**, for small town radio station in Southern Appalachian area, must be good in sales and able to motivate staff. Salary and commission, will train right person with good small town radio experience. EOE. Write full details to Childress Group, Box 1044, Sylva, NC 28779.

**WFOG-AM**, Suffolk, Virginia. Station Manager. Only local station in city of 50,000. We will supply all the support you ask for if you know what support to ask for. Send resume showing how innovative, creative and sales oriented you are. This is a strong opportunity to grow in experience and income. Write to Stu Cohen, WFOG, 330 W. Brambleton Avenue, Norfolk, VA 23510. EOE.

**Take charge** religious radio manager. We have an outstanding general management position with excellent pay for a person who will take charge and assume responsibility for aggressive spot sales and marketing results in a large midwestern market. We are a growing commercial broadcasting company. Our three stations feature quality bible-centered programs and conservative religious music. The person we are looking for must have an exceptional spot sales track record and be ready to assume overall station responsibility. If you're an aggressive, bottom-line oriented self starter, this position offers you a challenging and rewarding opportunity with top pay and future growth potential. Send your confidential resume to: Richard Bott, Bott Broadcasting Company, 10841 East 28th St., Independence, MO 64052.

**Operations Manager:** it will take one heck of an ops. mgr. to replace Jim Roberts after serving six years with this 79 Billboard station of the year. Perhaps you have the needed credentials of mor or A/C PD. experience and winning management style that will meet our high standards. High standards means we also pay same as medium to large mkts. Be a member of our mgt. team at our new \$1.1 million studios. Apply in confidence and send your resume and stations best tape to G. Scantland Pres., WDIF Box 10000 Marion OH 43302.

### HELP WANTED SALES

**Experienced Salesperson** needed immediately at successful regional AM/FM in western Kansas. Excellent commissions and work environment, incentives. Established list. E.O.E. Contact Scott Smith, KBUF, Garden City, 316-275-2131.

**South Dakota-Minnesota** group radio broadcaster is expanding by adding an AM-FM combo plus three new FM's in 1981. Need additional sales people. Ongoing sales training and personal development, keys to success. Growth oriented and want to be successful in a dynamic company? Send your resume, including salary history, to: Don Sciel, Sales and Marketing Coordinator, Sorenson Broadcasting Corporation, 15036 ceoen Avenue South, Bloomington, MN 55431. Equal opportunity employer.

**Big Bucks.** Akron Ohio's new radio station, WNIR has big bucks to be made by an aggressive, energetic and creative individual who enjoys sales. Position includes excellent draw plus commission, expenses and benefits. Call Bill Klaus, 216-673-2323. EOE.

**Madison, WI** and two other mid-west family markets offer entry sales opportunity for bright problem solvers strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701 Mid-West Family Station (EOE).

**72 year old** station owner wants to retire. Looking for man or woman who will prove ability in sales before taking over sales manager and manager position. Charlie Persons, KVBR, Brainerd, Minnesota 56501.

**If well rewarded** hard work is your cup of tea our organization wants you on our sales team we are 5,000 watt AM and 100,000 watt FM joined in a small market with nothing but growth in our future. You could become part of it. Reply only if you are truly a professional and willing to prove it. Bill Arnold Box B-115.

**Are you a small market** salesperson who wants to be a sales manager. Come grow with us in Virginia's Shenandoah Valley. Call Randy Swingle 703-743-5167. EOE.

**Outstanding opportunity** for immediate earnings and potential growth in one of the most beautiful areas of the country. We have available an established list, and a commission plan which rewards hard work. Join a growing, professional organization in the Shenandoah Valley of Virginia. Sales experience desired, but programmers who want to move into sales will be carefully considered. Send resume and all pertinent information to: Tom Manley, WKCY, PO. Box 1107, Harrisonburg, VA 22801. EOE.

**Immediate opening** in a college oriented dynamic market, for an aggressive, creative salesperson. Station under new local ownership offers good base against 18% commission. The station is firmly established and going forward. The weather and living conditions are great. Come grow with us. Send resume to KNOR, Box 500, Norman, OK 73070 or call Frank Sims, 405-321-1400.

**I will demand, 110% effort from you!!** But I will give you your first big break in professional broadcast sales. You will learn what college could never teach you, make good \$\$s, work in an excellent retail market, call on some agencies, and most importantly learn creative and professional sales. Future management opportunities when you're ready. Grow with us. Connecticut area residents only. Call me today, Patrick K. Foy, WBIS Radio 203-583-9265.

**WLIR-FM**, young AOR adult station based in highly affluent Nassau County with prime coverage also in western Suffolk and parts of New York City. Radio sales experience mandatory. Salary, plus commission and expenses. Take over existing list, and develop new accounts. Send resumes to: Zim Barstein, 175 Fulton Avenue, Hempstead, NY 11550.

**Panama City** Florida's top rated pair, WPFM and 3WQ have sales openings. Top guarantee, good fringe benefits, and paid expenses. Service existing accounts and live on the "worlds most beautiful beaches" call or write: Jim Broadus, Vice President/General, Manager, Mediasouth Inc. PO Box 1430, Panama City FL 32401. 904-234-8858. Jim Broadus.

**Experienced radio salesperson:** Immediate opening on AM-FM station in University Town, Draw, expenses, commission, beginning account list and company benefits. Send resume to Radio Station WDWS PO. Box 677, Champaign, Ill 61820 or call J. Whitman, Sales Manager 217-351-5300. An equal opportunity employer.

**CALIFORNIA**—Monterey County Top Contemporary/Country Combo Looking for experienced Sales person to take over a large account list, and add to it. Call Harold Robinson at KDON 408-422-5363.

### HELP WANTED ANNOUNCERS

**Q 107/Charleston** has 7 til midnight available immediately for self-motivated person who can make it happen. Must be self starter with dazzling production and ability to blend their energy with strong CHR format. Q 107 is the low country's 100,000 kw powerhouse with limitless future. Tapes and resumes to Tracy Mitchell, Box 903-904, St. George, S.C. 29477.

**Experienced morning anchor.** Top 50 news/talk station has immediate opening for anchor/reporter. E.O.E. Send salary requirements & resume to Box B-60.

**Dynamic talk show personalities.** MOR announcers and production experts: Send tapes and resumes to Tom Krimmsier, WWL, New Orleans, LA 70176.

**Top rated** northern Indiana station looking for mid-day personality who can entertain. Will need at least two years commercial experience to handle this MOR personality format. E.O.E. Send aircheck and resume to WTRC, Allen Strike, PO Box 699, Elkhart IN 46515.

**WASK** has PM drive open for a talented adult contemporary entertainer. Send tape and resume to Jerry Collins, Box 7880, Lafayette, IN 47903.

**Immediate opening,** must have two years experience, willing to live in small town of 20,000, good habits, send tape and resume to WTTT, Tiffin, OH 44883 EOE.

**Adult Contemporary** announcer-sales opening immediate. Tape and resume to: WSER Radio 192 Maloney Road Elkton, MD 21921.

**Morning personality.** Ours wanted sales and we said yes. adult/contemporary format. Experience necessary — versatility and communication skills more important. Excellent benefits, professional staff, fine community relations. On beautiful Lake Michigan. Resume, tape to: Stan Banyon, PD., WHFB PO Box 608, Benton Harbor, MI 49022. EOE.

**Needed immediately:** Announcer with production skills for small market station in North Central Virginia. Good benefits & working conditions. T&R to Mike Decker WCVA Radio, Box 672, Culpeper, VA 22701. Minorities encouraged to apply!

**Easy listening contemporary** class B FM with impact throughout Greater Boston. Requires a laid back pleasant approach and probably a minimum of three years experience. Tape and resume ASAP to Eric Marengi, WSSH Box 1401 Lowell, MA 01853 or call 617-458-8486. Equal Opportunity Employer.

**Are you nuts?** We want a wild man (or woman) who can turn a major market upside down. This town can be yours! We are a personality oriented Radio Station and if you got the "wackos" we got the "bucks". Send Resume. EOE. Box B-124.

**Weekend Moneymaker:** "Good Old Days" swing era tape show. Donald Davis, KTOB, Petaluma, CA 94952.

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**HELP WANTED ANNOUNCERS  
CONTINUED**

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**Hot Springs Ar.** Need adult contemporary jock experienced in production-copy writing. Must be flexible regarding schedule and responsibility. Past experience will be carefully checked. Resume to KXOW-KACO, Hot Springs, AR 71901. EOE.

**Up State New York**—midday announcer wanted immediately for new small market FM. I want someone with ability and potential to grow with a great group. If you're interested send me a T/R today. Mike Hayes, PD., WBTF-FM, 35 Main St., Attica NY 14010 M/F EEO.

**Announcer Copywriter** needed commercial experience mandatory sport play by play helpful but not mandatory tape and resume to Gary James WARE Box 210 Ware MA 01082

**Attractive Midwest** smaller market needs combo 1st phone-jock, some news and talk, nights. Experienced. Resume to Box B-175.

**Morning Personality.** Adult contemporary format with emphasis on information. Sales experience. Tape & resume. WFVA, Fredericksburg VA. 22401. EOE.

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**HELP WANTED TECHNICAL**

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**Chief Engineer** for a full-time, regional AM and a Class B, 50,000 Watt FM in one of California's most desirable areas. Send your resume with your personal requirements immediately to: Doc Hill, KYOS/KMYT, Box 717, Merced, CA 95340. Or call 209-723-2191.

**Maintenance engineer.** First, audio and digital troubleshooting experience. Well equipped facility, good benefits. WBBF/WMMJO 850 Midtown Tower, Rochester, N.Y. 14604. 716-232-7550. EOE.

**Sunbelt AM/FM,** part of growing employee oriented chain, seeks enthusiastic, quality conscious engineer. Good organizational skills, experience in DA, STL, Rmt. Ctl., and Automation required. Send resume to Tom Bohannon, WKIX, PO. Box 12526, Raleigh, N.C. 27605, 919-851-2711.

**Experienced Chief Engineer** for 500W 3 tower directional AM, full power class B FM, fully automated. Excellent equipment. Good working conditions. An equal opportunity employer. Contact Lyle Richardson, Gen. Mgr. KUDE/KJFM, Oceanside, CA 92054. 714-757-1320. Don't wait, do it now!

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**HELP WANTED NEWS**

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**Excellent opportunity.** Metro-NY area AM/FM now accepting applications for future openings. Award-winning news staff looks for top-notch reporters. No beginners. We're good. If you are, Box B-66. EOE.

**News professional** needed for four-member staff with major market news concept. EOE. Tape and resume to Gary Wescott, WSPT/WXYO, PO. Box 247, Stevens Point, WI 54481.

**No snowshoes needed** to be News Director in New Mexico. What is needed is ability to report, write, and anchor local news coverage in market of 30,000 plus. Minimum two years experience will bring top pay and good benefits and career opportunity with combination AM-Cable TV operation. Call Bill Brooks 505-864-3024. EOE.

**Experienced News** personnel needed for immediate opening. Mail tapes and resume to: Program Director, PO. Box 8085, Nashville, TN.

**Opening,** for news-traffic person, or news-sales person. Must have experience. EOE Write Childress Group, Box 1044, Sylva, NC 28779.

**News reporter** WFIR/WPVR Radio is now taking applications for future openings in the News Department; good delivery, strong reporting skills, experience needed. Women and minorities are encouraged to apply. EOE Box B-176.

**News writer and newsreporter** needed commercial experience mandatory tape and resume to Gary James WARE Box 210 WARE MA 01082.

**News Director** for new 50,000 watt public radio. Develop news programming, co-host morning magazine. Send tape, resume, salary requirements to WEBO, 26 Pleasant Street, Concord, NH 03301. Deadline March 20. EEO.

**Sign on news** shift available. Strong voice a must. Minimum 2 years experience. Competitive medium market. Tape, resume, salary requirements. Tom Casey, POB 272 Altoona, Pa. 16603 AA/EEO.

**Radio and television** news coordinator—Public Relations is responsible for the writing and production of news and public affairs programs reflecting academic, research and service programs of the University. Individual should have strong on-air radio and television news experience and thorough knowledge of video and radio equipment. Degree in radio and television or journalism and professional news experience desired. Salary: negotiable. Send video tape and resume with references to Dr. Ed Meek, Director of Public Relations, University of Mississippi, University, MS 38677. To ensure consideration, apply by March 23, 1981. Equal Opportunity Employer.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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

**Production Director** if you're creative and can supervise the work of others, call Bill Chambers, WHBC, Canton, OH 216-456-7166. EOE.

**Program director** wanted immediately for our Nashville AM station. Must be able to program all formats. Send complete info to Dick Broadcasting, Box 10207, Knoxville, Tennessee 37919.

**Music director** for new 50,000 watt public radio. Requires passionate knowledge of classical and jazz, good air presence. Send aircheck, resume, salary requirements. WEVO, 26 Pleasant St., Concord, NH 03301. Deadline March 20. EEO.

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**SITUATIONS WANTED MANAGEMENT**

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

**Operations/Programing.** Administration, programing, promotions, budgeting, public affairs/news commitments, TV/Radio talk producer/host. Detailed ten year resume/references. Employed. Box B-28.

**Dedicated, hard-working** pro seeks GM or SM position, small or medium market. 2 yrs. management, 5 yrs. sales (Jennings trained), NAB experience. College grad. Box B-67.

**Husband/Wife** seeks sales management. Proven track records in local, regional, nat'l sales. Top billers with major broadcasting companies in large market. Combined experience. 19 years in media. Reply Box B-130.

**Station manager,** small market. Programing and sales experience in competitive and small markets; 10 year management background. Prefer Midwest or West, all markets considered. Excellent references. Box B-121.

**Successful Group V.P.** and Major Market General Manager. Excellent credentials in all areas including cost control, FCC R&Rs, sales, sales management, programming. Bottom line oriented. Prefer Southeast. Box B-144.

**Save the address.** When you're ready for a knowledgeable, imaginative Manager with programming and sales background, write: Manager, 19 Greenhill Lane, Huntington, NY 11743

**Station owners/group owners.** Take note: General Manager totally armed with 18 years experience winning the battles of sales and profits in all size markets both AM & FM. Skills include heavy sales and sales promotions, strong leader and motivator. Looking for new battles to win. Best credentials. Box B-177.

**GM Small Market** background, bottom-line oriented, over twenty years experience. Presently employed. Prefer midwest, but, location not as important as opportunity for future. Box B-178.

**Looking for Manager,** Sales Manager, Salesman? Try me! Over 20 years radio, 6 sales. Now in Nebraska small market. Box B-69.

**General Manager available.** Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

**General manager** major market radio wishes to relocate to East, Southeast or South. Excellent record with top references. Broadcasting Box B-62.

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**SITUATIONS WANTED SALES**

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**Salesman/Announcer!** Five years at current mid-west station! Excellent sign on or afternoon drive personality who will bill 5 to 7K monthly at your small or medium market station. Box B-147.

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**SITUATIONS WANTED  
ANNOUNCERS**

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**Dependable, Aggressive,** good pipes, A.O.R. preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

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

**The tiger** is back from teaching. News, Sports, Announcing. Experienced, energetic. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02179.

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

**Look at me** look at you we're both looking I'm a hard worker creative and know what is happening musically 312-525-4614 ask for Johnny and end our looking.

**Dependable Exp.** Female Jock Soft Rock or Top 40, oldies a specialty, for tape and resume. Call Chris Casey anytime from 6 PM to 8 AM 312-298-4775.

**Enthusiastic** young jock with medium market experience looking for medium market work. First phone. Strong sports interest. Excellent PBR 414-233-6829.

**5 year man** looking for small market long term on air music director or programing position (Ind; Oh; Mich; Ky; Pa; W.V.) Box B-137.

**Comeo Person**—Announcer, writer, programmer with a knowledge of music. College educated. Call Alan Katovich 313-939-8063 or write 34788 Fargo, Sterling Hts. MI 48077. Midwest or New England preferred.

**I Love Radio.** Looking for chance to be creative. Will work hard to do the job right. Available for any shift. Tape and resume available from Lady L., telephone number: 312-863-3359, mailing address: 2116 South 47th Avenue, Cicero, IL 60650.

**This is it.** The Phoenix Flyer is looking for a job. Excited about starting my career. Give me a call on the flyer line: 312-830-4153.

**On your radio** Dedicated, dependable person with good pipes wants to bring personality and higher ratings to your station. Call Tom Nolifi at 312-455-4904-5 for tape and resume.

**Aspiring Announcer** with 3rd ticket, seeking first big break. Will work anytime, any place. Format no problem. Call Mike Davis 212-798-9390 after 4:00 p.m.

**Enhance your station image!** Clean-cut Robert Redford type professionally trained—(resonant) tape, resume available. Phone Tony Lynch, 516-621-3757.

**Talented AOR** Jock with three years experience in medium market seeking relocation. Excellent production/light board. Kevin Weber 219-662-0882 for tape/resume.

**Experienced announcer.** First phone. Master's Degree in English. Ready to relocate. Box B-179.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Free Money** I don't have. Twenty years experience I do have, in all areas, music, news and production. Interested? Phone: Edward King, 901-327-9511.

**Do you need** a solid experienced morning man, PD., news, production copywriter professional? I have such experience plus an FCC first ticket. Married, stable... available at once. Medium or better markets only. Prefer central Pennsylvania, but money and benefits talk! State opening and anticipated salary, first reply. Box B-180.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer**, 30 years experience all phases. AM, FM, DA, automation, studio, xmitter, etc. PO. Box 43641 Atlanta, GA 30336.

## SITUATIONS WANTED NEWS

**Female, 26, dependable**, experienced news reporter/DJ seeking position in large or medium market. Prefer Texas or Michigan. Will consider all other areas. 2 1/2 years experience, 1 AS ND. Can relocate immediately. Box B-77.

**Sportscaster**, Former Pro player with the Kansas City Royals. Experienced, A hard-working, Sports Winner. Send or call for Tape and Resume John Rockwell, 1907 W. Nelson, Chgo., Ill. 60657 or call before 1 PM. 312-777-8304.

**Major market sports director/reporter/play-by-play**, talk host. Stable, dependable. Top references. Available soon. Box B-160.

**Aggressive News/Sports anchor** looking to join solid medium or small market station. Excellent reporting and top notch play-by-play and sportstalk. Top 30 experience plus degree. Call Jim 614-436-6133.

**Have Good Pipes** will travel, creative, dependable, determined loves radio, tape & resume available. Justin Shay 8140 S. Maryland Chgo., IL 60619 312-874-7111 after 6.

**Sports Anchor/Reporter**. Aggressive and knowledgeable college grad seeking entry level position. Experience includes, bpb basketball, baseball, football plus talk shows. Good writing skills. Willing to relocate. Call Neil 401-942-4472.

**Sportscaster**—dedicated, motivated, versatile, college graduate, professionally experience; excellent voice, delivery, language skills and reportorial ability. Widespread knowledge, production background, totally committed. Seeking sports-minded station for complete coverage. Can combine with news, sales. Bob 516-741-1298.

**Play-By-Play**—exciting, quick and accurate. Basketball is specialty—football and baseball too. Sports Director with small, medium and major market experience seeks position including major college sports and/or minor league baseball. Prefer West Coast, but will consider offers from elsewhere. Box B-181.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Major Market PD** with successful track record getting back into programming after short vacation. Strong research background. Available immediately. Call 303-366-3934.

**Experienced traffic manager** seeks position with a midwestern station call Diane at 414-675-6607 after 5:30 p.m.

**Experienced Program Director** available with administrative background, good track record and references. Seeking "team-effort" station with a future. Box B-19.

**Five years** Current Station: Ability to understand and work with Sales Department by forte. Excellent Air Man also automation experience. Desire Programming, operations or Assistant Manager position in small or medium market station. Box B-146 Broadcast!

**Sports director/PBP** Medium-major market. 29. 8 years experience. 4 years college football and basketball. M.S. communications. 316-231-9200. Box B-24.

**Creative wizard!** 8 years experience, Radio & TV production and operations seeks production-programming position. Will relocate. Tom Kennedy 198 Dante Ave., Tuckahee, NY 10707. 914-793-3745.

**Experienced producer** and on air talent. Seeks creative broadcast programing situation utilizing either or both skills. Mr. Hall 1065 Park Ave. Suite 19C N.Y.C. 10028 212-534-3971.

**Aggressive sports director** looking for medium to small market position. 5 years experience all markets. Excellent reporting of key stories and sportstalk. Major college PBP experience plus college degree. Call Jim 614-436-6133.

## For Fast Action Use BROADCASTING's Classified Advertising

## TELEVISION

### HELP WANTED MANAGEMENT

**Public Television director** of development. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Community Relations and Development. Candidates should possess five years experience in broadcasting, public information, public relations, or fund raising, and a minimum of three years management and/or supervisory experience. Salary range is \$24,793 to \$33,072. Closing date March 23, 1981. Address correspondence to: Development Office, Iowa Public Broadcasting Network, Attn: Larry Patten, Executive Director, PO. Box 1758, Des Moines, IA 50306.

**News Director**, Top 100 Market, Network Affiliate. Send resumes to Box B-123.

### HELP WANTED SALES

**Local Sales Manager:** Group owned Northeast UHF affiliate in 140-170 market seeking top local producer ready to step-up and take over successful sales operation. Must be organized with strong promotion and packaging ideas. Excellent growth opportunity. Send resume to Box B-182. EOE.

### HELP WANTED ANNOUNCERS

**PM Magazine co-host** sunbelt station seeking male co-host with story-producing and/or creative writing experience. Must be committed to teamwork effort required by PM Magazine format. Send resume to Box B-150. E.O.E.

### HELP WANTED TECHNICAL

**Assistant Chief Engineer**—experience with 3/4" and 2" VTR's, RCA TT50 Transmitter, microwave and general studio equipment desirable. Good manager and general studio equipment desirable. Good manager plus first class license. Contact Chris Burgbacher, WMBB-TV, Box 1340, Panama City, FL 32401 or call 904-769-2313. EOE. Box B-157.

**Television Maintenance Engineer** needed for new independent UHF Studio equipment maintenance background vital, some transmitter, no operating shift. Ground floor position with new, growing company. Resume to: WLRE, Po Box 26, Green Bay WI. 54305. EOE M-F

**Electronics Maintenance Engineer** Immediate opening for qualified electronic technician to maintain Sony BVP-330/BVU-200 and TK-76 systems. Will train applicant with necessary electronics background. Send resume and salary requirements to: TV Engineering, PO. Box 1600, Norfolk, VA 23501. An Equal Opportunity Employer M/F

**KOAT-TV, Albuquerque**, has several openings on its technical staff involving transmitter, studio, and ENG maintenance. Experience preferred or applicants should have minimum of two years technical training. These are maintenance positions with minimum operations. Please send resume to Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125.

**We're in the market** for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package and the Monterey Peninsula to live. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, PO. Box 1938, Monterey, California 93940. A Retlaw Broadcasting station. EOE.

**Broadcast Supervisor—Remote Production** Outstanding opportunity for highly motivated, extremely efficient technical person to oversee remote operations of new division of F&F Productions, Inc. in the Minneapolis/St. Paul area. This individual must be able to handle complete maintenance of state-of-the-arts mobile unit, currently in use by all networks and to supervise and train top of the line operating personnel. Excellent compensation and company benefits. This individual will also supervise soon-to-be-formed studio, commercial and production unit which we feel will be a major factor in national remote, commercial and program syndication. Send complete resume to Robert C. Fransen, F&F Productions, Inc., 3415 University Ave., St. Paul, MN 55114. An Equal Opportunity M/F Employer.

**Beautiful VHF station** in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702-383-0245. An equal opportunity employer.

**TV Studio technicians** needed by New Jersey four-station network for new expanded programing. Previous operating experience in studio and/or EFP essential, light maintenance experience helpful. FCC License preferred. Starting salary \$14,781, plus benefits. Send resume to: Jack Lupack, New Jersey Public Television, 1573 Parkside Ave., Trenton, N.J. 08638, or call 609-984-0307 (EEO).

**Chief Engineer** for Chicago U.H.F. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 201 North Wacker Drive, Chicago, IL 60606.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV, Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Sales engineer.** Quality Media needs an equipment sales manager for the broadcast equipment division. Position will offer extremely good salary and commissions for the right man. Sales experience and TV/Radio technical knowledge and leadership ability is required. Ability to work with churches and religious groups is a necessity. Contact Bill Kitchen, Quality Media Corporation, 800-241-7878.

### HELP WANTED NEWS

**Assistant News Director** PBS station at Texas A&M University. Co-anchor, assistant producer for radio and TV newscast. Some reporting, ENG experience required. BA or MA in Journalism; 1/4 time in teaching Broadcast News. Contact: Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843, 713-845-5154. EEO/MF

**ENG Photographer** We have an immediate opening for ENG photographer for News Documentary Unit. Applicants should have experience as television news photographer with skills relating to minicams, recorders and ENG editing. Interested applicants should apply to Mr. Fran Lucca, News Department B, WNED-TV, PO. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

**Major market network** affiliated VHF looking for News Director. We have canvassed the country and haven't found the right person yet. Where are the News Director stars of tomorrow? Send resume to Box B-112. EOE/MF

## HELP WANTED NEWS CONTINUED

**Sports Producer/Reporter**—top five market station. To gather and report sports stories and features. Experience in television reporting and production essential. E.O.E. Employer. Box B-151.

**News Reporter**/Central California Independent wants professional reporter. No Beginners. Two-three years prior experience on camera and in field work. Send resume and salary requirements to Box B-110. An EOE/M-F Employer.

**ENG Photographer-Editor**: We're looking for someone with ENG experience who can tell a story with pictures. No beginners please. We have 7 ENG cameras, live capabilities, and a large staff. Contact Nancy Ronald, Chief Photographer, WQAD-TV, Moline, IL 309—764-9694.

**Anchor/journalist** to produce and anchor 10:00 PM Monday-Friday newscast on WKBT-TV, a CBS affiliate, La Crosse, Wisconsin. An outstanding midwestern community. Send resume and tape to Steve Waller, News Director, WKBT, 141 S. 6th Street, La Crosse, Wisconsin 54601. EOE.

**News Producer**. Early and late news 2-3 years experience. Reporting background helpful. Salary open. No phone calls please. Tape and resume to: Jon Poston, News Director, KGUN-TV, Box 5707, Tucson, AZ 85703.

**Assignment Manager** for Southeast Medium Market. Group owned, Number One News Operation. Must have desk experience. Must be oriented to people management and enterprise journalism. Resumes to Box B-183.

**Assistant News Director**. PBS station at Texas A&M University. Co-anchor, assistant producer for radio and TV newscast. Some reporting. ENG experience required. BA or MA in Journalism; 1/4 time in teaching Broadcast News. Contact: Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843, 713—845-5154. EEO/MF

**ENG Photographer**. We have an immediate opening for ENG photographer for News Documentary Unit. Applicants should have experience as television news photographer with skills relating to minicams, recorders and ENG editing. Interested applicants should apply to Mr. Fran Lucca, News Department B, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal opportunity Employer.

**Meteorologist**. A bright, enthusiastic prognosticator who lives weather and loves to tell viewers about it. Group-owned, medium market in the Southwest. Box B-184. EOE. Degree, AMS required or ability to obtain AMS.

**Reporter** for expanding number one news operation in N.E. \$15,000 plus for qualified person. No beginners considered. EOE. Box B-192.

**Photographer** for expanding number one news operation in N.E. Include salary requirements. EOE. Box B-186.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer-Director**—Looking for a top Producer-Director with heavy experience in directing news and producing public affairs programs. Must know all aspects of studio lighting and production. EOE. Resumes only—no calls. Executive Producer, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222.

**Audience Promotion Director** Large market, South Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills a must. Hands-on experience helpful. BA desirable. An Affirmative Action/Equal Opportunity Employer. Box B-141.

**Producer-Director**: Top 100-group owned affiliate seeks creative self-starter to direct local productions, including news and public affairs programs, commercial, promotional and public service announcements. Studio, lighting, and editing skills necessary. EFP and writing abilities desirable. Crew supervision and switching a must. BA and one years experience desirable. Good growth potential within group. EEO employer. Box B-187.

**Sports producer** wanted. You must know sports and be able to produce slick, fast-paced informative features. Field and studio producing for a prime time top 10 program. EOE. Box B-148.

**Immediate opening** for experienced Producer/Reporter to produce weekend newscasts and supervise weekend coverage plus general assignment reporting three nights a week with heavy emphasis on live reports. Degree in journalism or related fields helpful. An Equal Opportunity Employer. Resumes to Keith Nichols, News Director, KMTV, 10714 Mockingbird Drive, Omaha, Nebraska 68127.

**Operations Director**—must have management experience and a knowledge of film editing, traffic procedures, broadcast operations and programming. Call Al Benz, WUTV, 716—773-7531. An Equal Opportunity Employer.

**Producer/Director**. Minimum two years experience. Personable with ability to lead. Must be able to operate under pressure. News and studio directing a must. Send resume and salary requirements to Craig Cornwell, Production Manager, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls please. Equal Opportunity Employer.

**Producer/Marketing** New and exciting position representing ambitious public television station in developing production relationships with cable television and non-broadcast video fields. Highly imaginative, motivated, articulate individual able to conceive wide range of program ideas. 7-10 years experience in production and marketing. Knowledge of and contact in cable television and disc/cassette fields and television producing personnel. Travel required. Excellent benefits. Starting salary \$30,000 negotiable depending upon experience. Submit resume and support materials to: Bill Kobin, Twin Cities Public Television, 1640 Como Avenue, St. Paul, MN 55108. An Equal Opportunity Employer.

**Executive Producer** to be responsible for overseeing the production of all newscasts. Should have 3-5 years experience in newscast producing and be familiar with equipment utilized in the production of newscasts. Please send resume to Richard Ahles, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer M-F

## SITUATIONS WANTED ANNOUNCERS

**Looking for a Degreed Meteorologist?** I have experience with crome-a-key and currently on the air at Channel 8 on the campus of Northern Illinois University. Interested call 815—756-2470.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service**. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2989.

**Brrr**—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907—279-4279.

## SITUATIONS WANTED NEWS

**I will surprise you** with what I offer! Aggressive female anchor-producer-reporter ... 5 year veteran ... looking for that big break. Call me now! Top 50 markets only. Box B-188.

**Experienced Field Reporter**, ENG Editor, 5 years broadcast journalism experience. 1 1/2 years TV. Prefer Southeast or Southwest, but will consider other areas. Box B-189.

**Anchorman/reporter**—Forceful, personal air style marked by authority and conviction. Strong interviewing, investigative skills. Top ten experience. Interested in competitive challenging operation. Box B-190.

**Former White House** Asst. Pres Secretary, age 28, seeks Reporter/Producer position in aggressive medium-sized market. Audition tape available upon request. Call Paul Costello 202—547-5719.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative! Tenacious!** Washingtonian diligently seeks responsible position in TV production/programming. Will relocate. Jan 14217 Piccadilly Rd. Silver Spring, MD 20906 301—871-8018.

**Producer-Director**. Experienced director of a varied schedule of local productions would like to move to a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have BA. Patricia Strausse 907—279-4279.

**Experienced newswoman** with excellent credentials in top market, plus some p.r. background, seeks promotion opportunities in film, broadcast or cable industries. Box B-89.

## HELP WANTED SALES

**Experiences sales manager**. Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215—539-5300.

## CABLE

### HELP WANTED MANAGEMENT

**Station Manager**—type to oversee operation of live and taped programming to begin on cable TV channel in New York metro area. Must have general all-around knowledge of business, particularly in acquiring syndicated features, old movies, etc. Fair starting salary, but with excellent growth potential. Contact Elton L. Spitzer, c/o WLIR-FM, 175 Fulton Avenue, Hempstead, NY 11550.

### HELP WANTED INSTRUCTION

**Instructor** for Broadcast Journalism program. Professional experience preferred. Ability to teach in related areas desirable. Masters required. Salary approximately \$16,000 for nine months. Position available August 1981. Applications accepted until position filled. Please, no applications without broadcast journalism background. Department has new multi-million dollar facilities for professional 4-year degree programs in Broadcasting, Broadcast Journalism, and Journalism. Send letter of application, resume, three current letters of reference, official transcripts to: Ralph Carmode, Head, Department of Journalism and Broadcasting, Mississippi University for Women, Columbus, MS 39701. EEO/AA employer.

**Broadcasting/Station Management** combination, teach 5 courses per year in Radio Production, Broadcast Newswriting, Mass Media and Society, (et. al.) and manage FM station half-time. Master's Degree plus professional experience in public radio, control board operation, knowledge of FCC regulations. Application and resume by March 20 to Dean of Faculty, The Lindenwood Colleges, St. Charles, MO 63301. An Affirmative Action/Equal Opportunity Employer.

**Journalism/Mass Communications**—Virginia Commonwealth University is seeking faculty persons to teach in the Department of Mass Communications to begin in the 1981 fall semester. One position is to teach undergraduate and graduate courses. Primary responsibility at the graduate level includes teaching research methodology and media analysis. The terminal degree is required, along with solid record of scholarly accomplishments. Previous record of excellence in teaching at the college or university level is highly desirable. Rank and salary are open and competitive. The second position is for a one-year appointment to teach public relations. Solid professional experience is a requirement. Preference will be given to candidates with a Ph.D. Previous record of excellence in teaching is desirable. Salary and rank are open and competitive. Virginia Commonwealth University is an affirmative action, equal opportunity employer. Applicants should write to George T. Crutchfield, Chairman, Department of Mass Communications, VCU, 817 West Franklin Street, Richmond, Virginia 23284 by March 15, 1981.

**Instructor/Assistant Professor** To direct an internationally-respected program in audio engineering and multi-track recording. BA in Radio-Television or related field. Professional experience in multi-track recording and mixdown required; technical knowledge of basic electronics, acoustics, and music necessary. Hands-on teaching position using a professional 16-track recording studio. Scholarly and professional activity encouraged. Salary negotiable. Evaluation of candidates begins May 1, 1981; starting date September 1, 1981. Send letter of application, vita and three references to: Personnel Selection Committee, Department of Radio-Television, Eastern Washington University, Cheney, WA 99004. AA/EEO M/F Employer.

## HELP WANTED MANAGEMENT CONTINUED

**San Francisco**, FCC License 6 weeks 3/9/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271).

**Wanted 2 C.C.U.S.** for Norelco PCP70P in working conditions. Call Rubiano 809-723-6276.

**Hewlett Packard 335** transmitter monitor, G.E. tube type microwave both for parts, U.H.F. Translators. Contact G. Devine 307-382-4022.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

**GE TT-25 UHF-TV Transmitter**, 2 ea \$35,000.  
**RCA TT-10AL VHF Transmitter**—\$5,000.  
**RCA TT-35CC VHF Transmitter**—\$20,000.  
**RCA TT-50AH VHF Transmitter**—\$12,000.  
**Complete film island**—\$30,000.  
**Sharp XC-700 Color Cameras**—\$11,950 (New).  
**IVC 500A Color Cameras**—ea. \$7,500.  
**Panasonic AK920 Color Cameras**—\$15,000.  
**GE PE-350 Color Cameras**—ea. \$4,000.  
**GE PE-240 Film Camera**—\$8,000.  
**CVS 520 Time Base Corrector**—\$8,500.  
**CVS 504B Time Base Corrector**—\$5,500.  
**CDL VSE-741 Switcher**—\$2,500.  
**RCA TK-27A Film Camera**—\$12,000.  
**RCA TP-6 Projectors**—\$1,000.  
**Ampex 1200 A VTR's**—ea. \$22,000.  
**New Garrard Turntables**, \$100.  
**New Edutron CCD-2H Time Base Corrector**—\$5,800.  
**TR-22 RCA Hi-Band** \$16,000.  
**BUP-100 Sony** New-Call.  
**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**(4) RCA TR600's** complete with AF600 editors and remote edit panels. Machines have monitor bridges (2) with r-mods. Contact Howard Zuckerman, Prime Time Post, 6410 Santa Monica Boulevard, Los Angeles, 90038. 213-464-7151.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$145,000 takes it all. Call Frank Frolick, Quality Media Corporation 404-324-1271 for further details.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**For Sale:** A Model 601 Ampex tape recorder. Phone: 919-272-4677.

**Ampex VR-2000** Videotape Recorders. Contact Jim Richards, ABC, 40 West. 66th Street, 3rd Floor, New York, NY 10023. 212-887-4906.

**IVC 500 Camera**, CCU, encoder, cable, tripod, head, dolly, lense. Excellent condition \$5,800. 813-681-7755.

**1 KW AM CSI T1-A**, 1 1/2 yrs. old, mint condition.  
**5 KW AM Collins 820 E-1**, 3 yrs. old, 125% mod, spares, excellent condition.  
**5 KW AM RCA 5U-1**, 11 yrs. old, \$2000 in spares, excellent buy.  
**10 KW FM GEL** with many spares, guaranteed.  
**10 KW FM RCA 10D**, exciter and stereo, spares, proofs.  
**20 KW FM Collins 830-H**, 12 yrs. old, exciter, stereo with proof and gaurantee.  
We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper 215-379-6585.

**2 MC Martin B-802** stereo consoles with 8 pots; one CCA FM2000DS with exciter and SGI stereo generator, just removed from service; one CCA FM 25000 with exciter, now in service. Reasonable price, terms available. Richard Miller, manager of Don Swartzbaugh, Chief Engineer, KADI. 314-721-2323.

**Console:** Harris, Gatesway 11. Eight channel, mono, excellent condition. Best offer, Dan Sis 612-363-3378.

**For Sale:** 2-Sony BVU 100's—A-1 condition complete with color adapters and power supplies. \$2500-each or best offer. Call Exploring Post No. 1, Boy Scouts of America 212-243-3036.

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## MISCELLANEOUS

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Call letter items**—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

**Low power TV** and FM frequency searches from \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Radio and TV Bingo.** Serving over 1,000 stations, oldest promotion the industry. World Wide Bingo—PO Box 2311, Littleton, CO 80160. 303-795-3288.

**"The Impersonator"**, Man of many voices and faces. Celebrity and non-celebrity. Talented and versatile. Write 1025 Union St., Reading, PA 19604 215-373-3381.

**Attention tower owners.** We are seeking rental of tower space located within ten miles of concentrated population centers. Send details, price and terms for immediate response. Walter L. Larkin, III, Affiliated Communications Corp., 3200 Expressway Drive South, Central Islip, NY 11722. 516-582-6721.

## RADIO PROGRAMING

**"Photo Tips"** radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

**Bill's Car Care**, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

**UFO Monitor**—Thought provoking, audience creator, mind-boggling interviews in 15 minute UFO weekly tape. Four weeks free. Sample tape/data. Robert Barry, 47 N. Main St., Yoe, PA 17313. Phone 717-244-2231.

## EMPLOYMENT SERVICES

**Radio Jobs!!! Jobs!!! Jobs!!!** "Anywhere in the U.S." guarantee placement service write: NYMO Consultants, Box 852, Saco, ME 04072.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. PO. Box 2808, Sarasota, FL 33578. 813-955-6922.

**FCC "Tests-Answers" manual!** Free information: Command, Box 26348-B, San Francisco 94126.

**San Francisco**, FCC License 6 weeks 3/9/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

**KIIS Broadcasting Workshop** in Hollywood Announcing. Disc Jockey, News. Plus to rated account executive program—all taught by top LA, radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212-462-5600. "Where tomorrow's broadcasters are today"

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## HOST (Male/Female)

WCVB-TV (the ABC affiliate in Boston) seeks an experienced, talented, multi-faceted person to host a late, week-night talk show. On air experience is required as this is a demanding position. Finalists will be auditioned.

If qualified and interested, send resume (no telephone calls please) to Personnel Department, D280, Boston Broadcasters Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

**Attractive co-host** for PM Show needed by WFMY-TV, Greensboro, N.C. Excellent staff, top-rated station in market, top-rated cosmopolitan city. Good compensation and benefits. On-Air Television experience requisite. Send resume and tape to David Baxter, PO. Box TV 2, Greensboro 27420.

Top-rated CBS affiliate in Southeast is seeking experienced weather broadcaster. Excellent market, well-equipped facility, sound management, lovely city. Station offers good compensation and fringe benefits. Send complete resume and tape to Box B-194.

### Help Wanted News

## T.V. REPORTER DENVER STATION

Opening for first rate general assignment reporter. Only experienced, aggressive, creative self starters should apply. Box B-199.

### Assignment Editor

Excellent opportunity in top sunbelt market. Responsible for Reporter and Photographer assignments. Need aggressive, take charge person. Live ENG experience required. Send resume and salary requirements to Box B-200. An Equal Opportunity Employer

## Help Wanted News Continued

### KBTV DENVER

Has an immediate opportunity for on air weatherman, meteorologist preferred.

For complete information call or write News Director Roger Ogden (303) 825-5288.

### TV News Director

Are you the news director of the number one news in your market? Are you looking for new challenges? If so, here's an excellent opportunity to run Virginia's leading news operation with a 30-year history of being number one. You'll work with the best . . . station is part of a growing communications company. And you'll live in a beautiful, fast-growing section of the South. Send resume to:

William Gietz, Pres. & Gen. Mgr.  
WTAR-TV  
720 Boush Street  
Norfolk, Virginia 23510  
E.O.E. M/F

### NEWS PHOTOGRAPHERS

Top 20 market searching for News Photographers. Minimum of 2 yrs. television news photography exp. preferred. Must be familiar with ENG gear. We have all the latest state-of-the-art equipment, including several microwave vans and live helicopter. Please send resume to Box B-94. EEOE, m/f.

### Help Wanted Programing, Production, Others

CONSULTANT looking for mature, warm personalities for medium and large market stations. Intelligence, awareness count high. Tape, resume, requirements to Box 8550, Boston 02114. Confidentiality assured.

### Help Wanted Technical

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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.  
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## ALLIED FIELDS

# Mass Communications

Emerson College, a leader in the communications arts and sciences currently has faculty openings in our Mass Communications Department.

Emerson's Department of Mass Communications offers the B.A., B.S., B.F., M.A. and M.S. in Television, Journalism, Film and Radio. We have 700 students currently enrolled and there are 15 full time faculty members.

The positions listed below are for our academic year 81-82 beginning in September of 1981.

**MASS COMM GENERALIST:** Will hold rank of Assistant Professor. Generalist in Mass Communications with specific assignments in television production, film production and performance in both areas. Undergraduate and graduate instruction. Ph.D. or equivalent required.

**FILM:** Will hold rank of Assistant Professor. Film scholar with particular interest in the documentary. Ph.D. required.

**BROADCAST JOURNALISM:** Person with academic and professional experience in all aspects of broadcast journalism. Some print journalism experience may be needed. Will hold rank of Assistant Professor. Ph.D. degree or equivalency gained in a major market television station.

**PRINT JOURNALISM:** Person with academic and professional experience in print journalism to teach all aspects of journalism. Some broadcast journalism may be needed. Ph.D. or professional equivalency gained in a major newspaper or magazine. Rank: Assistant Professor.

**RADIO PRODUCTION:** Will teach courses in radio production, performance, station management, and assist in management of FM station. M.A. required; Ph.D. preferred. Rank: Assistant Professor.

**MEDIA WRITING:** Generalist in mass communications with specific assignments in writing for the media, criticism, in circular design for new introductory course. Ph.D. required. Rank: Assistant/Associate Professor.

**Interested applicants for any of the preceding positions should submit a letter of application, resume, 3 letters of reference to: Dr. Rodney Whitaker, Chairman, Department of Mass Communications, 130 Beacon Street, Emerson College, Boston, MA 02116 no later than March 15, 1981.**



**130 Beacon Street  
Boston, MA 02116**

AA/EEO Employer

### Help Wanted Management

#### NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of Regional Manager. Applicants must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate freely with both radio and television broadcasters. The position is one of extensive travel throughout a four-state, East Central area. Knowledge of FCC rules and regulations is helpful. Mail your complete resume and salary requirements to Larry E. Tierney, Vice President, NAB Membership, 1771 N Street, N.W., Washington, D.C. 20036. E.O.E.

### Public Notice

#### PUBLIC NOTICE

The Technology/Distribution Committee of National Public Radio will meet in public session on March 1 and 2, 1981, in Washington, D.C. The meeting will be held in the Mandelieu Room of the Holiday Inn-Georgetown, 2101 Wisconsin Avenue, N.W. from 3-7 p.m. on Sunday, March 1. It will resume at 9 a.m. on Monday, March 2 in the Board Room of National Public Radio, 2025 M Street, N.W. and adjourn at 4 p.m.

The purpose of the meeting will be to discuss operation of the public radio distribution system.

For further information concerning this meeting, please contact Ernest T. Sanchez, NPR General Counsel, at (202) 785-5369.



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### SALES REPRESENTATIVE Professional Broadcast Audio HAVE THE FIRST SHOT AT OUR NEW TERRITORY

We're ADM Technology, Inc.—the systems, consoles and components corporation whose precision-engineering and innovative manufacturing have made us the leader in our field in just 14 years. In the last 6 years alone, our sales to the television and radio industries have quadrupled.

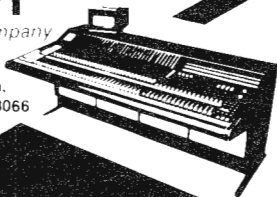
We're expanding our sales operations on the West Coast and have mapped out a new territory that we know has wide-open potential. We want to assign it immediately to a dynamic, take-charge professional with solid sales experience directly targeted to the broadcast market. We're paying an excellent starting salary plus commission. If you've been seeking the kind of opportunity you know your valuable sales capabilities and a product line that's out in front can offer, contact us. We're offering a career opportunity with a company that's doing everything right. Send your resume with salary history or call us collect at (313) 778-8400.

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Medium Market. Don't apply unless you are fully experienced in all areas. Complete supervision of all local, national and regional sales. Compensation commensurate with experience and background. Equal opportunity employer. Send resume to Box B-104.

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# PROMO PEOPLE

We're always on the lookout for qualified writer/producers to join our West Coast on-air promotion operation.

We produce a large volume of movie and news promotion—so be prepared to work under tight format, time, and budget controls.

If your copy is crisp, if you understand videotape editing and you think you're ready for a shot at the big-time, then send a 3/4" video cassette of your best.

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## Consultants Continued

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## For Sale Equipment

### MICROWAVE SYSTEM FOR SALE

Complete Microwave System servicing  
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\$125,000 yearly. Brokers protected.

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### AM/FM MAJOR MARKET

Unusual opportunity for the purchase of a major combination facility in a top twenty five market. The AM is a 5000 watt regional fulltime with excellent full market coverage. The FM is a full power station with total parity with the other FMs in the market. The equipment is totally "state of the art" and both the AM and FM transmitters have been replaced within the last two years. All real estate is owned and there is a larger than normal amount of depreciable assets. Asking price of \$8,250,000 bears more relationship to the market and the facilities than revenue or profit figures. This station is perfect for a group operator with programming and sales knowledge ready for the larger market challenge. For complete information please direct inquiries with indication of financial ability to: Box B-92.

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FL	AM & FM	795K	Small
SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$30,000	

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- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- VHF-TV in Wyoming. \$740,000. Terms.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- 1000 watt daytimer. SE KY. \$300,000.
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- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
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- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,000 terms.
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- AM/FM in No. Mich. \$190,000.
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- Fulltimer. Powerful big city in Ark. \$980,000. Terms.

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STATION						CONTACT
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MW	Small	FM	\$385K	29%	Jim Mackin	(312) 323-1545
S	Medium	AM	\$305K	\$88K	J.T. Malone	(404) 458-9226
MW	Medium	AM	\$435K	\$285K	Bill Chapman	(404) 458-9226
W	Medium	FM	\$600K	\$200K	Ray Stanfield	(213) 363-5764
S	Metro	AM	\$669K	\$125K	Bill Cate	(904) 893-6571
W	Major	Fulltime	\$2500K	\$1000K	Corky Cartwright	(303) 741-1020

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Texas Fulltime AM, one-station market 200,000, 25% down, balance 10 yrs—10%. Financial qualifications with reply.

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**WALKER MEDIA & MANAGEMENT, INC.**  
William L. Walker  
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Brokers-Consultants-Appraisers

# Fates & Fortunes

## Media

**Gary Robinson**, program manager, WJAR-TV Providence, R.I., named VP-general manager at co-owned WCMH-TV Columbus, Ohio, succeeding **Benjamin McKeel**, who resigned without announcing future plans.

**David Bieber**, program manager, WJBK-TV Detroit, named director of broadcasting in charge of programming, production and technical operations. **Ron Kaufman**, director of sales and administration, WJBK-TV, named assistant general manager. **George Crandall**, local sales manager, WJBK-TV, named director of business administration.

**Jim Teeson**, VP-general manager, KPPL(FM) Denver, named president-general manager of KPPL and co-owned KLAQ(AM) there.

**Robert Delehanty**, general sales manager, WTVE(TV) Reading, Pa., named general manager.

**William Hurd**, operations manager, WWC(AM) Wilkesboro, N.C., named general manager.

**Joe Fisher**, program director, WRBD(AM) Fort Lauderdale, Fla., named station manager.

**H. Carl McCall**, former New York state senator, joins noncommercial WNET(TV) New York, as senior VP-director of metropolitan division.

**William Lamb**, senior VP-chief operating officer, noncommercial KCET(TV) Los Angeles, joins NET Enterprises, New York, as senior VP in charge of subsidiary of New York Educational Broadcasting Corp.

Named VP's of stations' licensee, Doubleday Broadcasting, Minneapolis: **David Barrett**, general manager, KWK(AM)-WWWK(FM) St. Louis; **Michael Sloan**, general manager, WLLZ-FM Detroit, and **Sam Sherwood**, general manager, KHOW-AM-FM Denver.

**James Linen IV**, VP of Media General, Richmond, Va.-based publisher, station group and operator of Fredericksburg, Va., cable system, named senior VP.

**Marybeth Schick**, research assistant, WSBK-TV Boston, named research director.

**Ron Nigri**, director of accounting, EMI Films, Los Angeles, joins noncommercial KCET(TV) there as manager of budgets and financial evaluation.

**Larry Patten**, associate superintendent of telecommunications for Kirkwood Community College, Cedar Rapids, Iowa, joins Iowa Public Broadcasting Network, Des Moines, as executive director.

**R. David Bustard**, with RKO General's law department, New York, named senior attorney and assistant secretary.

**Kent Franke**, northern California-Reno, Nev.,

district manager for Teleprompter, based in Reno, named VP of Western region, responsible for Colorado, Idaho, Kansas, Montana, New Mexico, Oregon, Washington, Wyoming, and El Paso, Tex. **Lloyd Roos**, VP-legal affairs, Americana Hotels, New York, joins Teleprompter there as associate general counsel. **Joe Flanagan**, assistant controller for Teleprompter in New York, named controller. **Joseph Saccardi**, director of capital budgets, succeeds Flanagan.

**Robert Bilodeau**, VP-general manager for Suburban Cablevision, East Orange, N.J., named executive VP-general manager.

**Everett Kochheiser**, VP-general manager, Caltec Cablevision, Baltimore, joins Wometco Cable TV, Miami, as director of corporate development.

**Frank Donnelly**, senior accountant, Cox Broadcasting's internal audit department, named business manager for Cox Cable's Western region, responsible for its 13 cable systems in Washington, Oregon, Texas and California.

## Advertising



Rice

**K.L. Rice Jr.**, chairman, D'Arcy-MacManus & Masius, San Francisco, named chairman-West Coast. **Craig Brown**, VP-treasurer, DM&M, Bloomfield Hills, Mich., named to additional post of secretary for agency. **Talmage Newton III**, VP-account supervisor, DM&M, St. Louis,

named VP-group supervisor. **Timothy Rodgers**, account executive, DM&M, St. Louis, named VP-account supervisor. **Stanley Sundermeyer**, account supervisor, DM&M there named VP.

**Raymond Caro**, management supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

**Roy Grace**, executive creative director of Doyle Dane Bernbach, New York, named vice chairman of agency.

**Charles A. Buck Jr.**, director of administrative services, BBDO Inc., New York, named VP.

**Jack McBride**, senior VP-account director, Needham, Harper & Steers, Chicago, named management representative.

**Joel Upin**, director of marketing, Associated Mills Inc./Pollenex, Chicago, joins Kenyon & Eckhardt there as VP-management supervisor. **Ken Duskin**, senior VP-creative manager, Doyle Dane Bernbach, New York, joins Kenyon & Eckhardt there as senior VP-creative director.

**David Schropfer**, president of Creative Marketing, Stamford, Conn., joins Mike Sloan Advertising, Miami, as executive VP.

**Paul Goldsmith**, executive VP, Shaller-Rubin Associates, New York, joins Rumrill-Hoyt there as executive VP and manager of New York office.

**John Holmes**, VP-management supervisor, Zemp/Young & Rubicam, St. Petersburg, Fla., joins Ensslin & Hall, Tampa, Fla., as VP-account supervisor. **Jane Spector**, media director, Pittsburgh advertising agency of McIlhenry-Humphrey, joins Ensslin & Hall as media buyer-planner.

**Lee Clow**, VP-group creative head, Chiat/Day, Los Angeles, named VP-creative director. **Jeff Roll**, art director, and **Bill Hamilton**, copywriter, Chiat/Day, named associate creative directors.

**Andrea Fields Harris**, media planner for N W Ayer ABH International, New York, named media supervisor.

**Bill Williams**, account supervisor, Compton Advertising, Detroit, named management supervisor and manager of Detroit office.

**Ronald Bain Jr.**, director of broadcasting for North American Soccer League, New York, joins Television Bureau of Advertising there as marketing sales executive.

**James Bloom**, VP-group manager, Blair Television, New York, joins Seltel there as VP and New York sales manager responsible for Seltel's five sales teams.

**Stephen Eisenberg**, account executive for Petry Television's Eagles sales team, New York, named group sales manager. **Kathleen Clinton**, sales manager with ITVS division of Katz, New York, joins Petry there as account executive for Falcon sales group.

**Jim Landis**, manager of international sales department, CBS Spot Sales, New York, named associate director, international sales.

**Jeffrey Giannini**, loan officer-branch manager, Mechanics & Farmers Savings Bank, Bridgeport, Conn., joins Radio Advertising Representatives, New York, as financial analyst.

Named account executives for Blair Television: **Joan Rutman**, from Metro TV Sales, New York, joins independent sales team there; **Kit Goodfriend**, from Petry Television, New York, joins ABC blue sales team there; **Gayle Rabon**, from Blair's Charlotte, N.C., office joins Atlanta office; **June Lund**, from KSBY-TV San Luis Obispo, Calif., joins San Francisco office, and **James Burke**, research assistant, ABC sales team, New York, joins Charlotte, N.C., office. **Gloria DeMaria**, from Petry Television, San Francisco, joins Blair Radio there in same capacity.

**Sylvia Mendoza**, account executive, NBC Spot Sales, Chicago, joins Group W Television Sales there in same capacity.

**Donald Schiel**, president of Agmark, Min-

neapolis-based advertising firm, joins group owner, Sorenson Broadcasting, Pierre, S.D., with responsibility for regional and national sales and assisting in special projects and future corporate expansion. Sorenson is licensee of five AM's and one FM.

**Dennis Franklin**, account executive, WDIV(TV) Detroit, named sports coordinator, responsible for liaison between WDIV's local sales staff and sports sales in New York office of licensee, Post-Newsweek.

**Bob Butler**, account executive, Peters, Griffin, Woodward, Chicago, joins WSEE(TV) Erie, Pa., as general sales manager.

**Frank Gervan**, from WTJV(TV) Miami, joins KPWR-TV Bakersfield, Calif., as general sales manager.

**Kim Pyle**, general manager, WOKX(AM) High Point, N.C., named general sales manager for co-owned WKIX(AM) Raleigh, N.C.

**Mike Flamer**, account executive, KIQQ(FM) Los Angeles, named national sales manager.

**Christopher Roman**, project director for Strategy Research Corp., Miami, joins WNUJ-TV Linden, N.J., as national sales manager.

**Duane Kell**, general sales manager, WJRT-TV Flint, Mich., joins WDIV(TV) Detroit as local sales manager.

**Dave Laskey**, account executive, WCIX-TV Miami, named local sales manager.

**Robert Brahms**, account executive, WGBB(AM) New York, and **Nancy Barnett**, media buyer, Benton & Bowles, New York, join WXLO(FM) there as account executives.

**Mike McClain**, from KNOK-FM Dallas, joins KRLD(AM) there as account executive.

**Sol Siman**, account executive, WXXW(FM) Allentown, Pa., joins KYW(AM) Philadelphia, in same capacity.

**Drue Ehrhardt**, from WPRI-TV Providence, R.I., joins WNAC-TV Boston as account executive.

**Steve McGrory**, account executive, WHUE-AM-FM Boston joins WEEI-FM there in same capacity.

## Programming

**Chris Friedgen**, post-production supervisor, Time-Life Productions, Los Angeles, named VP, post-production.

**Ben Tenn**, director of home video, Walt Disney Telecommunications and Non-Theatrical Co., Los Angeles, named VP-retail products. **Oliver de Courson**, director of pay TV for Disney Telecommunications and Non-Theatrical Co., named VP-administration. **Deborah Nicholson**, director of educational media, Disney, named VP-educational media and non-theatrical. **Wendy Pratt**, from Paramount Pictures' literary department in New York, joins Walt Disney Productions there as assistant story editor.

**David Ochoa**, executive producer, WNBC-TV New York, joins Buena Vista Cable TV, Los Angeles, as president of its Buena Vista Productions. He will be responsible for development of Buena Vista channel, proposed regional network to serve Hispanics, and direct acquisitions of cable franchises and merchandising of cable company.

**Andriana Perovich**, manager for Warner Bros. Television, New York, named director, responsible for licensing Warner-distributed films to pay-TV systems. **Charlotte Mulford**, supervisor, research and administration, named manager.

**Abbie B. Chapman**, VP of marketing services, Columbia Pictures Television Distribution, Los Angeles, joins PolyGram Television there in same capacity.

**John Musilli**, executive producer-director for CBS-TV's *Camera Three*, New York, named senior producer of drama for CBS Cable there.

**Thomas Huet**, with Action TV, New Kensington, Pa.-based regional pay-TV service, named VP of production and engineering for service expected to debut in March.

**Sam Fuller**, manager of H.R. Television's Charlotte, N.C., office, joins PCA Teleproductions, Matthew, N.C., as general sales manager responsible for sale of in-studio and on-location videotape production, editing and duplication and audio production.

**Steve Schifrin**, manager of sales and marketing, Compact Video Services, Los Angeles, named director of sales and marketing for co-owned Image Transform there. **Leon Silverman**, account executive, Compact Video Systems, parent of Compact Video Services, succeeds Schifrin.

**Carol Holt**, with Watermark, Los Angeles programmer, named sales manager.

**Martin Berman**, producer of Group W's *Hour Magazine*, and **Steve Clements**, senior associate producer, *Hour Magazine*, Los Angeles, named executive producer and producer, respectively. **Clark Morehouse**, account executive, Group W Television Sales, New York, named to same post for Group W Productions there.

**Michael Jones**, cash administrator, Reading & Bates Corp., Tulsa, Okla., joins United Video there as assistant treasurer.

**Ken Hobbs**, account supervisor for Los Angeles-based catalogue production agency, Leni, joins Chronicle Productions there in same capacity.

**Rene Anselmo**, president of SIN Inc., operator of SIN National Spanish Television Network and GalaVision, named by Institute of Puerto Rico to receive its "El Premio de la Hermandad" (brotherhood award) at annual cultural award luncheon March 22 in New York.



VanDerheyden

**Robert VanDerheyden**, program director, WCBM-FM New York, named director of programming services for CBS Owned FM Stations. He will be responsible for its seven stations.

**Virginia Bartlett**, freelance producer, based in Boston, joins WNAC-TV there as director of local programming.

**Bill Tanner**, program director, WHYI(FM) Fort Lauderdale, Fla., and national program director for parent, Metroplex Communications, based in Cleveland, named VP of programming for Metroplex's one AM and 3 FM's.

**Dick Hungate**, music director and air personality, WMMR(FM) Philadelphia, joins WYSP(FM) there as program director.

**Kurt Eichsteadt**, promotion manager, KCRA-TV Sacramento, Calif., named program director.

**Hatti Jackson**, from WXIA-TV Atlanta, joins WPTF-TV Durham, N.C., as director of programming. **Eugenia Stone**, from Jefferson Data Systems, Charlotte, N.C., joins WPTF-TV as traffic manager.

**Cheryl Neuroth**, director of research and programming, Avery-Knodel, New York, joins KFVS-TV Cape Girardeau, Mo., as program director.

**Larry Wayne**, creative director, KRKN-FM Anchorage, named program director.

**Jim Stephens**, air personality, WWDE-FM Norfolk, Va., named program director for co-owned WPEX(AM) there.

**Chris Witting Jr.**, executive producer and assistant program manager, WBZ(FM) Boston, joins co-owned WOWO(AM) Fort Wayne, Ind., as program manager.

**Dighton Spooner**, production unit manager, noncommercial WGBH-TV Boston, named assistant program manager for national promotion.

**Daniel Everett**, program director, noncommercial KRMA-TV Denver, joins noncommercial WGBH-TV Boston in same capacity.

**Ken Kohl**, executive director, Recording Studio/Artist Development Organization, Denver, joins KOMO(AM) Seattle as program manager.

**Joe Martelle**, assistant operations manager, WXYZ(AM) Detroit, joins KVH(AM) Seattle as program director.

**Rob Lipshutz**, assistant music director, WCOZ(FM) Boston, named music director.

**James Lenertz**, studio production and administrator of University of Tulsa's (Okla.) video production service, joins KGCT(TV) there as production manager.

**Samantha L. Klein**, production manager, non-commercial KTCV-TV Minneapolis, and **Alfred Carroll**, from noncommercial KNME-TV Albuquerque, N.M., join noncommercial WUFT(TV) Gainesville, Fla., as producers-directors.

**Don Rasmussen**, Midwest regional manager of Entertainment and Sports Programming Network (ESPN), Bristol, Conn., named Western regional affiliates sales manager of Enterprise Radio, based in Peoria, Ill. **Jim Bates**, Northeast regional manager for affiliate marketing, ESPN, joins Enterprise Radio as Eastern regional affiliate sales manager, based at headquarters in Avon, Conn. **Michael David**, manager of programming, Modern Satellite Network, New York, named director of affiliate services for Enterprise based in Avon. **John Sterling**, announcer for NBA Washington Bullets television network, **Ira Mellman**, sports talk-show host, WCAU(AM) Philadelphia, and **Jay Howard**, sports talk-show host, WCFL(AM) Chicago, join Enterprise in Avon as air personalities. **Bill Russell**, former basketball player for Boston Celtics, and commentator for CBS and ABC, joins Enterprise as host of twice-weekly sports feature.

**Gail Sikevitz**, staff producer and manager of special projects, WBBM-TV Chicago, joins WMAQ-TV there as manager-program administration.

**Jean Harper**, former news director, KRON-TV

San Francisco, joins CBS Sports, New York, as coordinating producer of new anthology program. **Pat O'Brien**, reporter for CBS's KNXT(TV) Los Angeles, joins CBS Sports there in same capacity.

**Bill Towery**, operations manager, WRJX(AM) Knoxville, Tenn., joins WFYR(FM) Chicago as production director-air personality.

**Jim Drakos**, air personality, WSNE(FM) Taunton, Mass., joins WOWK(AM) Brockton, Mass., as air personality and public affairs director.

## News and Public Affairs



Granum

**Rex Granum**, deputy press secretary in Carter White House, joins ABC News, Washington, as national editor responsible for foreign affairs, economics, legal matters and agencies.

**Glen Renfrew**, North American manager of Reuters, named news agency's chief executive, effective March 1,

succeeding Gerald Long, managing director for past 18 years, who leaves to become managing director of Times Newspapers Ltd., publisher of *London Times*.

**Kevin Delany**, deputy bureau chief, ABC News, Washington, named director of network television news coverage for Asia, with responsibility for Hong Kong and Tokyo bureaus, Far Eastern stringers and establishment of Peking ABC bureau. He will be based in Hong Kong.

**Tom Star**, news editor, WLNE-TV New Bedford, Mass., joins WNAC-TV Boston as assignment editor.

**Ron Krauss**, news assignment editor, WHYY-TV Wilmington, Del., joins WUFT(TV) Gainesville, Fla., as assistant news director-managing editor.

**John Abaray**, news director, WJMQ(AM) Norfolk, Mass., joins WARA(AM) Attleboro, Mass., in same capacity.

**David Baer**, executive news producer, WTNH-TV New Haven, Conn., joins WJAR-TV Providence, R.I., as assistant news director and executive producer. **Jim Martin**, news director, WSNE-FM Taunton, Mass., joins WJAR-TV as assignment editor. **Beverly Horne**, reporter-anchor, WWLP(TV) Springfield, Mass., joins WJAR-TV as reporter.

**David Ross Jordan**, news director, KTIL(AM) Tillamook, Ore., joins recently started KWIP(AM) Dallas, Ore., in same capacity.

**Bob Epstein**, news producer, WBBM-TV Chicago, named assistant news director.

**Tom Fritts**, former news director, KIJV(AM) Huron, S.D., joins KCCR(AM) Pierre, S.D., in same capacity.

**Edward Shur**, freelance writer for *Daily Times*, Salisbury, Md., joins WAFL-AM-FM Milford, Del., as news director.

**Larry Lyle**, news producer, WISH-TV Indianapolis, joins WTSP-TV St. Petersburg, Fla. in same capacity.

**Colleen Williams**, news anchor, WQWT(TV) Omaha, joins KPIX(TV) San Francisco as weekend co-anchor.

**Norma Rashid**, noon news anchor, WRAL-TV Raleigh, N.C., joins WPTF-TV Durham, N.C., as anchor-producer for 6 and 11 p.m. newscasts. **Brenda Williams**, from WNCT-TV Greenville, N.C., joins WPTF-TV as reporter.

**Jim Bonds**, from WDAF-TV Kansas City, Mo., joins WREG-TV Memphis as sports anchor-reporter.

**Nicholas Thimmesch**, syndicated columnist, author and radio-television commentator, based in Washington, joins Cable News Network there as news media critic-commentator.

**Rick De Reyes**, field reporter, KTVY(TV) Oklahoma City, joins KTLA(TV) Los Angeles in similar capacity.

**Andrea Fleischer**, from WVEC-TV Norfolk, Va., joins Cox Broadcasting's Washington news office as correspondent.

**Don Roberts**, reporter for King Broadcasting's KREM-TV Spokane, Wash., named Washington correspondent for co-owned King Northwest Network which provides news service for King Broadcasting.

**Richard Labunski**, reporter, KTVN(TV) Reno, joins KGUN-TV Tucson, Ariz., as consumer and investigative reporter.

**Mike Fierberg**, New Haven, Conn., bureau chief for WFSB-TV Hartford, Conn., joins WTNH-TV New Haven, as anchor-investigative reporter.

**Liz Barry**, reporter, WFFT-TV Fort Wayne, Ind., joins WANE-TV there as anchor-reporter.

**Richard Foley**, former president-owner of Brothers Four Music, Seattle musical instruments store, joins KOMO-TV Seattle as feature reporter.

**Rick De Reyes**, reporter, KTVY-TV Oklahoma City, Okla., joins KTLA(TV) Los Angeles in same capacity.

**John Getter**, reporter-weekend anchor, WLWT(TV) Cincinnati, joins KHOU-TV Houston as reporter.

**Bill Lagattuta**, weekend anchor-reporter, KFMB-TV San Diego, joins KPIX(TV) San Francisco, as general assignment reporter.

**Victor Abalos**, news director, KHYT(AM) Tucson, Ariz., joins KGUN-TV there as general assignment reporter.

**Terrell Newby**, recent graduate of Columbia College, Chicago, joins WHNT-TV Huntsville, Ala., as reporter.

**Ramey Becker**, engineer and air personality, noncommercial WFSU-FM Tallahassee, Fla., joins noncommercial WSVH(FM) Savannah as director of news and public affairs.

**Harold McCoo**, reporter, WFIL(AM) Philadelphia joins WOWK-TV Huntington, W. Va., in same capacity.

**Penny Williams**, anchor-reporter, KOAI(TV) Flagstaff, Ariz., and **Don Roberts**, reporter, WWDE-FM Hampton, Va., join WAVY-TV Portsmouth, Va., as general assignment reporters.

**Don Budd**, VP-director, domestic news, Mutual Broadcasting, Washington, elected president of Washington chapter of Radio-Television News Directors Association for two-year term. He succeeds **David Bartlett**, news manager, WRC(AM) Washington.

## Technology

**Jack Beauchamp**, principal in KMEO-AM-FM Phoenix, joins Blairsat, New York, as chairman and chief executive of John Blair & Co. subsidiary that transmits television commercials by satellite to TV stations.

**Jack Sauter**, VP-general manager of consumer electronics division, RCA Corp., New York, named group VP of consumer electronics division, and distributor and special products division. **James Alic**, staff VP, RCA, New York, named VP of electronic services and videodisk planning, responsible for SelectaVision videodisk project. **George Prestwich**, division VP of marketing, RCA government systems division, Moorestown, N.J., named president of RCA Service Co., Cherry Hill, N.J.

**Dr. William L. Firestone**, division VP-general manager, Avionics Systems of RCA Corp., which was sold to Sperry Corp. last month, named division VP and general manager of RCA Cablevision Systems, Van Nuys, Calif., which supplies hardware and services to cable TV industry.

**Stella Zadeh**, acting planning manager, KNXT(TV) Los Angeles, named managing editor of CBS/Broadcast Group's Teletext project there. **Stanley Gerendasy**, director of operations and engineering for National Captioning Institute, Falls Church, Va., joins KNXT teletext in same capacity.

**Richard Gingras**, director of corporate planning and development, noncommercial KCET(TV) Los Angeles, named executive in charge of teletext development for station.

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## Broadcasting

The News Magazine of the Fifth Estate

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**Ronald Goldman**, adjunct professor, University of Southern California Annenberg School of Communications, Los Angeles, joins KCET as teletext project director.

**Clary MacDonald**, VP-general manager, Rupert Neve of Canada, manufacturer of sound equipment, Malton, Ont., named president.

**Bill Kassemos**, VP-manufacturing, engineering and operations for Gardner Communications, Dallas, joins Compucon, Dallas-based firm specializing in engineering services for communications industry, as manager of communications field service group.

Named VP's at VHD Programs and VHD Disk Manufacturing Co., Los Angeles: **Paul Foster**, director of video programming, Foto Mat Corp., Wilston, Conn., named VP-program development; **Ken Lemberger**, assistant general counsel, Columbia Pictures Industries and VP-distribution legal affairs, Columbia Pictures, Los Angeles, named general counsel and VP-business affairs; **Steve Hunt**, manager of operations and analysis for consumer products sector of General Electric, Fairfield, Conn., named VP-finance and planning and treasurer, and **Dick Cameron**, director of industrial relations, Magnavox Government and Industrial Electronics Co., Torrance, Calif., named VP-industrial relations, based at VHD's Irvine, Calif., plant.

**Walter Johnson**, director of SAT Segment, California Microwave, Sunnyvale, Calif., common carrier, joins Modulation Associates, Mountain View, Calif., as chief executive officer for manufacturer of multiplex transmission equipment.

**John Morrocco**, marketing manager of fiber optics for Galileo Electro Optics, Wallingford, Conn., joins Times Fiber Communications, Wallingford, as manager of sales and service for fiber optic cabling. **Frank Noble**, former foreman and specification supervisor, Times Wire & Cable division, Wallingford, returns to Times Fiber, as supervisor of fiber optic cabling.

**Frank Jackson**, executive producer of public affairs, WBBM-TV Chicago, joins Convergence Corp., Irvine, Calif.-based manufacturer of videotape editing systems, as Midwest regional sales manager, based in Irvine. **Jim Klein**, manager of customer training, Fernseh, Salt Lake City, joins Convergence Corp. as regional manager responsible for sales and marketing in Latin America and Australia. He will be based in Irvine.

**Sam La Conte**, sales coordinator, Ikegami Electronics, Maywood, N.J., named director of project planning department.

**Steve Veters**, special projects engineer, Satellite Syndicated Systems, Tulsa, Okla., named sales representative assigned to new alphanumeric data transmission system called CableText.

**Bruce Oyen**, with Rank Precision Industries, Des Plaines, Ill., named general manager, responsible for sale of Rank's Cintel video products, based in West Nyack, N.Y.

**Thomas O'Grady**, manager of product costs and systems, General Cable Co., Greenwich, Conn., named director of purchasing.

**Gary Caton**, from Video Tape Co., Burbank, Calif., joins U.S. Video there at its telecine department in charge of transferring film to tape.

**David Jones**, engineer, KTUL-TV Tulsa, Okla.,

joins KGCT(TV) there as chief studio engineer.

**John Demshock**, chief engineer, WANE-TV Fort Wayne, Ind., assumes same post at co-owned WISH-TV Indianapolis.

**Hal Smeder**, senior maintenance engineer, noncommercial KCET(TV) Los Angeles, named director of engineering.

## Promotion and PR

**Dianne De Armond**, national promotion director, Viacom Radio, New York, named VP-promotion.

**Margaret Jelcich**, supervisor, prints and promotion, Warner Bros. Television, New York, named manager of client services for Warner's pay-TV distributed films. **Eric Frankel**, supervisor, advertising and publicity, Warner Bros. TV, New York, named manager of advertising and publicity.

**Judith Harper**, press coordinator for college department, CBS Records, New York, named director of promotion for CBS Spot Sales.

**Peter Starr**, head of Starr Struck Productions, Los Angeles, independent publicity-promotion firm, joins Metromedia there as publicity-promotion coordinator for *Merv Griffin* show.

**Nick Aronson**, director of office of radio and television, University of Chicago, joins WMAQ-TV there as director of communications.

**Frank Doughton**, account executive, Bozell & Jacobs, Chicago, joins WBMX(AM) there as merchandising-promotions manager.

**Diane Fox**, creative director, KIKK-AM-FM Houston, assumes same duties at co-owned WKHK-FM New York.

**Nancy Briere**, from noncommercial WGLT(FM) Normal, Ill., joins noncommercial WSVH(FM) Savannah as director of development and public information.

Officers elected to ABC-TV promotion advisory board: **Lois Hinkle**, creative services manager, WKRC-TV Cincinnati, chairman, and **Jeff Nettesheim**, creative services director, WISN-TV Milwaukee, vice chairman. **Joe Rape**, creative services director, KAKE-TV Wichita, joins board.

**Richard Paullus**, management consultant with Rollins & Co., La Jolla, Calif., joins Convergence Corp., Irvine, Calif.-based manufacturer of videotape editing systems, as director of communications services.

## Allied Fields

**John Shenefield**, former assistant attorney general in charge of Antitrust Division, in Washington, and former associate attorney general under Carter administration, joins New York law firm of Milbank, Tweed, Hadley & McCloy. Shenefield will join firm's Washington office as partner.

**Ron Coleman**, formerly on staff of House Communications Subcommittee, and with Washington communications law firm of Leighton, Conklin, Jacobs & Buckley, and **Lou Frey**, former ranking Republican on House Communications Subcommittee, join Washington communications law firm of Pepper, Hamilton & Scheetz, as partners responsible for firm's communications division. **Walter McCormick** and **Ed Lavergne**, with Leighton, Conklin, Jacobs & Buckley, join Pepper,

Hamilton & Scheetz.

**Joseph Dunne III, Carl Fielstra, Mark Amerman**, and **Colby May**, associates with Washington communications law firm of Gammon & Grange, named partners of firm. **Richard Gay**, counsel with Gammon & Grange, named partner of firm.

**John Patton**, former president of RAM Research Co., San Diego, Calif., joins Bonnevill Broadcast Consultants, Tenafly, N.J., as VP-general manager.

**Joseph Costello III**, president of group owner, Gulf South Broadcasting, New Orleans, named regional director of region eight, National Radio Broadcasters Association, responsible for Alabama, Louisiana and Mississippi. He succeeds **Bob Burk**, KNOC(AM)-KDBH(FM) Natchitoches, La., who resigned.

**Bud Floyd**, account executive, WHO(AM) Des Moines, Iowa, joins National Association of Broadcasters, Washington, as regional manager responsible for Arkansas, Louisiana, Mississippi and Missouri.

## Deaths

**Joseph Kaufman**, 81, former administrative law judge, Federal Trade Commission, Washington, was found dead Feb. 15 at his home in Washington. Medical examiners attributed death to arteriosclerotic heart disease. Kaufman joined FTC in 1961 and retired from agency in 1969. He is survived by two sisters.

**Frank White Nesbitt**, 64, president, Nesbitt Advertising and PR, Lakeland, Fla., former principal of WLAK(AM) (now WQPD) Lakeland, and one-time member of public relations-advertising departments of CBS and ABC, New York, died of heart attack Feb. 7 in Lakeland. Nesbitt began broadcast career as page for NBC guest relations department in 1934 and later worked for English section of international division which broadcast overseas to troops during World War II. He is survived by two sons and two daughters.

**Eugene F. Mahany**, 52, senior VP and corporate director of merchandising services for Needham, Harper & Steers, Chicago, died on Feb. 10 of heart attack in Highland Park, Ill., hospital. He was widely known as specialist in merchandising and sales promotion. Mahany is survived by his wife, Barbara, and five children.

**Don FitzGerald**, 51, co-anchor of *The Food News Hour* at KNX(AM) Los Angeles, died of heart attack Feb. 12 at his home in Sunset Beach, Calif. He is survived by two children.

**Therese Keresey Durgin**, 47, wife of former NBC-TV president Don Durgin, died of heart attack Feb. 13 in Marrakesh, Morocco, where she was vacationing with her family. She was photographer known professionally as Tess Durgin. In addition to her husband, who is executive vice president, administration, Dun & Bradstreet Corp., she is survived by daughter, Hilary K. and son, William 2d.

**Dewey Ray Caldwell**, 40, talk show host, WCAW(AM) Charleston, W. Va., died of heart attack Feb. 14 at his home in Charleston. Caldwell began his broadcast career as host on WSM(AM) Nashville. He had been Charleston police officer before returning to broadcasting. He is survived by son and three daughters.

## Hepburn of Hepburn: brokering to the top

On his 45th birthday, Oct. 11, 1976—after seven and a half years as a broadcast station broker with R.C. Crisler & Co.—Ted Hepburn opened his own station brokerage firm, The Ted Hepburn Co. Not unexpectedly, Hepburn had no closings in 1976. In 1977 he had one—WHLQ(FM) Canton, Ohio, which sold for \$465,000. Since that time he has brokered 28 broadcast station sales totaling \$215,178,000. Not a bad track record for little more than three years' work.

Hepburn's formula for success: "Basically one thing—I work my head off. If you work hard at each deal you do, you'll learn something from it. It's continual on-the-job training."

Hepburn has been involved in broadcasting all of his working life with duties ranging from traffic and copy manager to vice president and general manager.

In the late 1930's, when Hepburn was a boy in Montclair, N.J., his grandfather and great uncle sold off parcels of their farm in neighboring Clifton to a group of businessmen who built a radio station. It was to become one of the first beautiful music success stories: WPAT(AM) Paterson.

Recalls Hepburn: "I was about 8 years old, and I'd sit out in the pasture with a crystal set—there were still cows there—and listen to the station. From that time on, I thought that I'd like to get into that business [and] be one of those announcers who talk over the radio. My father always thought I would outgrow the business."

Hepburn's first job in broadcasting was traffic and copy manager at WFA(AM) Farrell, Pa. By that time, Hepburn knew himself well enough to realize that announcing was not where his true talents lay: "I sounded like a 14-year-old with his head in a bucket."

In June of 1958, Hepburn went to work on the sales force of WHGB(AM) Harrisburg, Pa., briefly, before signing on with Susquehanna Broadcasting's WHLO(AM) Akron, Ohio, as sales manager. In 1962, Susquehanna transferred him to WARM(AM) Wilkes-Barre-Scranton, Pa., as vice president and general manager.

In the fall of 1966, Hepburn was approached by representatives of WMCA(AM) New York as a candidate for the general managership of that station. At that time, he thought that was simply "the end of the world, my dream." Three months later, however, the position was awarded to someone else.

Disappointed, Hepburn came to the conclusion that "I didn't make it because they thought the jump from Wilkes-Barre to New York was too big a hurdle."



George Theodore Hepburn Jr.—president, The Ted Hepburn Co., Cincinnati; b. Oct. 11, 1931, Montclair, N.J.; U.S. Air Force, 1951; BS in economics, Marietta College, Marietta, Ohio, 1954; traffic and copy manager WFA(AM) Farrell, Pa., 1954; sales representative, Mercury Records, Pittsburgh, 1955; announcer, salesman and commercial manager, WKVA(AM) Lewistown, Pa., 1955-1957; sales representative, WHGB(AM) (now WFEC) Harrisburg, Pa., 1958-59; sales manager, WHLO(AM) Akron, Ohio, 1959-62; vice president and general manager, WARM(AM) Wilkes-Barre-Scranton, Pa., 1962-67; general manager, WSAI(AM) Cincinnati, 1967-68; broadcast station broker, R.C. Crisler & Co., Cincinnati, 1969-76; present position since Oct. 11, 1976; m. Carole Zook, 1956; children—Todd, 23, Heidi, 19.

Within weeks of that decision, Hepburn was interviewed for the position of general manager of WSAI(AM) Cincinnati and in April of 1967 the job was his.

Soon after that he sought out Cincinnati broadcast station broker Dick Crisler and attempted to put together a group of investors to buy a Roanoke, Va., radio station. When that effort failed, he approached Crisler about joining his brokerage firm on a straight commission basis, suggesting to Crisler: "Look, you've got office space that you're not using and I know a lot of radio people and I'm a salesman by nature, and I don't need a draw, not at least for a year. Why don't I come in and use your offices?"

And thus began a relationship that was to last seven and a half years, from the spring of 1969 until he opened his own doors in October of 1976.

Hepburn wasn't sure at first that working with Crisler was "going to be a long-term thing because I figured I should manage radio stations." His wife, Carole, was of the same opinion. In fact, Hepburn says she was "beside herself. She thought I was crazy because I was getting out of the

mainstream of the business and [thought] that I'd never be able to get a good managing job after I fooled around as a broker."

But at age 38, Hepburn found the perfect niche: "The longer I was in it, the more I realized that this was a better line of work than managing radio stations because you don't have any people problems and I was in a business that I really felt comfortable dealing in."

In 1978 alone—his second full year on his own—Hepburn had more closings in terms of dollar volume than in all the years he spent with Crisler. In that year he closed on the sale of WTTV(TV) Bloomington-Indianapolis for \$26.5 million, the highest price then paid for an independent television station. The following year he brokered the sale of WHEC(TV) Rochester, N.Y.—the first major-market, network-affiliated television station to be minority-owned (purchased by Ragan Henry's Broadcast Enterprises National Inc.)—for \$27 million. Also in 1979, he brokered the sale of WDCA(TV) Washington for \$15.5 million, then the highest price ever paid for a UHF independent television station.

He explains his sudden proliferation of business this way: "A lot of the deals I've done as the Ted Hepburn Co. I could not have done with Crisler. When I was with Crisler there were certain clients that were his and there were clients that were mine. If I were to do a deal with one his clients I was obligated to work with him, and it was an awkward situation . . . it didn't work very well. So, when I was on my own, suddenly I had the shackles lifted . . . I had been capped like an oil well and when I went on my own I took off the cap and it just kind of spurted out."

Station brokering is "a very personal business," says Hepburn. "It's not a good business to have a highly structured relationship. It's not like a radio station where you have several salesmen with account lists and then a station manager who coordinates the operation. The bigger clients work with particular people . . . They feel comfortable with those people."

The Ted Hepburn Co. was the exclusive broker for Storer Broadcasting when that company sold off its radio stations and used the proceeds to expand its cable operations. Odds are that the two companies will continue to do business with each other in the future. Hepburn's son, Todd, joined the firm last summer to specialize in cable, something his father has been too busy to concentrate on so far.

What about the station of Hepburn's dreams? To that, he replies, "A shoemaker should stick to his last. In other words, do what you do and do it well but don't try to spread yourself too thin."

**UA-Columbia** announced Friday it had received joint offer from **Knight-Ridder and Dow Jones** for purchase of company at \$72 per share. UA also said it informed offering companies their proposal lacked certain details regarding mechanics of offer that would have to be clarified before board could consider it. At 3.2 million shares, offer would carry cash price of **\$230 million**. With \$100 million in outstanding debt and assuming UA's interest in USA Network to have \$15 million value, deal would be worth about \$770 per cable subscriber in UA's systems, estimated to be 13 times 1981 cash flow. Wall Street appeared skeptical that deal would be consummated—price of UA stock rose only to about \$63 by Friday afternoon. It's also suggested price is lower than several major blocks of UA shareholders would want.

**Time Inc.** has entered into agreement in principle with 20th Century-Fox Film Corp. to sell most of assets of **motion picture and television divisions of Time-Life Films to Fox** in order to concentrate its own efforts on cable television. Not included in projected sale are unit's activities in pre-recorded videocassettes for consumer use. Terms of agreement were not disclosed.

**Third of four Hollywood studios involved in Premiere pay cable venture** has agreed to sell films to what would have been pay cable competitor. Coming on heels of announcements by Paramount and MCA/Universal that they would sell product to The Movie Channel, Columbia Pictures said last Wednesday (Feb. 18) that it is licensing package of films to Home Box Office, largest pay cable network. Move leaves only 20th Century-Fox as holdout. Fifth partner, Getty Oil, had made embargo mandatory condition of its involvement in venture, stymied since Jan. 1 by federal restraining order. Titles in Columbia sale include "Kramer vs. Kramer," "Stir Crazy," "The Blue Lagoon," "The Competition," "Seems Like Old Times," "1941," and "Chapter Two."

**Viacom** reported earnings for 1980 that were up 60% over year earlier figures, before giving effect to \$2-million post-tax extraordinary gain realized in 1979 on sale of half-interest in Showtime to Teleprompter. Including gain in 1979, earnings rose 32.5%. 1980 results were \$15.8-million earnings, \$3.00 per share (fully diluted), compared with post-gain net income in 1979 of \$11.9 million, \$2.77 per share. Revenues in 1980 were up 49% to \$107.4 million. Company said Enterprises and Cable divisions hit new earnings and revenues highs, television revenues and earnings advanced, as did nine-month figures of radio stations acquired in March Sonderling merger.



Entertainment division presidents of three TV networks—(l to r) **ABC's Tony Thomopoulos, NBC's Brandon Tartikoff and CBS's B. Donald Grant**—took questions at International Radio and Television Society luncheon in New York last week, with Grant expressing doubt that 1981-82 season will have traditional September start. Still suffering effects of now-settled actors strike that delayed current season, Grant said there is "probability of delay" for next one and that "repeat season" may run later than usual. Tartikoff and Thomopoulos were more confident of regular start—if writers and directors unions don't strike this year.

**ABC-TV** has canceled 'Charlie's Angels,' series that began network run in September 1976. *Eight is Enough* on March 28 moves into Saturday 8-9 p.m. slot *Angels* has been occupying of late. New series, *Greatest American Hero*, takes *Eight is Enough's* current place, Wednesday 8-9 p.m., as of March 18.

**FCC** was criticized on two counts last week by **Senator Barry Goldwater** (R-Ariz.), chairman of Communications Subcommittee: for what he considers **undue involvement** in international communications processes and **undue travel** in doing so. Remarks came during hearing on S. 271, bill to allow Western Union to compete as international record carrier, and were triggered by absence of Acting FCC Chairman Robert E. Lee and Commissioners Abbott Washburn and Joseph Fogarty, who with five top staff members were in New Orleans attending senior level meeting of North Atlantic Consultative Process. Goldwater said FCC was improperly involved in "decisions properly left to . . . private corporations" and, that point aside, "budgetary constraints argue for a careful examination of the commission's activities." **Responding, Lee said FCC is needed in international facilities planning to maintain balance of trade** and to avoid opportunity for antitrust among American companies that would otherwise negotiate rates. At Lee's suggestion, NACP, which usually meets twice each year, has canceled second 1981 meeting as unnecessary.

FCC has notified **Kaiser Aluminum & Chemical Corp.** that its **complaint against ABC** regarding *20/20* episode about aluminum house wiring **needs clarification**. Kaiser has requested commission to force ABC to give it 10 minutes of reply time on future *20/20* episode in accordance with personal attack and fairness doctrine standards (BROADCASTING, Feb. 16). Commission told Kaiser that personal attack clause is not triggered unless it takes place during discussion of "controversial issue of public importance . . . [meaning] . . . the subject of vigorous debate with substantial elements of the community in opposition to each other." Burden is on Kaiser to prove that subject of danger of aluminum wiring fits definition.

FCC has dubbed **April 21** as "**DBS** [direct broadcast satellite] **Day**," on which commission will discuss comments (in Doc. 80-603, due March 31) received in response to current inquiry on DBS and also consider specific DBS application of Satellite Television Corp., Comsat subsidiary.

**Radio deregulation bill** (S. 270) under consideration by Senate Communications Subcommittee is "**out of balance**," according to Senator Ernest F. Hollings (D-S.C.). Addressing Senate last Thursday, Feb. 19, Hollings said bill not only should remove ineffective regulations but should also foster more competition in marketplace. Thus, said Hollings, bill should be "part of an overall scheme to replace conduct regulation with a structural approach."

**Representative James T. Broyhill** (R-N.C.) introduced bill (H.R. 1891) last week to give Commerce Committees greater control over funding of National Telecommunications and Information Administration. He likened it to legislation introduced two weeks ago (BROADCASTING, Feb. 16) that would have similar impact on FCC.

**ABC News/Washington Post Poll** has been established by two news organizations in agreement calling for average of one "major-topic poll" monthly over 18 months along with "frequent spot polls." Questionnaires will be designed jointly; ABC Inc. subsidiary, Chilton Research Services, will handle polling. ABC News had previously been associated with Louis Harris polling organization.





**Robert Alter**, executive vice president of Radio Advertising Bureau, has been selected as **president of new Cable Television Advertising Bureau (CTVB)**. He was unanimous choice of each committee, which met Feb. 14 to interview six top-ranked candidates (BROADCASTING, Feb. 16). He'll get three-year contract and annual salary-perquisites package in \$100,000 range, and will be formally introduced to cable industry at March 3 session of Cable Television Administration and Marketing Society conference in New York. **Alter's conception of CTVB:** "It's not to be a mirror of any media trade organization that's now around . . . cable is a different kind of medium than anybody's seen before."

**Acting FCC Chairman Robert E. Lee will lead 20 witnesses who will testify before the Senate Communications Subcommittee** on Thursday and Friday, Feb. 26-27, when it holds hearings on **radio deregulation bill (S. 270)**. Industry and public interest representatives will be empaneled for their testimony. They include Vincent Wasilewski, National Association of Broadcasters; Harriet (Sis) Kaplan, National Radio Broadcasters Association; Samuel Simon, National Citizens Committee for Broadcasting; Carl McIntire, 20th Century Reformation Hour; Rev. Everett Parker, United Church of Christ; Frank Mankiewicz, National Public Radio and representatives of major networks.

**J. Williams Grimes**, senior vice president, CBS Radio division, named **vice president and assistant to Thomas F. Leahy**, newly named senior broadcast vice president, CBS/Broadcast Group (BROADCASTING, Feb. 16).

**Robert Bruce, FCC general counsel, resigns today (Monday) to**

**become partner in Washington law firm of Leva, Hawes, Symington & Oppenheimer.** He will develop communications practice for firm, which now specializes in administrative law, litigation and international practice. Acting FCC Chairman Robert E. Lee said on Friday Bruce's successor would be named after he and colleagues reach consensus.

**Ed Dooley, 38**, chief of press and news media division of FCC's Office of Public Affairs, has been named **vice president, public affairs, National Cable Television Association.** He starts March 4. Prior to joining FCC in November 1979, Dooley was chief spokesman for President's Council on Wage and Price Control. He has also spent time on Capitol Hill as press aide to former Senator Thomas McIntyre (D-N.M.) and former Representative Marvin Esch (D-Mich.).

**William Carlisle**, retired vice president of National Association of Broadcasters, who died Jan. 8 of cancer (BROADCASTING, Jan. 12), will be honored with **NAB's annual Grover Cobb Award** at association's annual convention in April.

## Up Coming

**In New York:** ABC-TV President James Duffy addresses American Advertising Federation's first public service awards presentation at New York Hilton today (Monday). CBS News's Walter Cronkite will be luncheon speaker at Association of National Advertisers' television workshop in Plaza hotel Wednesday. Washington Post Co. Chairman Katharine Graham will address ANA's media workshop at same place Thursday. CBS will meet with New York security analysts at CBS headquarters Thursday. **On Capitol Hill:** House Telecommunications Subcommittee plans press conference in Rayburn House Office building Tuesday at 4 p.m. American Women in Radio and Television holds congressional reception in Caucus room of Cannon House Office building 6-8 p.m. Tuesday. **Also in Washington,** CBS will demonstrate high-resolution television systems at executive offices Thursday and Friday. FCC Chairman Charles Ferris will speak at first luncheon of newly formed Washington Cable Club at Capital Hilton hotel Tuesday. National Citizens Committee for Broadcasting and National Federation of Local Cable Programers, with partial funding from FTC, open two-day conference on consumers and CATV at Kennedy Center Friday. **In Lubbock, Tex.:** Gordon B. McLendon, pioneer broadcaster, will be inducted into Mass Communications Hall of Fame during luncheon at Texas Tech University Thursday.

### FCC budget axe takes aim; consumer, minority services imperiled

FCC—at closed meeting Wednesday (Feb. 25)—will consider ways of cutting its size to fit its budget in light of 8% reduction in personnel proposed by Reagan administration over next two years (BROADCASTING, Feb. 16). Cuts total some \$5.4 million in funds from 1981 and proposed 1982 budgets (all but \$634,000 from latter) and cutback of 169 positions. If FCC accepts recommendations of Executive Director's Office, heaviest relative cutbacks, in terms of personnel, would be in five areas: One involves review board, which would be abolished (aim of some commissioners for years) for net loss of nine positions. Other areas and cuts: Office of Plans and Policy, 13 (out of 26); Office of Public Affairs, six; Cable Television Bureau, 11, and Private Radio

Bureau, 25. Remaining 105 personnel reductions would be distributed among bureaus and offices on pro rata basis. For Broadcast and Common Carrier Bureaus, that would mean loss of 18 positions each, with resulting slowdown in work they do now. (However, Broadcast Bureau Chief Richard Shiben said on Friday he will reallocate personnel to degree necessary to keep application-processing and broadcast license divisions at full strength.) Field Operations Bureau would lose 27 positions, which would mean closing number of field offices. Those and other bureaus and offices would fare worse if commission decides to distribute all cuts through agency on pro rata basis.

Commission action could be only begin-

ning of cutback in jobs added to each bureau in past several years to serve consumers and minorities. Of jobs that Executive Director's Office would eliminate from Office of Public Affairs, three constitute Minority Enterprises Division and two are from Consumer Assistance Division. (Sixth is from chief's office.) And recommendation proposes that Executive Director's Office review commission's remaining consumer assistance jobs to determine whether there is duplication of service. Officials say reduction in positions can be made through attrition; layoffs would not be required. Executive Director R. Donald Lichtwardt and his staff drafted cutback recommendations after Office of Management and Budget rejected commission appeal.

## Order of business

The truckloads of applications for low-power television stations now clogging the premises of the FCC are just what the doctors ordered. Back in September, when the Charles D. Ferris FCC simultaneously voted for a rulemaking and invited applications for a service that was yet to be defined, the publicity apparatus then in operation at the agency trumpeted the actions as this century's sequel to the opening of the West. Heeding the call, the settlers have been filing claims in numbers beyond the agency's capacity to count.

Maybe some kind of order will eventually come out of all of this. Maybe the FCC will find ways to dispose of who knows how many mutually exclusive applications now in its possession, within the lifetimes of the applicants. The odds of things turning out that way would be better if the agency had not decided to drive both cart and horse across the frontier side by side.

There is certain to be disarray in the processing of applications, especially in such numbers as are on file, while the rulemaking is still unsettled. Under better administrative control, the commission would first adopt its rules and then parcel out its grants. That procedure may seem more inviting as a changing membership reviews decisions made when ends took priority over means.

## Why arm the opposition?

At the last moment, a couple of American newspapermen last week derailed an attempt to enlist the United Nations Educational, Scientific and Cultural Organization in the propaganda apparatuses of Russia and the Third World. The incident was significant to every journalism organ, broadcasting or print, that expects to use or participate in foreign correspondence.

As explained elsewhere in this issue, a UNESCO meeting in Paris, arranged by the agency's director, Amadou Mahtar M'Bow of Senegal, was stacked with Communist and Third World delegates. The meeting was to consider a plan to license correspondents working abroad and enforce a code of ethics—all intended, of course, to impose standards of control repugnant to journalism practice in the free world. Although uninvited, the Americans intervened and succeeded in forcing a postponement of the threat to international coverage.

It is to be emphasized that the threat has only been postponed. Last week's incident was merely the latest in a series of attempts by Communist and Third World interests, assisted by some sympathizers in the West, to extend UNESCO's influence to world journalism. By now it ought to be apparent that a review of American financial support of a UNESCO with corrupted purposes is very much in order.

The Reagan administration has announced an intention to reduce the huge tab America picks up to support the United Nations. Let the reduction begin with the \$50 million a year the U.S. contributes to a UNESCO that is more and more loaded against American interests.

## Wrong forum

The dispute between Kaiser Aluminum & Chemical Corp. and ABC News over the portrayal of Kaiser in a segment of ABC-TV's *20/20* is no longer a private affair. Kaiser has taken its case to the FCC. That elevates the issue to one between Kaiser and broadcast journalism in general.

As reported here a week ago, Kaiser has complained that ABC

violated the FCC's personal attack rules and the Communication Act's fairness doctrine by airing what Kaiser considers to be unjustified criticism of Kaiser-manufactured aluminum wire as a fire hazard. Kaiser and ABC have disagreed over the length and scheduling of a Kaiser reply. Kaiser wants the FCC to set ABC's licenses for hearing or impose a fine or institute "an investigation of the reasonableness and adequacy of ABC's procedure for complying with the fairness doctrine and the personal attack rules."

As reported elsewhere in this issue, the FCC has indicated a reluctance to get into the case. It has asked Kaiser to make a stronger showing than was made in its original petition to support its charges. It would be in the interest of all broadcast journalism if Kaiser failed to meet the FCC test.

A considerable peril to journalistic independence is implied if a corporation that feels wronged in a news broadcast can run to a receptive FCC with complaints of unfairness or unjust criticism, especially if, as in Kaiser's case, the corporation has refused interviews in the preparation of the offending newscast. Let the FCC begin routinely acting as referee in disagreements between journalism organizations and journalism subjects, and the enfeeblement of journalism is inevitable.

Other recourse is available to Kaiser if it feels genuinely wronged by the *20/20* broadcast. The company can sue for libel. That process, of course, would provide a sterner test of Kaiser's claims than may be provided by the FCC's rules and the fairness doctrine.

## Ready for discard

Senator Barry Goldwater's much-to-be-desired review of the political broadcasting laws has begun with bad advice from the FCC. The commission has told him that Section 312 (political access) and Section 315 (equal time and fairness) are just about perfect in their application to broadcasting but at least raise constitutional questions in their application to cable television (*BROADCASTING*, Feb. 16).

The FCC of course is right about cable. The First Amendment was forgotten when the commission embraced the political broadcasting laws in its cable rules. But why does the FCC persist in endorsing Sections 312 and 315 for broadcasting?

As chairman of the Communications Subcommittee, Senator Goldwater is soliciting further advice. Surely broadcasters will make the case for repeal of the political broadcasting laws, which are obsolete in a time of rampant media proliferation.



Drawn for *BROADCASTING* by Jack Schmidt

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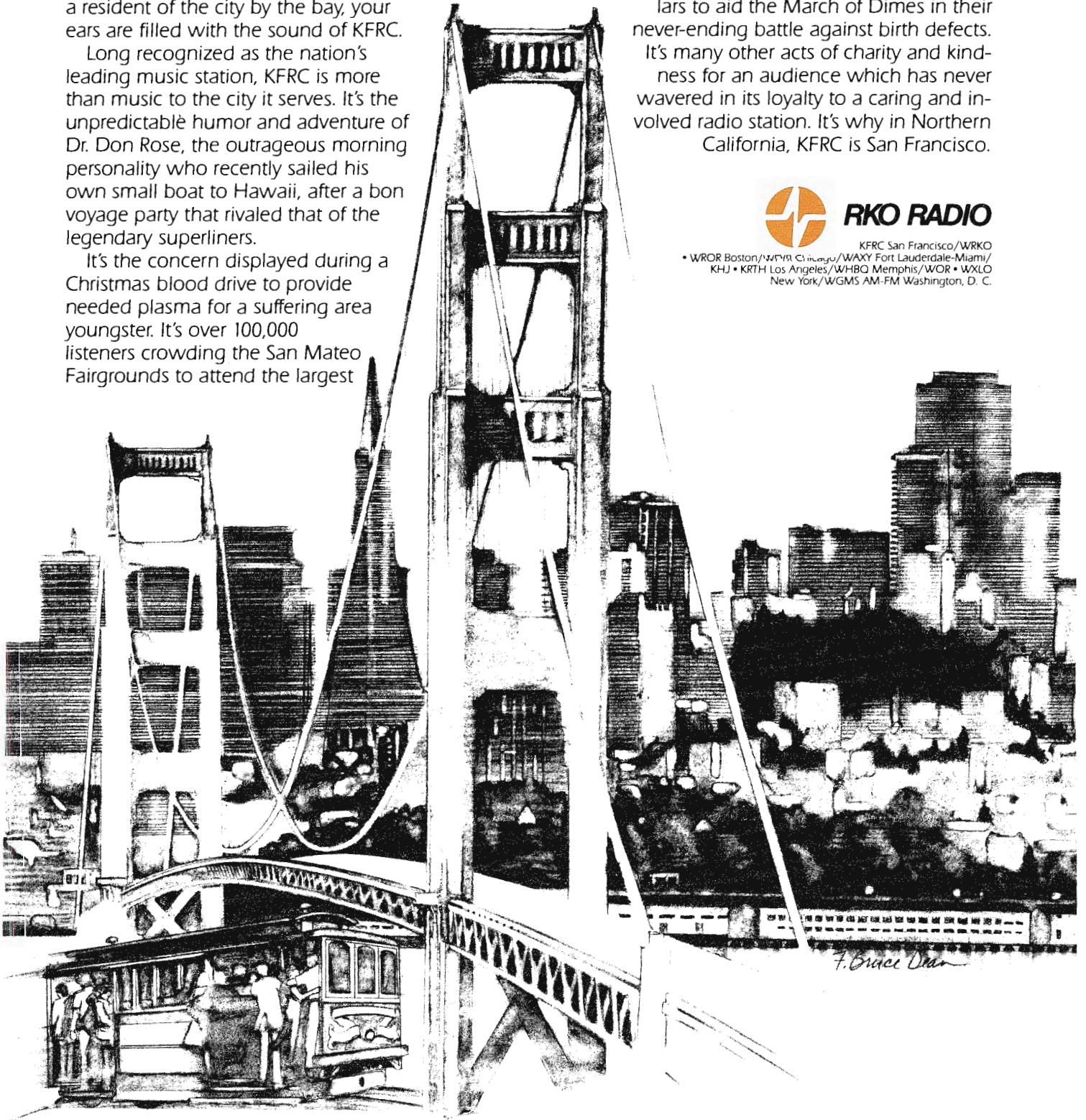
It's the concern displayed during a Christmas blood drive to provide needed plasma for a suffering area youngster. It's over 100,000 listeners crowding the San Mateo Fairgrounds to attend the largest

consumer food show ever held in the west, the KFRC Holiday Food Fair, complete with cooking demonstrations, coupons and prizes to delight the participants. It's the incredible KFRC Superwalk, which in 1980 raised over 1,150,000 dollars to aid the March of Dimes in their never-ending battle against birth defects. It's many other acts of charity and kindness for an audience which has never wavered in its loyalty to a caring and involved radio station. It's why in Northern California, KFRC is San Francisco.



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