

Historic coverage of the Reagan shooting  
One week away from the NAB

# Broadcasting Apr 6

The News Magazine of the Fifth Estate □ Vol. 100 No. 14

50th Year □ 1981



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PAGE 147

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# The Week in Brief

TOP OF THE WEEK

**MARCH 30, 2:30 P.M.** □ That's when broadcasting made the world eyewitness to the shocking attempt on the President's life. What followed, despite some flubs, proved to be an outstanding chapter in radio-television journalism. **PAGE 35.**

**FTC STAFF PULLING PLUG** □ Recommendation made to drop controversial children's advertising rulemaking. **PAGE 38.**

**LPTV LINE LENGTHENS** □ Another 1,000 low-power bids at FCC deadline last week bring total to almost 5,000. **PAGE 40.**

**WARINESS** □ Broadcasters and public interest groups react cautiously to Swift bill that would deregulate broadcasting in exchange for public-trust point system. **PAGE 40.**

**LIFELINE FOR GT&R** □ Seiberling proposes that licensing and renewal legislation provisions be made retroactive and rescue RKO stations. **PAGE 41.**

**TRANSITION** □ That's theme of 4A's annual meeting in Boca Raton, Fla., where advertiser executives will study changing media environment. **PAGE 42.**

SPECIAL REPORT

**THE LAS VEGAS ACTION** □ Nearly 500 booths will reflect the dazzling state of art in the communications fields for the benefit of NAB delegates and their guests. **PAGE 46.** Among those guests are members of Congress, to whom honoraria will be paid, suddenly a sensitive subject in these times of deregulation. **PAGE 56.** A complete rundown of the exhibits, what will be displayed and who will be there starts on **PAGE 52.** Directory of others in Las Vegas

begins on **PAGE 104.** The Sunday-Wednesday convention agenda. **PAGE 113.**

LAW & REGULATION

**FAMILY VIEWING ALIVE AGAIN** □ Long-dormant case sent back to FCC by Los Angeles court, complying with appeals court directive. **PAGE 124.**

PROGRAMING

**GEARING UP** □ ABC Video Enterprises' Granath unveils staff and programing plans for soon-to-start ARTS cultural cable service. **PAGE 131.**

JOURNALISM

**HAPPINESS IN THE HOUSE** □ Tip O'Neill-inspired report calls TV system successful. Rose faults study for methodology. **PAGE 139.**

MEDIA

**GULF-SJR DEAL JELLS** □ Application for Gulf's planned \$33.5-million acquisition filed with FCC. **PAGE 141.**

TECHNOLOGY

**PROTECTING THEIR STAKES** □ Three current users of 12 ghz band urge FCC not to permit DBS domination of that part of spectrum at expense of fixed terrestrial and satellite services already there. **PAGE 144.**

1955

**THE 'BROADCASTING' YEARS** □ Magnuson's Senate Commerce Committee loaded both barrels to continue the Bricker probe of 1954. The FCC set up its own task force to study network practices. **PAGE 147.**

PROFILE

**SEEN IT ALL** □ There's nothing like being where the action is, as Ted Pierson has been. The head of the Washington law firm of Pierson, Ball & Dowd speaks as a lifetime witness to and participant in the structuring of communications history. **PAGE 175.**

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**THE HIT LIST** JAWS COAL MINER'S DAUGHTER NATIONAL LAMPOON'S ANIMAL HOUSE THE SAME TIME NEXT YEAR RESURRECTION DR MORE AMERICAN GRAFFITTI SLAP SHOT YA JAWS THE SEDUCTION OF JOE TYNAN JET PI COAL MINER'S DAUGHTER **THE HIT LIST** THE THE PRISONER OF ZENDA SAME TIME NEXT MOMENT BY MOMENT THE GREEK TYCOON DRACULA THE GONG SHOW MOVIE RESURR NATIONAL LAMPOON'S ANIMAL HOUSE JA THE WIZ **THE HIT LIST** CARAVAN DRACULA CASTAWAYS ON GILLIGAN'S ISLAND THE COAL MINER'S DAUGHTER **THE HIT LIST** SA MORE AMERICAN GRAFFITTI RESURRECTO LITTLE MISS MARKER THE G THE PROMISE DRAC SLAP SH

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**36 OF THE BEST MOVIES EVER! FROM MCA TV**

## One, two, three, four

Here's all-but-official scenario for Reagan appointments to FCC: Formal nomination of Mark S. Fowler (R) to succeed resigned Tyrone Brown (D) for term expiring June 30, 1986, will be made promptly. Fowler will be designated as chairman. James H. Quello (D) will be nominated to replace himself in term expiring June 30, 1987, as soon as FBI clearance is completed. Henry Rivera (D), Hispanic lawyer of Albuquerque, N.M., will be nominated to replace Chairman Charles D. Ferris (D) (after Ferris completes eligibility for pension April 10) for term expiring June 30, 1984. Mimi Weyforth Dawson (R), aide to Senator Robert Packwood (D-Ore.), will be nominated to replace Acting Chairman Robert E. Lee (R) next June 30 for term expiring in 1988.

Timetable was agreed to at White House last Monday morning (before assassination attempt) at meeting of Pen James, director of presidential personnel; FCC Chairman-designate Fowler; former FCC Chairman Richard E. Wiley and Mark Smith of KLAS-TV Las Vegas, constituent of Reagan confidant, Senator Paul Laxalt (R-Nev.).

## But not in time

Despite agreement on FCC appointments (see above) White House probably won't act fast enough for Mark Fowler to clear Senate confirmation in time to go to National Association of Broadcasters convention as chairman. There's backlog of nominations to move, and Senate goes into Easter recess at end of this week. Acting Chairman Robert E. Lee will make traditional chairman's speech to NAB during April 12-15 convention.

## Last act

Timetable for Vincent T. Wasilewski's retirement as president of National Association of Broadcasters is beginning to become apparent. In exclusive interview to be published in BROADCASTING's April 13 issue (coincident with NAB's 59th annual convention in Las Vegas) he speaks of new president taking over in "two or three years." Wasilewski is now 58; his birthday is Dec. 17.

News will intensify speculation over possible successor. Principal question is whether board will go outside—to national figure or professional broadcaster—or will select new chief from present staff. Under latter option there would be three obvious candidates: John B. Summers, 50, executive vice president and general manager; Erwin G. Krasnow, 45, senior

vice president and general counsel, and Kenneth D. Shanzer, 35, senior vice president for government relations. Each would bring conspicuous qualities to post, and all would have strong support—factor that could make it difficult for board to choose among them.

## Out of date?

Some radio stations are trying to change pricing policy of Arbitron Radio, which computes its charges to stations on highest one-minute rate. Stations say they don't sell on that basis and want formula they would regard as more equitable. Station Representatives Association's radio board of directors is working with Arbitron to come up with alternatives.

## Hot spot

Spot TV sales are coming on stronger and stronger, according to several key reps. Indications now are that after not particularly promising January, pickup started and moved first quarter about 12% ahead of 1980 first quarter, and that second quarter may go 14%-16% above year ago. What makes those figures even better is that both first and second quarters of 1980 were exceptionally strong, running 14% ahead of first and 16% ahead of second 1979 periods.

Hefty spot business usually means hefty network business, and reps figure that's case now, too. Strong gains have been reported in recent weeks, but networks' year started slowly. Latest estimates by Broadcast Advertisers Reports, covering January and February, put three-network total at \$809.5 million, gain of not quite 2% over first two months of 1980.

## Headlong rush

FCC Acting Chairman Robert E. Lee is understood to have told Senator Charles Percy (R-Ill.) that commission may not wait to make final decision on 9 khz channel spacing issue until after International Frequency Registration Board completes its comparative studies of 9 khz and 10 khz channel spacing plans in summer. Lee, responding to letter from Percy, chairman of Senate Foreign Relations Committee, on 9 khz issue, is believed to have taken conventional commission position that U.S. must make decision based on its interests and cannot be bound by results of IFRB studies.

Percy's letter contained nine questions on channel spacing issue—most reflective of questions broadcasters opposed to U.S. proposal to reduce channel spacing from 10 khz to 9 have been asking. And

answers are believed to be similar to those commission has been giving—that 9 khz channel spacing is likely to result in anywhere from 200 to 1,400 stations, that number that will be available would be subject of negotiations with other countries and that 12 new channels that 9 khz promises would ease conflicts.

## Crowd scene

National Association of Broadcasters convention preregistration problems (story page 46) are not shared by National Cable Television Association. Preregistration for NCTA show, slated for Los Angeles May 29-June 1, is already slightly ahead of preregistration NCTA counted going into last year's convention. Current drive has been helped by distribution of registration forms two months earlier than last year. Large count adds credence to NCTA's prediction of substantial increase in attendance this year, 11,000 as opposed to 7,000 last year.

NCTA's exhibition is also growing. Show is sold out with 290 exhibitors signed up for 130,000 square feet and list of about 15 waiting for cancellations. Last year's show included 250 exhibitors covering about 90,000 square feet.

## Original

Russell Sanjek, vice president, public relations, Broadcast Music Inc., will take early retirement soon to become visiting professor at Brooklyn (N.Y.) College and complete history of popular music he is writing. Sanjek has been with BMI 41 years—since day it started operating.

## Slow as ever

Concern that withdrawal of top FCC staffer assigned to AM stereo proceeding will cause further delays in adoption of standard may be unwarranted. Jim McNally was forced to withdraw after internal investigation found he violated ex parte rules ("In Brief," Feb. 16), but Greg Depriest, assistant chief of Broadcast Bureau's technical branch, said cooperation between Broadcast Bureau and Office of Science and Technology and item's "high-priority status" will result in issuance of staff report "near the time" it would have been with benefit of McNally's expertise. "Any item that has the attention of two bureau chiefs," Depriest said, "is going to move."

That doesn't mean action soon. With or without McNally, analysis of recent round of comments and selection of single system standard is arduous, time-consuming task, Depriest said.

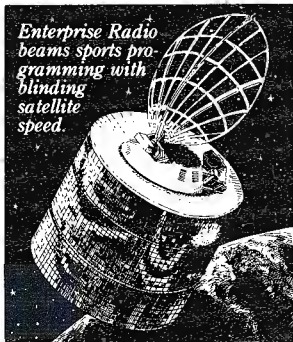
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Ft. Meyers, FL, WAYK • Lansing, MI, WILS • Sacramento, CA, KGNR • New Bern, NC, WRNB • Battle Creek, MI, WKNR • Portland, ME, WMER  
Ironwood, MI, WJMS • Columbia, SC, WIS

# Business Briefly

TV ONLY

**Stokely Van Camp** □ Gatorade soft drink. Begins June 1 for 13 weeks in 35 markets. Early fringe, late fringe and sports times. Agency: Clinton E. Frank, Chicago. Target: men, 18-49; total teenagers.

**Manchester Farms** □ Bake and serve chicken. Begins this week for 32 weeks in about 12 Southern markets. All dayparts. Agency: Newman, Saylor & Gregory, Columbia, S.C. Target: women, 25-54.

**Hendrie's** □ Ice cream. Begins May 11 for 11 weeks in Boston; Providence, R.I.; Hartford-New Haven, Conn.; and Springfield, Mass. Day, early fringe, fringe, prime times and weekend programming. Agency: Harold Cabot & Co., Boston. Target: women, 25-54.

**U.S. Shoe Corp.** □ Cobbie Cuddlers. Begins April 20 for three weeks in 10 markets. Day and all fringe times. Agency: Leber Katz Partners, New York. Target: women, 25-54.

**J.C. Penney** □ Financial services. Begins April 13 for eight weeks in Fresno, Calif.; Sacramento, Calif.; San Francisco; Omaha; Kansas City, Mo.; St. Louis; Fort Wayne, Ind.; Indianapolis; Dayton, Ohio; Louisville, Ky., and Milwaukee. Agency: Wells, Rich, Greene, New York. Target: adults, 25-54.

**Pharmacraft** □ Allarest. Begins April 13 for eight weeks in over 10 markets. Daytime. Agency: Compton Advertising, New York. Target: adults, 18-49.

**Noxell** □ Lestoil cleanser. Begins mid/late April for six to eight weeks in 80 markets. Day and early fringe times. Agency: Foote, Cone & Belding, New York. Target: women, 18-49.

**DuPont de Nemours & Co.** □ Herbicide. Begins June 8 for seven weeks in 15 Southern markets. All dayparts. Agency: Rumrill-Hoyt, Rochester, N.Y. Target: men, 25-49.

**Vivitar** □ Pocket cameras. Begins this

## Rep Report

WFYV(FM) Jacksonville, Fla.: To Selcom from Bernard Howard & Co.

KYTE(AM)-KLLB(FM) Portland, Ore.: To Selcom from Katz Radio.

KEED(AM) Eugene, Ore.: To Selcom from Torbet Radio.

KFMB-TV San Diego: To Petry Television from Peters Griffin Woodward.

WCIA(TV) Champaign, Ill.: To Petry Television from Peters Griffin Woodward.

WMBD-TV Peoria, Ill.: To Petry Television from Peters Griffin Woodward.

week for six weeks in 15 markets. Early fringe, late fringe, day and prime times. Agency: Keye/Donna/Pearlstein, Beverly Hills, Calif. Target: adults, 25-54.

**Prince Macaroni** □ Pasta. Begins this week for eight weeks in eight markets. Day, fringe and prime times. Agency: LSF Media Services, New York. Target: women, 18-54.

**Maxwell** □ Home furnishings. Begins this week for 39 weeks in Greenville-Asheville, N.C.-Spartanburg, S.C. All dayparts. Agency: William Cook Advertising, Jacksonville, Fla. Target: women, 25-54.

**Chesebrough Pond's** □ Rave hair spray. Begins May 4 for three to four weeks in 36 markets. Fringe times. Agency: Ogilvy & Mather, New York. Target: women, 25-54.

**Coleco Industries** □ Swimming pools. Begins in mid-May for four weeks in five markets. Day, fringe and weekend programming. Agency: Richard and Edward's, New York. Target: women, 18-34.

**Dubuque Packing Co.** □ Plumpers meat product. Begins May 11 for two to four weeks in 12 markets. Day, news, sports, all fringe times and weekend programming. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

**Philman & Hart** □ Shake 'n' Egg/Swirl 'n' Egg Easter coloring kits. Begins early

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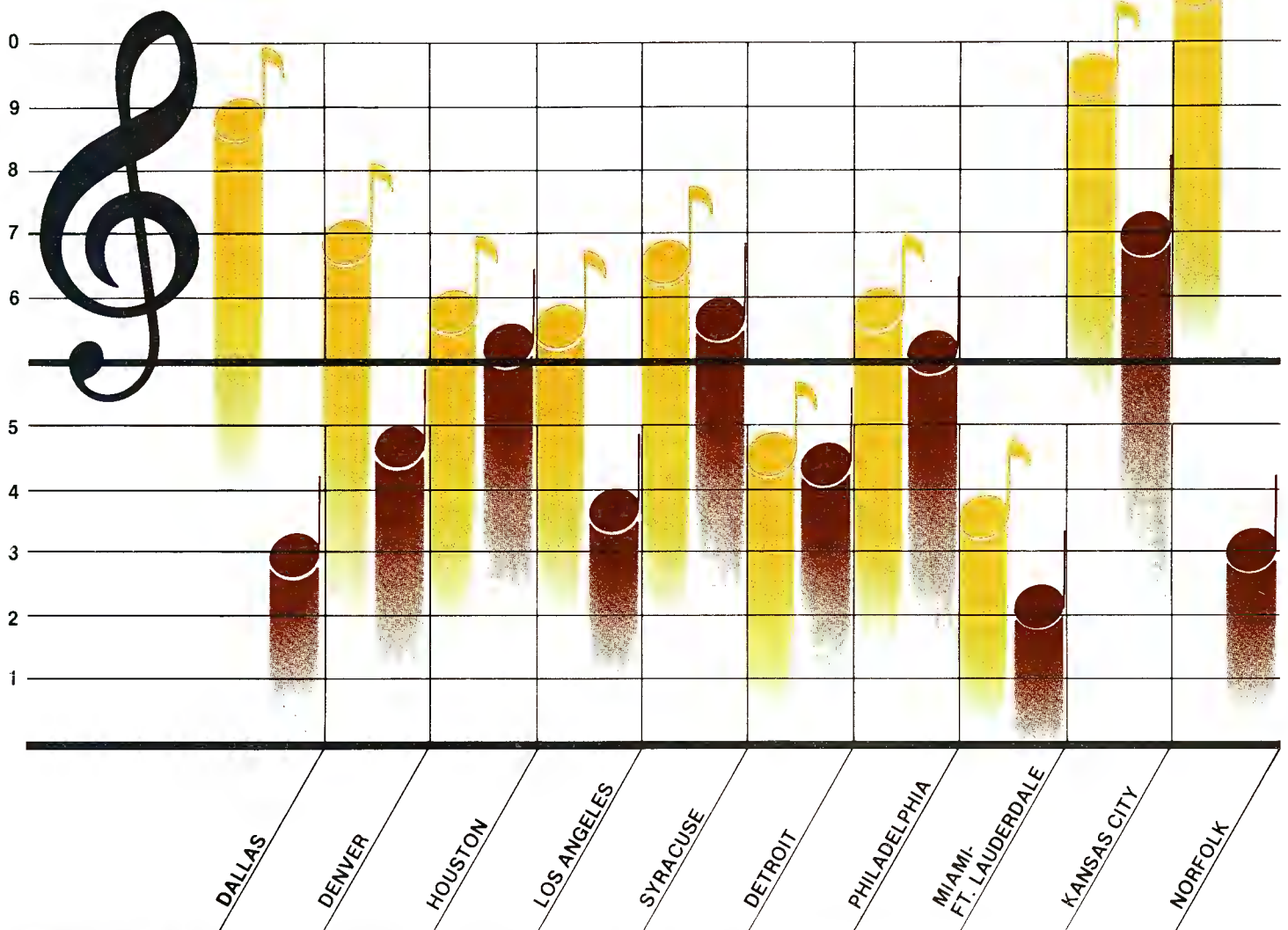
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## AdVantage

**Lawn specialist.** Homelite, division of Textron, will spend more than \$2.5 million on advertising concentrating on network television for company's string trimmer line. Commercials break this week and will run primarily on network news programs through mid-July. Henderson Advertising, Greenville, N.C., designed campaign with slogan, "Homelite trimmers give your lawn the finishing touch."



Homelite

**Saved by the blimp.** Goodyear's corporate campaign starting April 13 features old standby, Goodyear blimp, with new theme: "I've got the blimp behind me." In network television campaign created by Brouillard Communications, division of J. Walter Thompson, emphasis is placed on reputation of company that produces radial tires that "give great traction and handling." Commercial will run during network news and sports programming and on Cable News Network and Entertainment and Sports Programming Network.

**Joining the crowd.** Mickey Gilley, country and western singer featured in movie, "Urban Cowboy," joins other recording artists, Jerry Reed, the Commodores, and the Platters in promoting Schlitz beer. Radio spots will be placed during syndicated radio program, *Live From Gilley's*, weekly one-hour show carried by nearly 250 stations. In Gilley spots, recalling Schlitz taste-tests during NFL games in December and January, he sings: "No matter what you drink, let's start the race. Schlitz will take them on and go glass to glass when it comes to taste." J. Walter Thompson, Chicago, developed campaign for Schlitz.

**Encore performance.** Kenner Products, Cincinnati toy manufacturer, will sponsor second television special for animated celebrity Strawberry Shortcake on April 10. Kenner introduced Strawberry Shortcake line of dolls last year and further promotes it in special, *Strawberry Shortcake in Big Apple City*, syndicated nationally in over 100 major markets. Advertising for Kenner is handled by Sive Associates Inc., Cincinnati.

**Another asset.** Calet, Hirsch, Kurnit & Spector, New York, has created new second-quarter television campaign for Pyrex Ware. Instead of stressing functional aspects of product, campaign highlights esthetic quality of Pyrex.

April for one to three weeks in 102 markets. Day, early fringe and weekend times. Agency: A. Eicoff & Co., Chicago. Target: total children; women, 25-49.

25-54.

**Dunfey's Hotel** □ Tingles disco. Begins this week for four weeks in Houston. Morning drive times and middays. Agency: Spiro & Associates, Philadelphia. Target: adults, 18-34.

**Arkansas College** Enrollment. Begins May 11 for three weeks in about 10 markets. Morning drive times. Agency: Rafshoon, Shivers, Vargas & Tolpin, Atlanta. Target: adults, 18-49.

RADIO ONLY

**Monsanto** Agricultural campaign. Begins May 4 for 13 weeks in 73 markets. Morning drive times. Agency: Advanswers, St. Louis. Target: men,



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<p>WKMF-AM FLINT, MICHIGAN</p>	<p>WGMZ-FM FLINT, MICHIGAN</p>	<p>WKTZ-AM JACKSONVILLE, FLA.</p>

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Lawrence B. Taishoff, *publisher.*

## EDITORIAL

Edwin H. James, *executive editor.*  
Donald V. West, *managing editor.*  
Rufus Crater, *chief correspondent (New York).*  
Leonard Zeidenberg, *chief correspondent (Washington).*  
Mark K. Miller, *senior news editor.*  
Kira Greene, *assistant to the managing editor.*  
Frederick M. Fitzgerald, *senior editor.*  
Harry A. Jessell, *assistant editor.*  
Kathy Haley, Stephen T. McClellan, Matt Stump, *staff writers.*  
Candace H. Stapen, *contributing editor. (50th anniversary series).*  
Kim McAvoy, *editorial assistant.*  
Pat Vance, *secretary to the editor.*

## BROADCASTING & CABLE YEARBOOK

John Mercurio, *manager.*  
Joseph A. Esser, *assistant editor.*

## ADVERTISING

David Whitcombe, *director of sales and marketing.*  
Winfield R. Levi, *general sales manager (New York).*  
John Andre, *sales manager—equipment and engineering (Washington).*  
Gene Edwards, *Southern sales manager (Washington).*  
David Berlyn, *Eastern sales manager (New York).*  
Tim Thometz, *Western sales manager (Hollywood).*  
Charles Mohr, *account manager (New York).*  
Doris Kelly, *secretary.*

## CIRCULATION

Kwentin K. Keenan, *circulation manager.*  
Sandra Jenkins, Christopher McGirr,  
Vanida Subpamong, Patricia Waldron,  
Debra De Zarn.

## PRODUCTION

Harry Stevens, *production manager.*  
Don Gallo, *production assistant.*

## ADMINISTRATION

Irving C. Miller, *business manager.*  
Philippe E. Boucher.  
Doris E. Lord  
Robin Smithers, *secretary to the publisher.*

## BUREAUS

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Rufus Crater, *chief correspondent—bureau chief.*  
Jay Rubin, *senior correspondent—asst. bureau chief.*  
Rocco Famighetti, *senior editor.*  
Anthony Herring, *assistant editor.*  
Karen Parhas, *staff writer.*  
Marie Leonard, Mona Gartner, *advertising assistants.*  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, *correspondent.*  
Tim Thometz, *Western sales manager.*  
Sandra Klausner, *editorial-advertising assistant.*  
London: 50 Coniston Court, Kendal Street, W2.  
Phone: 01-402-0142.  
William J. Sposato, *correspondent.*



Founded in 1931 as *Broadcasting\*—The News Magazine of the Fifth Estate.* □ *Broadcast Advertising\** was acquired in 1932. *Broadcast Reporter\** in 1933. *Telecast\** in 1953 and *Television\** in 1961. *Broadcasting—Television\** was introduced in 1946. \*Reg. U.S. Patent Office. □ Copyright 1981 by Broadcasting Publications Inc.

# LOOK HOW WE'VE GROWN

## MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

<u>MARKET</u>	<u>STATION</u>
New York	WKTU
Los Angeles	KIQQ-KWST
Chicago	WMET
Philadelphia	WYSP
Detroit	WDRQ
Boston	WBOS
San Francisco	K101
Dallas/Ft. Worth	KNUS
Houston	KRLY
Nassau/Suffolk	WBLI-WGLI
	WHLI/WKJY
St. Louis	KADI A/F
Miami/Ft. Lauderdale	WWWL/WMBM
Minneapolis	WWTC
Newark	WNJR
Cleveland	WDBN
Atlanta	WKLS A/F
Denver	KBCO/KADE
Seattle/Tacoma	KTAC/KBRD
San Bernardino	KOLA
Phoenix	KUPD/KKKQ
Buffalo	WYSL/WPHD
San Jose	KFAT
Portland	KKSN
New Orleans	WRNO
Hartford	WHCN
Sacramento	KWOD
Dayton	WVUD
Nashville	WWKX
Toledo	WTOD/WKLR
Honolulu	KIKI/WMAI
Syracuse	WAQX
Allentown	WFMZ
Richmond	WANT
New Brunswick	WCTC/WMGQ
Flint	WDZZ
West Palm Beach	WNGS
Asbury Park	WJLK A/F
Tucson	KWFM
Las Vegas	KLAV
Lancaster	WLAN A/F
Madison	WWQM A/F
Trenton	WHWH/WPST
Corpus Christi	KRYS
Binghamton	WENE/WMRV
Kalamazoo	WQLR
Montgomery	WHHY A/F

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# Monday Memo®

A broadcast advertising commentary from Robert Rimes, president and chairman, Marketing Consultants Inc., San Diego.

## Radio and TV should practice what they preach in advertising

Johnny Carson removes the hermetically sealed envelope from a Mason jar and holds it aside his turbaned head.

"The answer is . . . your radio or television station," he intones in a flat voice. "And the question?" he teases, tearing open the envelope and extracting a card. "Name the largest single advertiser in your market."

Mystical as it may appear, if you own or operate the most successful television station in your market, you—not the local Chevy dealer or the regional drug chain—are the largest single user of broadcast advertising in your market.

Last year in Denver, for example, one television station used more than \$2.5-million worth of its time to advertise itself and its programs. And yet, despite advertising exposure that would make Procter & Gamble look like a penny pincher, few advertising campaigns of this magnitude are so poorly planned or so badly scheduled.

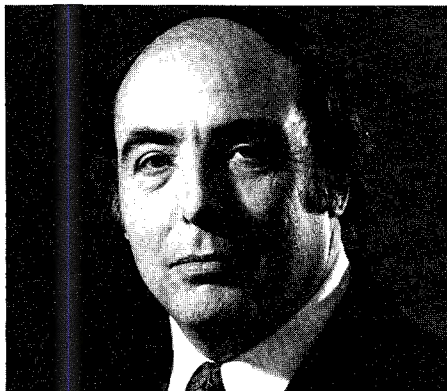
Like advice that is free, and therefore rarely followed, stations continue to treat their own on-air advertising as a cost-free commodity that can be squandered repeatedly. Even the networks fail to have a firm grasp of what they "spend" annually to sell their own program product on their own air.

One network entrusts this multimillion-dollar resource to its programming department and speaks of commercials in behalf of its own program product as "promotional opportunities." Rarely are the commercials measured against even the most primitive GRP goals.

Ideally, commercials on behalf of a station's programming should serve as a creative template against which other local advertisers' efforts are measured. Few find their way out of the bush leagues when evaluated either for their production values or for their innovative scheduling.

Beleaguered local "promotion" departments (the name should be stricken from organizational charts), often swamped with planning the employe Christmas party, never have enough time or money to build advertising campaigns that will motivate large numbers of listeners or viewers to sample a new program. Nor do they have time to schedule them properly.

When an informed station management does spring for a few bucks, outside "experts" (defined as anyone who came more than 40 miles to the meeting) are called in to dazzle management with advertising campaigns built on syndicated "catch phrases" rather than on solid selling arguments.



Robert Rimes has been president and chairman of the board of Marketing Consultants Inc., San Diego, since June 1979. His clients have included Macmillan Electronic Media; KMGH-TV Denver; KFMB-TV San Diego; WTHR-TV Indianapolis and several others. Prior to forming this company, he was vice president of Hecht, Higgins & Petterson of California, a media-oriented agency, where he supervised accounts such as CBS-TV and McGraw-Hill Broadcasting. For six years he headed creative services for McGraw-Hill Broadcasting Co. and had similar responsibilities with Westinghouse Broadcasting Co. for 10 years.

Why does this happen? One of the reasons is that most stations put heavy emphasis on their print strategy. Paradoxically, CBS-TV is America's fifth largest user of newspaper advertising among all national advertisers, with the other television networks close behind.

All of this effort goes into print advertising in the face of individual Arbitron market reports that clearly demonstrate that newspapers reach fewer than half of the television viewers in any market and magazines even fewer. Despite the overwhelming research to the contrary, many stations view print media as pivotal in their advertising media mix.

How many stations launch print campaigns, especially for news broadcasts in the regional editions of *Time*, *Newsweek* and other news magazines, when these same publications have mountains of research to prove that they reach light television viewers?

There are small rays of hope on the horizon. A few informed stations have signed contracts between the sales departments and the "promotion" departments—some with hefty GRP levels. Still fewer stations make these commercial availabilities nonpre-emptible—even for cash-paying customers.

A handful of stations use existing research, such as AID data, to "purchase" logical, demographically sound schedules for their own promotional purposes.

Perhaps what is needed is some in-

tropection. If station management wants to convince outsiders that radio and television remain the most pervasive, persuasive advertising media available anywhere, then they must re-examine their own use of the precious time on their own stations. Is the station having the same exciting results from its advertising that the local car dealer can boast with a much lighter television schedule?

Here are five quick and easy procedures that stations can implement immediately to enhance their advertising schedule.

- Every good advertising or marketing program begins with a plan. If your station doesn't have such a plan with specific, measurable goals for your advertising, now is the time to construct one. Keep in mind that budgets are not plans—they are only an accounting device for controlling a marketing plan.

- Make your own air, whether television or radio, your lead medium. Construct a sales contract between the sales and promotion departments for a regular schedule of announcements that are nonpre-emptible. Put a dollar value on each commercial and on the total contract. This will help the station staff understand that this valuable time is not "free." You'll be surprised at the dollar size of this neglected resource.

- Schedule your promotional announcements with care. Use existing research to schedule these announcements. For example, Arbitron has an AID computer program that can tell you when most of your competitors' news viewers are watching your station. After you've found your best prospects from the research data, construct comparative "commercials" that explain why your news is better than your competitors'.

- Get professional help. Many stations spend hundreds of dollars to have promotional announcements produced by outside production companies—and yet hesitate to spend one dime to hire professional media buyers to properly place these same commercials after they're produced. Some stations have hired local media buyers who moonlight the scheduling task.

- Constantly monitor your results. Most stations are so eager to get on to the next advertising campaign for their programming that they forget to measure the last campaign to see whether it was successful and, if not, why not. Coincidentally, attitudinal and awareness surveys are all inexpensive, easily available ways of measuring success or failure.

Broadcasters must realize that strong advertising schedules and innovative commercials work whether the subject of the sell is lotion or *Lou Grant*, tires or *Three's Company*, light bulbs or *Little House on the Prairie*.

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# Datebook

■ indicates new or revised listing

## This week

**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 6-8**—"International Perspectives in News," sponsored by Southern Illinois University School of Journalism, at Carbondale, Ill., and funded by the U.S. International Communication Agency and the East-West Foundation in Santa Barbara, Calif.

**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 7**—Action for Children's Television Children and Cable symposium. Speakers include Edward J. Markey (D-Mass.); Kay Koplovitz, USA Network; Bob Johnson, Black Entertainment Network, and Jeff

Greenfield, CBS News. St. Moritz hotel, New York.

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

**April 8**—New England Cable Television Association spring meeting. Sheraton-Tara hotel, Nashua, N.H. Information: NECTA, 8 1/2 North State Street, Concord, N.H., 03301, (603) 224-3373.

**April 8-11**—American Association of Advertising Agencies annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla.

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

**April 10**—Syracuse University's Black Communications Society symposium entitled "Black Media Ownership: The Vehicle for Survival." Among speakers will be Robert L. Johnson, president, Black Entertainment Television, Syracuse, N.Y.

**April 10-11**—Radio-Television News Directors Association region six and Nebraska APB seminar. Ramada Inn, Grand Island, Neb.

## Major Meetings

**April 8-11**—American Association of Advertising Agencies annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. 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.

**April 27-May 1**—National Public Radio annual conference. Marriott hotel, Anaheim, Calif. 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-May 31**—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 10-13**—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June

1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

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

**Sept. 10-12**—Radio-Television News Directors Association international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, 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 123rd 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.

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





Radio Network

# Network news programming without network commercials

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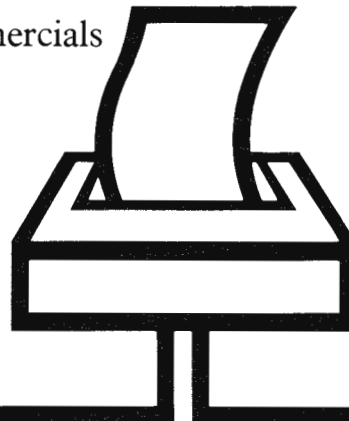
As an AP member, affiliation with the AP Radio Network will get you the fastest, most accurate and objective news programming in the world. It's all sound, and all ready-to-air, programming that brings the sounds and voices of the whole world to your station.

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.

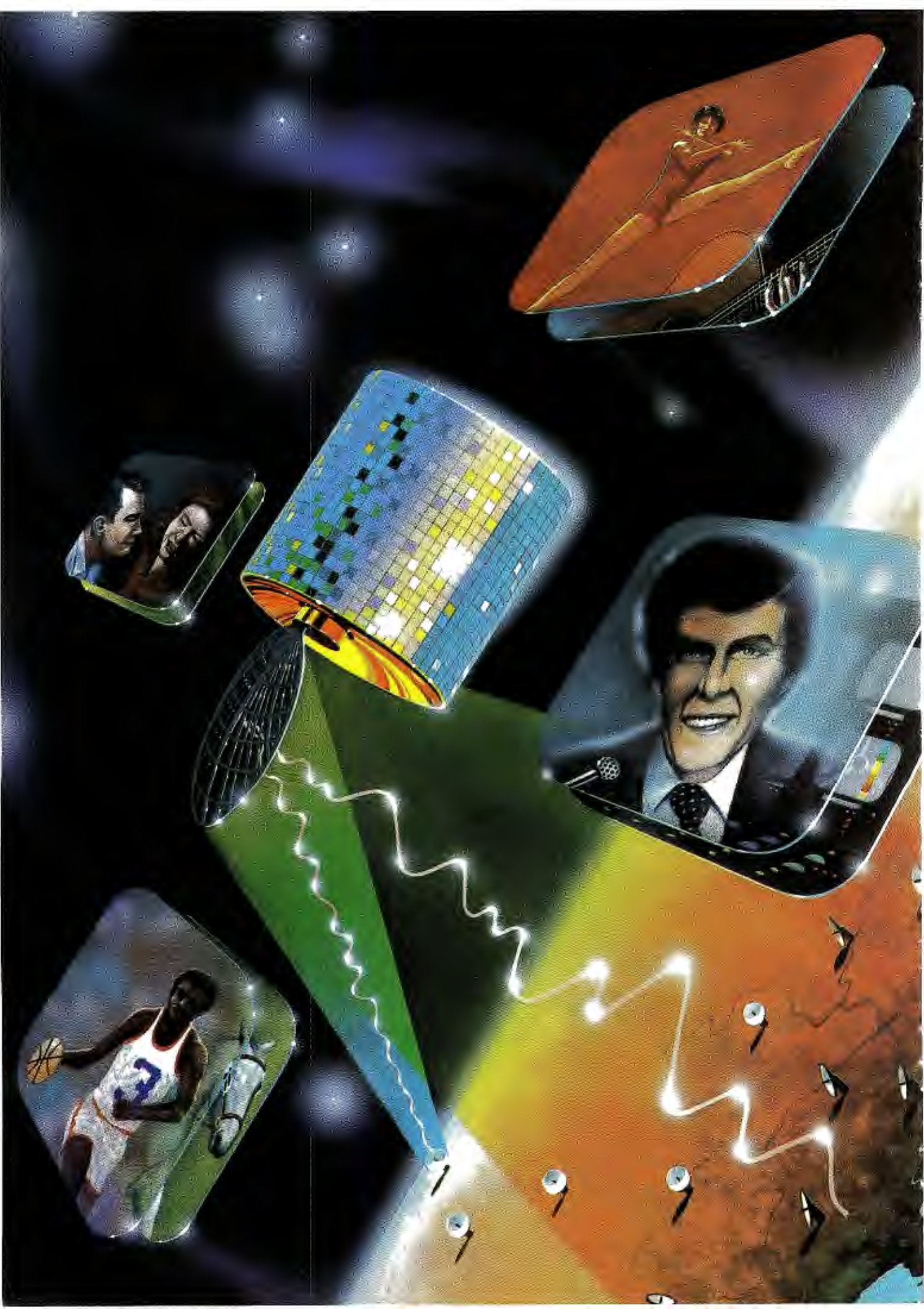
*After all... Time is Money.*

We'll gladly give you the time of one of our Broadcast executives. Just a phone call to 212-621-1511 is all it takes.



**Innovation for better news programming**

**AP Broadcast Services**



# Westar presents the first who's who in outer space.

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Westar, with its direct access to 164 earth stations, is the country's largest and fastest growing satellite network serving the broadcasting industry. And with an even larger population of customer-owned earth stations, the ability to reach thousands of stations across the country is possible. (Broadcasters can tap most of the top 100 ADI markets, or target a specific region or group of markets.)

For all broadcasters, Westar offers greater economy and versatility than traditional delivery systems. And consistent, high quality reception at all points.

It all adds up to a brave new world for video and audio broadcasting, 22,300 miles above the earth.

A world brought to you by Western Union.

## Who's on Western Union's Westar.

ABC, Associated Press, Belo Broadcasting Corporation, Blair Company, Bonneville International Corporation, Broadcast Communications Company, Cable News Network, Capital Cities Communications Inc., CBS, Christian Broadcasting Network, Chronicle Broadcasting Company, Dow Jones, Enterprise Radio, Golden West, Group W Productions, Hughes Television Network, INTELSAT, ITT World Communications, Kansas State Network, Miami Valley Broadcasting Company, Mizlou-TV, Mutual Broadcasting, Muzak, National Black Network Radio, National Public Radio, NBC, Post-Newsweek Stations, Public Broadcasting Service, Public Service Satellite Consortium, RAI Corporation, RKO Radio Network, Robert Wold Company, Satellite Communications Network, Satellite Syndicated Systems, Spalla Productions, Spanish International Network, Storer Broadcasting Company, Teleconcepts Incorporated, Televisa, Texas Instruments, United Press International, U.S. Army Health Service, Video Communications Inc., Video Net, Western Union International, Westinghouse Broadcasting Company, West Texas Rehabilitation Center.

**Western Union Broadcast Services.**

**April 10-12**—*Society of Professional Journalists, Sigma Delta Chi*, region eight conference. Student Union hotel on campus of Oklahoma State University, Stillwater, Okla.

**April 12**—*Association of Maximum Service Telecasters* 25th annual membership meeting. Las Vegas Convention Center, meeting room B-20, Las Vegas.

**April 12**—*Daytime Broadcasters Association* annual membership meeting. Room 18, Las Vegas Convention Center, Las Vegas.

### Also in April

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

**April 13**—*National Association of Spanish Broadcasters* annual convention. Aladdin hotel, Las Vegas.

**April 13-15**—Satcom '81, sponsored by *International Association of Satellite Users*. Washington Hilton, Washington. Information: Mike Bradley, IASU, 6845 Elm Street, Suite 710, McLean, Va., 22101, (703) 893-2217.

**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 18**—*Detroit Cablevision's* second cable TV seminar designed to inform leadership of black community about local origination and satellite programming opportunities. Speaker: Robert Johnson, president, Black Entertainment Network, Mackinac Room, Detroit Plaza hotel, Detroit.

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

**April 20-24**—*Eastern Kentucky University* mass communications week. EKV campus, Richmond, Ky.

■ **April 21-23**—First international Department of Defense/Industry Fiber Optics Standards Conference, sponsored by *Electronics Industries Association*. Sheraton Washington, Washington.

**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 23-25**—*Memphis State University Department*

*of Theater and Communication Arts and Memphis Broadcasters Association* conference entitled "Professors and Professionals in Communication: Looking Ahead." Speakers include NBC Entertainment President Brandon Tartikoff; FCC Commissioner Anne P. Jones; ABC News correspondent Lynn Sherr; Corporation of Public Broadcasting program fund director Lewis Freedman; former chairman of board NBC, Julian Goodman; Scripps-Howard Broadcasting President Don Perris; Ben Hooks, executive director, National Association for the Advancement of Colored People; Eugene Jackson, president, National Black Network, and Frank Magid, Frank Magid Associates. Memphis State University. Information: (901) 454-2465.

**April 24**—*Radio-Television News Directors Association of Canada* French language regional meeting, Motel Arnold, St. Georges-de-Beauce, Ontario.

**April 24-25**—*Arizona Associated Press Broadcasters Association* meeting. Fiesta Inn, Tempe, Ariz.

## Open Mike®

### A difference

EDITOR: Andy Finn ("Open Mike," March 16), when he compares the Coalition for Better Television's boycott plan with a sponsor's advertising, demonstrates a lamentable confusion between rape and seduction.—*Robert Mounts, senior vice president, Mace Advertising Agency, Southfield, Mich.*

### Fowler feelings

EDITOR: I appreciated your story on President Reagan's proposal to nominate Mark S. Fowler as chairman of the FCC. The recognition is well deserved and I believe that Mr. Fowler will serve the industry well while maintaining the integrity and resolve of the commission.

To be honest, there were some things about the article that I did not understand: specifically, the quoted feeling by some that he is limited because he did not represent "many, if any, major broadcast groups." The scope of FCC law is the same for a small broadcaster in Nebraska as it is for the major group. Certainly, there are more small broadcasters. This idea by some that bigger is better strikes at the very heart of the Reagan Presidency. Bigger is not better; it is simply bigger.

I also take issue with the unnamed communications attorney who describes Mr. Fowler as "intelligent" but thinks that he might be "naive" in his approach to business because, the attorney suggests, "not everyone is as honest as Fowler suggests." We have come a long way in this country when we start with the premise that the business community is dishonest. You need not be naive to have faith in your fellow man. One of the commission's problems in the past has been the assumption by a few that broadcasters would steal the chickens if the henhouse were left unguarded. I submit that there are not enough guards, not enough time and not enough morale at the agency currently to

stop the truly dishonest among us. Thank God that most broadcasters willingly abide by the rules.

Let me close with the admission that I have some bias in my opinions concerning Mark Fowler. He has been my able attorney and my trusted friend for several years. He will be good for the commission and for broadcasting but as he has demonstrated to me in the past, not always good for each broadcaster's special interests and that is as it should be. I like the chairman-designate's philosophy that "those who govern do not truly govern without the respect and cooperation of the ones who would be governed."—*Tom Joyner, president, Atlantic Broadcasting Corp., Petersburg, Va.*

### Recipe for success

EDITOR: Thank you for your coverage of the Country Radio Seminar (BROADCASTING, March 23).

The growing future of country radio is indeed a glowing future. It's been that way since the first CRS 12 years ago. That was a small group of broadcasters and record people. We met in the phone booth in the lobby of the Sheraton/Nashville.

The keynote speaker was Tex Ritter and he said: "We are accepted because we're available to our fans." Country radio has never compromised in that dedication to the music form and the people who love it. We are still available: to the ear, the heart and the mind.

That's the reason for the glowing future of country radio.—*Skeeter Dodd, Musicworks Inc., Franklin, Tenn.*

### Agrees

EDITOR: Your March 16 "Flying blind" editorial on 9 khz was on target in my opinion. I haven't heard it expressed better.—*Edward O. Fritts, president, Fritts Stations, Indianola, Miss.*

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Bigger definitely means *better* at Bernard Howard & Company.

We're adding more and more highly-professional sales people. We're adding more offices. And we're adding more marketing, research, programming and sales promotion services.

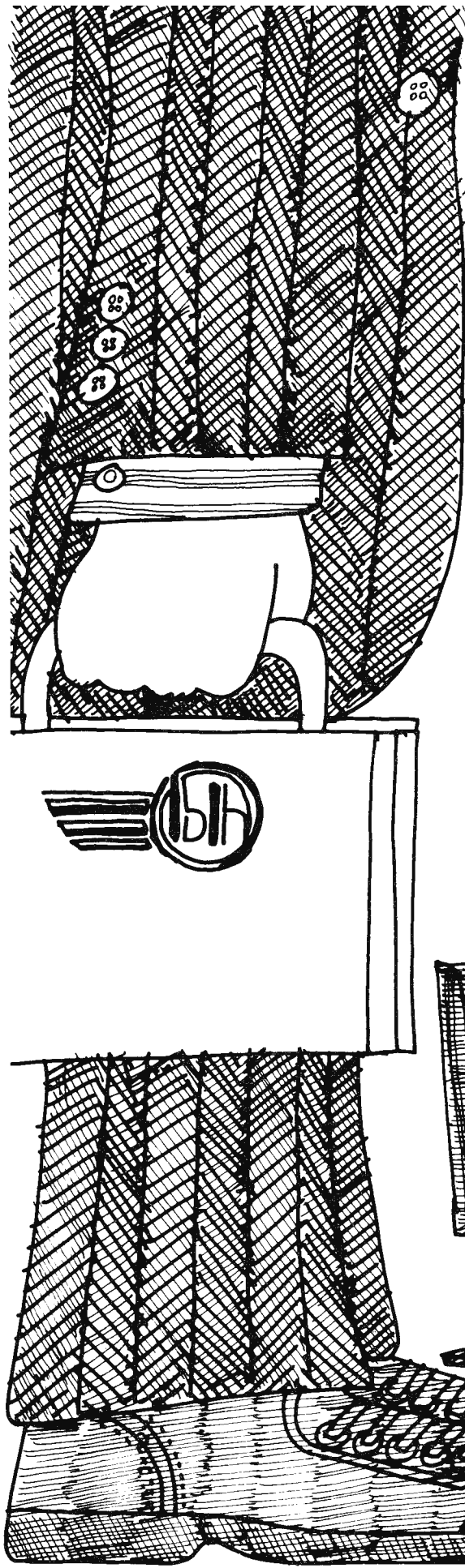
There's a whole new spirit—and it's helped us attract top-flight stations recently such as WNWS Miami, WSMB New Orleans, KAMX/KFMG Albuquerque, WFMJ Youngstown, and WCUE/WKDD Akron.

They've found that "the Better Rep" gives them big sales results. And big profits.



New York Chicago Atlanta Los Angeles San Francisco  
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# Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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**AM-FM allocations.** FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of March 18, 101 clear-channel applications have been filed with commission in anticipation of adoption of that plan. Fifteen of 25 clear-channel frequencies have been cut off from further applications. No application has been granted yet. Commission also has endorsed proposal to reduce AM channel spacing from 10 khz to 9, as means of increasing number of radio stations. U.S. submitted idea at Region 2 (western hemisphere) conference that ended March 28, 1980, in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (BROADCASTING, March 31, 1980). With U.S. having trouble meeting deadlines in preparation for second session, National Association of Broadcasters led effort to have November starting date postponed (BROADCASTING, Nov. 24, 1980). It failed when commission rejected request it urge State Department to seek delay. In January, NAB officially announced its opposition to adoption of 9 khz plan. Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission expects to act on rulemaking proposal in June. NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, NAB urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting to include all AM and FM allocations proposals.

**AM stereo.** It has been year since FCC tentatively designated Magnavox AM stereo system as industry standard (BROADCASTING, April 14, 1980), but broadcasters and public today are no closer to AM stereo service. FCC failed last July to confirm its selection of Magnavox system, which some broadcasters felt was inferior to four other proposed systems and which FCC staff felt was not wholly defensible against expected court challenges with record it had. Instead, it adopted further notice of proposed rulemaking which it hoped would lead to selection backed by strong record (BROADCASTING, Aug. 4, 1980). First round of comments on further notice suggests that battle has come down to Magnavox, Motorola and Harris. Instead of strengthening record for its system, Hazeltine and Kahn Communications continued to argue for "marketplace" approach, whereby all five systems would be ap-

proved so that broadcasters and the public could choose best system. Other system proponent, Belar Electronics, filed no comments (BROADCASTING, Feb. 16).

**Antitrust/TV code.** Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late in 1979; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. There was second oral argument, on May 16, 1980, when both sides asked for summary judgment. Greene now has to decide on basis of record.

**Blanking intervals.** FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (BROADCASTING, June 18, 1979). Comments were filed late in 1979, majority supporting more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed year ago to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

**Cable copyright.** Senate and House Judiciary Committees have decided to re-examine copyright laws at hearings in April and May. No major legislation has been introduced during 97th Congress (BROADCASTING, March 30). Clarence James, chairman, Copyright Royalty Tribunal, has testified before Senate Appropriations and House Judiciary Subcommittees that CRT should be abolished and its functions

relegated to another agency (BROADCASTING, March 16). Copyright Royalty Tribunal, following adoption of resolution calling for inflationary adjustment of cable copyright fees, last December raised fees by approximately 21%. But that resolution is being challenged in Washington appeals court. Meanwhile, tribunal issued final formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Sept. 29, 1980). Under formula, U.S. and Canadian broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Although tribunal originally said it wouldn't distribute copyright fees until appeals were resolved, it is now considering partial distribution of 1978 fees. Meanwhile, tribunal is gearing up to start 1979 distribution proceeding.

**Cable deregulation.** FCC on July 24, 1980, lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). National Association of Broadcasters filed motion to intervene on Malrite's behalf and filed petition for stay of order at FCC. FCC denied petition, but appeals court granted stay pending its decision in appeal (BROADCASTING, Nov. 24, 1980). National Cable Television Association has taken FCC's side in court appeal (BROADCASTING, Aug. 25, 1980). In another development, Ted Turner has asked commission to repeal "must carry" rules for local stations (BROADCASTING, Oct. 20, 1980).

**Canadian border problems.** White House will ask Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress will also state that if mirror legislation does not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliatory steps will be taken.

**Children's television.** FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as insufficient volume of children's instructional and educational programming on commercial television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23, 1980). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June 1980 on what's available in children's programming and on how to better it. Regulatory proposals, however, were chief topics of concern



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(BROADCASTING, June 30, 1980). On Oct. 15-16, 1980, commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programming requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns and saying program quality can't be mandated by government. Action on rulemaking is scheduled for second quarter of 1981.

**Closed captioning.** Under direction of National Captioning Institute, ABC-TV, NBC-TV and Public Broadcasting Service have been broadcasting closed-captioned programming for hearing impaired since March 1980. In addition to promoting and coordinating service, NCI actually captions programs, currently about 25 hours each week for networks and three syndicators. It also captions commercials of about 70 advertisers and advertising agencies. Sales of decoders, needed to receive and display captions have been steady but slow over past year. Decoders are sold through Sears, Roebuck & Co., in set-top adapters or built into sets. As of Feb. 1, 32,000 decoders had been sold in one form or other. CBS has steadfastly refused to have anything to do with NCI and its captioning project, choosing instead to develop closed captioning as just one element of teletext system (see "Teletext," page 30). CBS will demonstrate its concept this month when it begins tests of its Antiope-based teletext system at KNXT(TV) Los Angeles. The Caption Center of WGBH(TV) Boston, which does open captioning of ABC's

*World News Tonight* for PBS, will caption programs for CBS.

**Communications Act.** After deciding major single rewrite of 1934 Communications Act is unworkable, Congress is considering number of measures that would deregulate industry piece by piece. Senate Communications Subcommittee has introduced and held hearings on S. 270, radio deregulation bill, and S. 601, TV licensing and renewal bill (BROADCASTING, Feb. 2, March 2, 9 and see story, this week). Other major bill before that subcommittee is S. 821, to reauthorize FCC on temporary rather than permanent basis and to establish statutory license fees to cover cost of regulation (BROADCASTING, March 30). House Telecommunications Subcommittee plans preliminary hearings on competition and deregulation in industry before considering any legislation other than bill to reauthorize Corporation for Public Broadcasting (see "Public Broadcasting," page 30). Important measures referred to this subcommittee include two introduced by ranking minority member, Representative James Collins (R-Tex.). They are H.R. 1297 and H.R. 1298, to deregulate radio and to extend radio and TV license terms from three to 10 and five years, respectively. Introduced by Representative James Broyhill (R-N.C.), H.R. 1801 differs from Senate bill in that it sets no specific budget ceilings and contains no statutory fees. Other measures before subcommittees are: S. 22 to repeal political broadcasting laws; S. 762, to fine broadcasters \$10,000 for early projections of national elections results; and S. 525

and H.R. 2128, companion bills to provide for at least one VHF TV station in every state.

**Comsat.** Following adoption of staff report last April (BROADCASTING, April 28, 1980), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. Staff is expected to present item to commission in June. Commission has also put out for public comment request by Comsat to allow it to offset losses from its participation in INMARSAT with revenues from INTELSAT—request commission seems dubious about granting. Decision on that request is expected shortly after report and order is issued on corporate-structure item. (See also "Direct Broadcast Satellites," page 26).

**Crossownership (newspaper-broadcast).** Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of entry of competition in market, and one has won reversal of divestiture order in appeals court. Of three remaining cases, one involving WALB-TV Albany, Ga., was resolved when FCC granted waiver due to entry into market of minority-owned television CP holder, and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3, 1980).

**Crossownership (television broadcasting-cable television).** FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late last year, Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment and not in public interest.

**Crossownership (telephone company-cable TV).** FCC has initiated rulemaking seeking public comment on proposal to exempt rural areas (30 homes or fewer per route mile of franchise or service area) from its telephone company-cable television crossownership prohibition. It has also directed its staff to draw up an instrument looking into possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas. Commission has also directed its Office of Plans and Policy to undertake comprehensive study of structure and ownership of cable

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industry (BROADCASTING, Oct. 27, 1980)

□  
**"Death of a Princess."** U.S. District court has ordered University of Houston's KUHT-TV Houston to broadcast controversial *Death of a Princess*, which was distributed by Public Broadcasting Service. Court held that decision to reject program on ground it was allegedly offensive, tasteless and controversial—it deals with adultery and beheading of Saudi Arabian princess and was denounced by Saudi government, which sought its suppression—constituted violation of public's rights under First Amendment. Court held that public television station owned by government is public forum that could not refuse to broadcast program because of its subject matter. Decision has been appealed to U.S. Court of Appeals for Fifth Circuit, with station contending that imposing public forum standard on station constitutes unwarranted interference with licensee discretion and is violation of First Amendment.

□  
**Direct Broadcast Satellites.** Comsat's Satellite Television Corp. has asked FCC for authority to launch direct broadcast satellite service. STC, which says it could be operational by 1985 or 1986, would offer three channels of pay television to subscribers equipped with small, low-cost earth stations for fee of about \$25 per month. Service would be phased in. First phase would include one operational satellite serving eastern time zone. When fully operational, system would comprise four operational satellites, one for each time zone. It would cost STC nearly \$700 million to start service and see it through first year of operation (BROADCASTING, Dec. 22, 1980). Meanwhile, FCC is taking broad look at DBS in two separate dockets. Industry has filed comments on inquiry aimed at formulating U.S. position for 1983 Regional Administrative Radio Conference, which will focus on DBS issues (BROADCASTING, Oct. 13, 1980). Among those comments was CBS's proposal that DBS be used as catalyst for development of high-definition television. FCC has also initiated inquiry into formulating domestic regulatory policy on DBS (BROADCASTING, Oct. 6, 1980). Initial comments in that inquiry on what FCC should do with DBS applications filed before 1983 RARC were received last month (BROADCASTING, Dec. 22, 1980). Commission then asked for—and has received—additional comments on issue, in light of STC's specific DBS application. In both rounds, broadcaster consensus was that no system should be authorized before international policies are established at RARC '83. Comment deadline on formulation of general domestic DBS policy was extended to April 30.

□  
**EEO.** Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations, which took effect April 1980. Stations with five to 10 employees are required to have 50% parity over-all with available work force, and 25% in top four job categories. Stations with more than

10 employees must reach 50% parity both overall and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, members of minorities and women are employed in decision-making jobs. Last June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9, 1980). Comments were filed Oct. 24. Commission will issue decision some time before end of year.

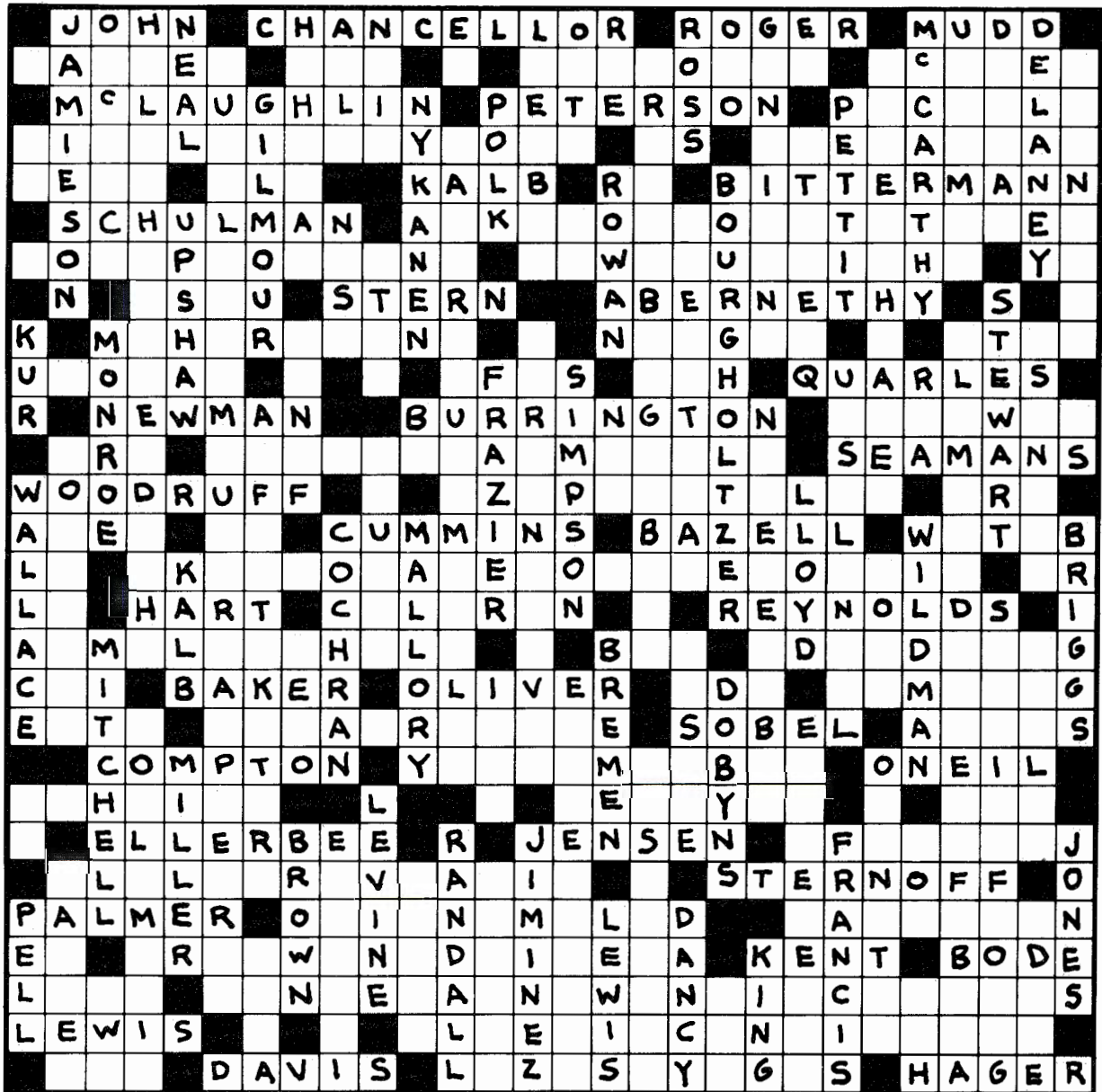
□  
**Family viewing.** Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 30, on question of how order referring case to commission should be framed (see story, this issue).

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**Federal Trade Commission.** The FTC, for the time being under leadership of Republican Acting Chairman David Clanton, appears headed for more limited role. Office of Management and Budget recommendations would trim agency's budget and staff—and eliminate its regional offices (BROADCASTING, March 16). If Congress adopts OMB proposals, FTC would have to trim its current budget of \$74.3 million by \$3.5 million and cut back to \$69.5 million in 1982. OMB recommendations also suggest FTC cut back its 1,780 work positions by 109 this year—and cut those even more by 1982 to leave it with total of 1,467. OMB says those cuts for most part should be aimed at phasing out FTC's 10 regional offices. Cuts would further blunt authority FTC received from Congress last year. Then, after years of bickering, Congress approved authorizing legislation for agency that subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26, 1980). Under provisions of bill, which authorizes life of commission through September 1982, children's advertising proceeding would be allowed to proceed. However, complete text of any proposed new rule would have to be published in advance, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission directed staff to prepare recommendations for further rulemaking and explore alternatives. Staff attempted to establish voluntary rules, but neither industry nor consumer groups would accept them (BROADCASTING, March 2). Staff has reviewed proceeding record and sent its recommendation on whether rulemaking proceeding should be continued on deceptive standard on March 31.

□  
**FM quadrasonic.** Nine years after FM quad was first pioneered, FCC began rulemaking that sought comments on two approaches to

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set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or to adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadraphonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979). In comments on second notice, Muzak franchisees argued that alternatives would be acceptable only if they didn't interfere with 67 khz subcarrier channel company uses to transmit its background music service to clients. Though most of other commenters lent their support to establishment of specific standards, ABC argued in support of general standards (BROADCASTING, Jan. 19). Commission is expected to consider item some time this summer.

□

**Format changes.** Supreme Court has settled question of whether FCC has authority to leave question of radio entertainment format to discretion of licensee and play of marketplace. In 7-2 decision, on March 24, court said commission has that power, thus reversing decision of U.S. Court of Appeals in Washington holding that commission must review renewal and transfer cases in which proposed change of "unique" format had precipitated considerable local "grumbling" (BROADCASTING, March 30).

□

**License renewal forms.** FCC adopted rulemaking that will shorten renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, would have to submit longer "audit" form. Broadcast Bureau would conduct on-sight audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30).

□

**Low-power television.** FCC initiated rulemaking last September to establish low-power television system built upon existing translator service. Low-power stations would have vastly simpler rules governing start-up, programing and operation (BROADCASTING, Sept. 15, 1980). Low-power stations would be authorized on any VHF or UHF television channel from 2 through 69. VHF's would have 10 w limit and UHF's 1 kw limit outside existing table of assignments while VHF's would have 100 w limit on channel within table. National Association of Broadcasters and Corporation for Public Broadcasting have asked FCC to revise policy on interim processing of low-power applications—NAB asserting illegalities within policy, CPB contending noncommercial interests won't get fair share (BROADCASTING, Nov. 24, 1980). Commission did so in January, setting limit of 15 interim grants and permitting networks to apply as well as broadcasters seeking LPTV stations within own primary service areas. Applications of those two groups will be processed through cut-off and then shelved, pending final outcome of rules. CPB, still unsatisfied, has sought review from Washington appeals court. In comments that were filed March 2, almost unanimous support was expressed for proposed service. However, many changes were suggested to benefit individual constituencies.

**Minority ownership.** Carter administration, which announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979), reviewed results of effort before group of black broadcasters (BROADCASTING, Sept. 15, 1980). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). The fund's subsidiary MESBIC (Minority Enterprise Small Business Investment Corp.), which was to have begun making investments by end of 1980 (BROADCASTING, Nov. 10, 1980), expects to make first investments by April 30. National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation.

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**Music licenses.** All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI, and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case is expected to go to trial in September. In network TV, Supreme Court overturned appeals-court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with district court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9, 1980). It appealed to Supreme Court which refused to review (BROADCASTING, March 9). CBS has asked Supreme Court to reconsider.

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**Network inquiry.** FCC's network inquiry staff disbanded last fall, submitting its final report to commission Oct. 20. Staff suggested to commission that best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution ser-

vice and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Staff presented "conclusions" to FCC chairman's office in form of "recommendations" late last year (BROADCASTING, Dec. 22, 1980).

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**Network standings.** Prime-time TV ratings averages, Sept. 15-March 29: CBS 19.2, ABC 17.9, NBC 17.7.

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**Newsroom search.** Supreme Court's ruling in *Stanford Daily* case (which held that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) resulted in October 1980 in Congress passing and President Carter signing bill to protect press from such searches. Limits on federal searches took effect Jan. 1. Curbs against searches by local and state law enforcement officers take effect Oct. 13, 1981. Some states are now considering supplementing federal protection against newsroom searches. Police in most cases are now required to obtain subpoenas which can be opposed in court before newsrooms are entered in search of evidence (BROADCASTING, Oct. 6, 1980).

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**Operator licensing.** FCC has proposed dropping first-class operator licenses (BROADCASTING, Aug. 4, 1980). Proposal would delete examination requirements for operators who install, service, maintain and adjust transmitting equipment at all types of stations. Reaction to proposal is varied: Engineers and National Public Radio want tougher standards while National Association of Broadcasters, National Radio Broadcasters Association and ABC Inc. agree with plan to eliminate them (BROADCASTING, Nov. 24, 1980). FCC had abolished third-class operator permit after concluding that almost all 53,000 third-class permits it had been issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28, 1980). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979. Item is expected to be ready for commission consideration this month.

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**Pay cable, pay TV.** U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (BROADCASTING, March 28, 1977), and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken last year when Getty Oil and motion picture producers Columbia Pictures Industries, MCA Inc., Paramount Pictures and Twentieth Century-Fox formed joint venture, Premiere, to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollar. Justice Department attacked Premiere on antitrust grounds, won preliminary injunction from U.S. District Court barring scheduled January launch of service (BROAD-

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CASTING, Jan. 5). Joint ventures are appealing grant of injunction, although even they concede likelihood of service getting off ground is dim (BROADCASTING, March 30). FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). Board of Public Broadcasting Service decided to develop pay programming to be distributed by cable, STV, MDS, videodisks and cassettes (BROADCASTING, Nov. 24, 1980).

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**Performer royalties.** Representative George Danielson (D-Calif.) has introduced bill (H.R. 1805) to assess royalties for use of recorded music according to radio stations' net advertising receipts after agency commissions. Bill would also allow assessment at TV stations (BROADCASTING, March 2). Representative Robert W. Kastenmeier (D-Wis.), chairman, House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, has informed Danielson that subcommittee will consider measure during May hearings.

□

**Public broadcasting.** President Reagan's request that Congress rescind appropriations for the Corporation for Public Broadcasting for 1982 and 1983 hasn't been well received on Capitol Hill. Senate Budget Committee declined to insist on rescissions (BROADCASTING, March 23) and both Senator Harrison Schmitt (R-N.M.), chairman of Senate subcommittee with jurisdiction over CPB's appropriations, and Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, have spoken out against the cuts. CPB, which operates under advance-year appropriations and multiyear authorization, also needs new authorizing legislation for 1984. Senate is slated to hold hearings on "Goldwater" bill April 6 and 8. That bill, introduced by Senator Barry Goldwater (R-Ariz.), would limit CPB appropriations to \$110 million for 1984, restrict amount of CPB funds any station could receive and earmark those funds for programming. In House, Representative James Collins (R-Tex.) has introduced public broadcasting legislation of his own. Collins's bill would rescind 1982 and 1983 funds, would allow public broadcasters to run institutional ads and would require that 85% of CPB's appropriations be sent directly to stations (BROADCASTING, March 30). Wirth says he plans to introduce public broadcasting bill of his own. Meanwhile, Public Broadcasting Service is continuing efforts to develop pay television network—Public Subscriber Network (PSN)—which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9). On March 4, PBS executive committee authorized use of \$200,000 of PBS funds to study and develop network.

□

**Radio deregulation.** In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff prepared notice of proposed rulemaking on matter, adopted by commission, that will replace some FCC pro-

cedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Jan. 19). Proposals adopted are elimination of formal ascertainment requirements, program logs, nonentertainment programming guidelines and commercial time restrictions. Comments were filed (BROADCASTING, March 31, 1980). FCC held two days of panel discussions on issue last Sept. 15 and 16, with representatives of both industry and public interest groups commenting. Office of Communication of United Church of Christ filed for review of decision that same week in Washington appeals court. On Jan. 27, Senator Harrison Schmitt (R-N.M.) introduced radio deregulation bill (S. 270) which would take commission out of program-content-regulation business altogether and institute unlimited license terms.

□

**Region 2 (western hemisphere) conference on AM broadcasting.** U.S. is preparing for second session of conference, to be held in Rio de Janeiro beginning in November. One key issue in deliberations that will lead to hemisphere-wide plan for use of AM spectrum involves U.S. proposal to reduce AM channel spacing from 10 khz to 9. American broadcasting establishment continues to oppose proposal, and has not given up hopes of being able to change U.S. position with advent of Reagan administration.

□

**Shield legislation.** No federal legislation proposed. Twenty-six states provide some protection against forced disclosure of reporters' sources and outtakes. There are wide variations in scope of protection. Shield bills are currently under consideration in number of states including Massachusetts.

□

**Teletext.** CBS and British industry groups have each petitioned FCC to start rulemaking without delay to allow introduction of teletext in United States, but each has proposed adoption of competing standards. CBS endorsed French Antiope system (BROADCASTING, Aug. 4, 1980); British proposed homegrown Ceefax system developed by Logica and British Broadcasting Corp. Comments filed at FCC in response to CBS filing showed pervasive interest in teletext, but some argued that implementation of teletext should not be rushed. Canadian government, which has developed third competing teletext system, Telidon, has yet to submit standards for its system to FCC. CBS's field test of Antiope teletext is scheduled to begin this month over its KNXT(TV) and noncommercial KCET(TV), both Los Angeles.

□

**TV allocations.** FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed creation of 139 more (BROADCASTING, Sept. 15 and Sept. 22, 1980). Comments on four specific drop-ins, most of them negative from broadcasters, were received at FCC three years ago (BROADCASTING, Dec. 19, 1977). Drop-ins would be subject to same regulations as existing full-service stations and would be required to provide "equivalent protection" from interference to existing full-service stations. As of March 23, no applications had been filed for either of drop-ins at Charleston or Johnstown. Two applicants have filed for Salt Lake City slot and one for Knoxville. Association of Maximum

Service Telecasters submitted Freedom of Information Act request for staff documents used in developing generic VHF drop-in rulemaking proposal and simultaneously requested extension of comment date (BROADCASTING, Nov. 24, 1980). Commission handed over most of documents requested by AMST and extended comment date from Dec. 15, 1980 to April 15, 1981.

□

**TV cameras in Senate.** Senate Majority Leader Howard Baker (R-Tenn.) opened 97th Congress with resolution (S. Res. 20) to allow televising of daily Senate proceedings (BROADCASTING, Jan. 12). Senate Rules Committee staff submitted preliminary report to committee stating that televising is technically more feasible now than it was in 1975 (BROADCASTING, March 9). Hearings, scheduled for April 1 and 8, have been postponed until after Easter recess, April 13-20.

□

**UHF.** FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). In 1979 it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released year ago, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released last September, concludes that although UHF is running poor second to VHF disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980). In comments (which were due March 6) broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report.

□

**WARC.** White House will send to Senate for ratification early next year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva in December 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, short-wave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

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# ARTSY

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## ARTS

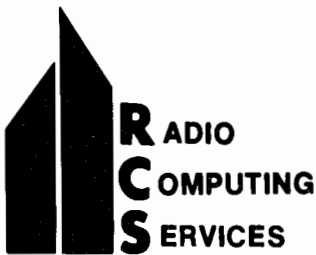
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# Broadcasting Apr 6

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TOP OF THE WEEK

"The cameras always roll when the President is out in the open. Just in case."

## TV's grip on history, and vice versa

**Attempt on President's life galvanizes medium into action and holds nation spellbound; five ENG cameras were covering as Reagan emerged from hotel**

The American television audience last week was offered another episode of the country's most engrossing, and horrifying, television show—the assassination attempt, in color. If the show was minutes away from being live, the technology available made up for that, with instant replays, stop action and freeze frames. And with five ENG cameras rolling, the attempt on President Reagan's life was undoubtedly the most heavily covered assassination attempt in history.

The story began with a Sam Donaldson-supplied bulletin on ABC Radio at 2:30 p.m. Monday (March 30), about four minutes after the shots were fired outside the Washington Hilton hotel, where the President had just addressed a meeting of the AFL-CIO Building Trades Conference. Twelve minutes later, ABC-TV, which had gone on the air with a bulletin by Frank Reynolds at 2:34 p.m., aired the first tape of the attack, a rough and unedited piece right out of the cassette that had been delivered by motorcycle courier to ABC's Washington news bureau. All of the tapes with which the networks opened their video coverage of the event were in the same unedited state.

(The Cable News Network, which did not have a camera on the scene of the attack, claims to have provided the first "television" report with a bulletin at 2:33.)

For the next six and a half hours—until Dan Rather, his voice worn rough by six hours of unrelieved anchor duty from the newsroom in New York, signed off CBS's special live coverage at 9 p.m.—the three television networks committed virtually all of their considerable resources to the



**Standing tall.** Not everyone hit the deck when the shots rang out outside the Washington Hilton hotel last Monday. Among those who didn't were 10 television cameramen and soundmen. NBC had six personnel on the scene: Bill Powell, who was operating the pool camera, and soundman John Levy; Sheldon Fielman, on a "unilateral" (non-pool) camera, and soundman Steve Carraway, and Jim White, operating a camera for a documentary on the President, and soundman Steve Sung. CBS's team consisted of Charles Wilson, cameraman, and Norman Stein, soundman. ABC's: cameraman Hank Brown and soundman Harry Weldon.

running story. They dumped all commercials along the way.

The story had begun winding down at about 7:30 p.m. with the appearance of George Washington Medical Center's Dr. Dennis O'Leary, whose lucid and cool delivery of medical briefings made him an instant television hero. The President was out of surgery, and his prognosis was "excellent." NBC was the first to peel off after that, at 8:15, followed by ABC at 8:30 and CBS at 9. Later in the evening, all three networks returned for half-hour wrap-ups.

ABC, CBS and NBC, as well as the Cable News Network, which also offered extensive coverage during the day and into the night, performed their customary function of involving the entire country in a story of major consequence—television reporting on the run, attempting to cover events as they occur. It fascinates viewers, but it's a risky business, and sometimes network reporters stumbled last week, as careful as they tried to be. For days after the event, a sorting out of things that happened on Monday was continuing.

For instance, there was the major error committed by all three networks, as well as the wire services, in reporting that White House Press Secretary James Brady had died from the head wound he had suffered. Rather said the report had been "confirmed." CBS's Jed Duvall, in Washington, said reports of the death had come from Majority Leader Howard Baker's office and the Secret Service. But as Rather and Duvall (at about 5:20 p.m.) were eulogizing Brady, who is popular with the press, the networks cut to the White House briefing room for live coverage of an announcement by Deputy News Secretary Larry Speakes, who, after reporting on the President's condition, said reports of Brady's death were "untrue."

Rather confessed to his audience, "Your confusion is matched by our own." ABC's anchor, Frank Reynolds, did not try to hide his fury when he learned that the long obituary he had just done on Brady was, at best, premature. "Let's get it nailed down," he said, on the air "... Let's get it straight, so we can report this accurately." ABC's Bill Greenwood had reported that White House Assistant Press Secretary David Prospero had confirmed the death report, but Prospero last week denied that he had. He described Greenwood's report as the result of a misunderstanding. He said he was on the telephone in a section of the upper press office that was crowded with reporters when Greenwood asked if he could confirm CBS's report of Brady's death. But when he said, "Yes, I will," Prospero explained, he was responding to an Associated Press reporter's request, made an instant earlier, that he "find out" what he could about the report. Such was the confusion surrounding events on Monday.

(It was clear Speakes was standing by Prospero. The deputy press secretary made a point of telling reporters he had taken the time during the hectic hours of late Monday afternoon to dictate a letter com-

**Alphabetical order.** ABC News was the clear winner in last Monday's ratings in Nielsen's four metered markets. And TV usage was higher than normal, in some cases spectacularly so. In New York from 6 to 8 p.m., for example, homes-using-TV levels were about 72%, as compared with 56% in the same period a year earlier.

In New York from 3 to 8 p.m., when all three networks were covering the assassination attempt, the ABC station had a 31% share of audience, the CBS station a 23% share and the NBC station 21%. From 8 to 9 p.m., when NBC had switched to the collegiate basketball championship game, ABC had a 30, CBS a 25 and NBC a 19, down two points from its Washington news coverage. At 9-11 p.m. when all three networks were primarily on entertainment programming, CBS took the lead with a 29 share, ABC's dropped to 25 and NBC's held even at 19.

In Chicago, much the same pattern was found, with the ABC outlet commanding a 40 share in the 2-7 p.m. (CST) period, as against 26 for the CBS station and 20 for NBC's. In the hour of NBC's switch to basketball, ABC remained in front with a 32 but the NBC station got the benefit of Midwest interest in the Indiana team's participation in the basketball championship, moving into second place with a 29 share while CBS's slipped to 24. When all three were primarily entertainment, CBS took the lead with a 34 share to 30 for NBC basketball and 26 for ABC.

A generally similar pattern prevailed in Los Angeles and San Francisco, except that CBS and ABC were tied for first in the 6-8 p.m. (PST) period in Los Angeles, while in San Francisco the ABC station was in front throughout the period from noon to 8 p.m. (PST).

mending Prospero "for his professionalism" at the time of the shooting. Prospero, who had been with the President's party, raced into the hotel to telephone the White House. Speakes said the notice "triggered" all of the White House's subsequent steps in dealing with the situation. "He did the right thing.")

An aide to Senator Baker, incidentally, flatly denied that Baker's office was the source of the report. And a Secret Service spokesman issued a denial for that organization as well. However, CBS officials insisted its sources were as reported, and that the Secret Service information was contained in a note the organization's chief spokesman, Jack Warner, distributed to several reporters. Judy Beck, of the *Washington Star*, confirmed that account. But a copy of the note could not be found, and Warner said he could neither "recall" it nor imagine why he would issue such a report.

There was not only confusion, there were the special pressures journalists feel in such situations. NBC's executive producer for special events, Joe Angotti, who was in Washington to coordinate coverage, recalled that NBC correspondents had not



**Early arrival.** The Cable News Network had a camera inside the Washington Hilton covering the President's speech, but was relying on the pool for arrival and departure shots. After the shooting its camera-sound team—Sheldon Schwartz and Marty Berman—rushed outside to take this picture of bystanders assisting police officer Thomas Delahanty.

been able to confirm the report on Brady but that the two wire services were carrying it. "We are victims of the wire services," he said. "When you see something like that in front of you, it has great influence on you."

(On the other hand, a determination to be careful caused NBC to lose a beat on reporting the President had been shot. One of its correspondents, Ken Bode, had managed to get into the hospital emergency room, where a technician showed him two X-rays. One was labeled "Brady." The other was unlabeled, but the technician said it showed the President's wound. However, since the White House was reporting the President had not been shot and Bode was unable to get confirmation from a second source, NBC's Washington bureau chief, Sid Davis, decided against broadcasting that the President had been shot; he felt the information was not hard enough. "But it was a good job by Bode," Davis said.

Earlier, the White House itself was responsible for the erroneous report that the President had not been hit in the fusillade of shots. Speakes later blamed that "on the effort to report fast." Word that the President had not been hit had come from a presidential assistant, Michael Deaver, who had been with him. However, Prospero appeared to have overstated the available facts when he told reporters the President was "all right."

But on balance, it appeared the White House was attempting to be as forthcoming as possible in a difficult situation. "We have realized our responsibility to give accurate information on the health of the President, and we've made every effort to be accurate, and to be as timely as possible," Speakes said in a meeting with a small group of reporters on Thursday. A credibility gap is not what the White House needed last week.

And when one showed signs of opening up, on the question of the President's condition when he entered the hospital, the White House trotted O'Leary out before the television cameras on Thursday to

close it up as he would a minor wound. A number of reports, including one broadcast by Group W stations on Tuesday, quoted doctors and others at George Washington Hospital, where the President had been taken, as saying he had collapsed on entering the emergency room and had appeared near death from loss of blood. The image was quite different from that of the wisecracking President striding into the hospital unaided that earlier reports from the hospital and the White House had suggested. O'Leary did not argue about the signs that had alarmed some who had seen the President. But he said he had reviewed the facts with attending doctors and they agreed that at no point was the President "even remotely close to extremis."

As with its predecessors in the assassination-on-TV genre going back to Dallas in 1963, the story grew out of a routine event on the President's schedule—his appearance at the AFL-CIO gathering. Still, the networks were on hand with camera crews, not only to record the President's speech but also to capture his exit from the hotel. As a matter of course, the networks maintain what some ghoulishly refer to as a "death watch." The cameras always roll when the President is out in the open. Just in case. NBC, in fact, had three cameras outside—one serving as pool, one a unilateral for the network and the third assigned to cover Reagan in connection with a documentary—"The First 100 Days"—that NBC had scheduled for April 23; last Monday was day 70.

The pictures the cameras captured, from their various angles, were extraordinary. The suspect, John W. Hinckley Jr., had been mingling with the press behind Secret Service lines. AP Radio's Walter Rodgers, who claims one of the many firsts claimed by correspondents and news organizations on Monday—Rodgers says he was the first one on the air, at 2:33 p.m., with audio of the gunshots—said: "It took over two hours for my ears to stop ringing. Nothing will ever erase the sensation of the concussions and exploding light flashes next to my face." And pictures by NBC's Sheldon Fielman, who was operating the unilateral camera, show the gun being held and fired in two-handed style. Other pictures shown on the networks capture Secret Service agent Timothy J. McCarthy being hit by a bullet and Brady lying face down in blood on the sidewalk. There was even a closeup of the gun believed to have been used.

And on all three networks, President Reagan was seen emerging from the hotel, jaunty and smiling and waving—and then being shoved into his limousine by a Secret Service agent as the firing began.

Throughout the day and night, the networks broadcast those bits of tape. They were the instant replay of attempted assassination. The networks showed them in slow motion and in stop action. NBC drew an electronic circle around the hands holding the gun. Never has an assassina-



**Instant celebrity.** Dr. O'Leary's calm and lucid description of the President's wound, operation and condition won him nationwide notice and applause. He was called back for a number of broadcast encores.

tion attempt been so thoroughly documented. (Little wonder that the Federal Bureau of Investigation, which is preparing the prosecution's case against Hinckley, subpoenaed the networks' tapes. The tapes were supplied without argument, since the networks aired everything they shot and there was no troublesome First Amendment question concerning the networks' right to protect outtakes. The Secret Service obtained copies of the networks' tapes as well. The FBI also subpoenaed the tapes of the three network affiliates in Washington, whose crews arrived immediately after the shooting to report eyewitness accounts. WJLA-TV turned over all of its tapes; a spokesman said they had all been aired. WDVM-TV surrendered all of its material, including outtakes. And WRC-TV provided tapes that had been broadcast, but not outtakes.

Cameras on the scene, in recounting

the experience, recalled memories of cameramen in Vietnam when the shooting started. Everyone hits the ground, except the cameramen. "You become detached looking through a viewfinder," said NBC's Bill Powell, who was operating the pool camera. He and his soundman, John Levy, had covered the President in the hotel and had dashed out of the main entrance to catch him leaving by a side door a second or two before the shooting started. If Powell's pictures appeared wildly aimed, if at all, it was because he was being jostled by police. Fielman started his camera 10 seconds before the President appeared; he knew the President was on his way because the Secret Service agents had started their cars' engines. Fielman locked onto the President as he emerged—and held the picture as he heard the shots. "I didn't have time to get scared," he said. After the President was shoved into his car, Fielman turned to his right, opened the zoom lens and saw the "suspect" (even cameramen observe the legal niceties) firing, until Secret Service and police overpowered him. (A coincidence Fielman thought worth mentioning was that he began working for NBC on Nov. 22, 1963.)

The networks plowed right through their normal evening news shows in carrying the story, although NBC presented its *Nightly News* opening at 6:30 p.m. ET. That, incidentally, marked John Chancellor's first appearance in NBC's coverage—a fact not unremarked in some quarters.

Reynolds began anchoring ABC's coverage when it pre-empted the network schedule at 2:59 p.m. and was joined by Ted Koppel at 5:25 p.m. Rather was in

**Game played, Oscars delayed.** The night of the assassination attempt on President Reagan, NBC was scheduled for prime-time coverage of the National Collegiate Athletic Association basketball championship and ABC had the Academy Awards. The game went on; the Oscars didn't.

According to NBC News, the decision to televise the game was based on good reports of the President's health. NBC News said the story was wrapped up for the time being and the news department would be able to break into the game if necessary (there were bulletins during the game and news at halftime). NBC went with basketball at about 8:15 p.m. (NYT); ABC went back to entertainment at 8:30 p.m. and CBS at 9 p.m.

NBC took flak for its decision. Writing in the *New York Times*, for example, Columnist Dave Anderson said that "the NCAA and NBC, not necessarily in that order, surrendered to that same heartless philosophy. After all, President Reagan was in good condition. Good enough for NBC to collect those several million dollars [in advertising revenues]."

From the telephone calls it received, however, NBC found the public on its side. NBC said 1,307 calls were received in New York, with people asking if the game would be aired and showing overwhelming support for coverage. Only 81 callers were against airing the championship, NBC said. The game earned a national Nielsen 20.7 rating and 29 share.

The decision to postpone the Oscars came during a meeting of representatives of the Academy of Motion Picture Arts and Sciences, ABC and the show's producer—four hours before the scheduled 10 p.m. broadcast. According to ABC, the decision was "in the interest of taste."

When the Oscars ran the following night at 10, the broadcast included a short message Reagan had taped weeks before, saluting the organization and saying, among other things, "I applaud all who create, make, distribute, exhibit and attend movies." Prior to the rolling of the tape, MC Johnny Carson said the President was doing well, was watching the ceremonies and had wanted the tape played.

The Academy Awards scored a 31.0 rating and 58 share, making it the lowest-rated Oscars presentation. ABC said it reached about 24 million households per average minute and estimated 75 million viewers. Last year, with a 33.7 rating/55 share, the Academy Awards reached 25.7 million households per average minute with 80 million viewers.

CBS's anchor chair at 2:53 p.m. NBC officials said Chancellor, who writes most of his own anchor material, had been preparing for the news show in the afternoon, so the decision was made to have Edwin Newman anchor the coverage in New York while first Roger Mudd and then Marvin Kalb anchored it in Washington. NBC News President William Small, who was awakened in Peking at 5:15 a.m. with news that the President had been shot—he was in the Far East visiting NBC bureaus and had stopped in the Chinese capital to discuss the possibility of opening a bureau there—said he would have had Chancellor on the story early. But, he said last week, the decision was one to be made by the people on the scene. (And, as one NBC official put it, "It's not as though Mudd and Kalb are second string.") Small got the first flight home, figuring that, for a man in his position, that's the place to be when the President has been shot.

(ABC's decision to forgo the *World News Tonight*, incidentally, threatened for a time to deprive those hearing-impaired viewers who count on it for their accustomed captioned news show. But non-commercial WGBH-TV Boston, which captions the ABC News show for rebroadcast at 11:30, recorded news pieces during the day, edited them into a news program and provided captions, as usual. "It was the only way the hearing impaired could get the news on television," said Joe Blatt,

producer of the captioned program.)

The story of the assassination attempt provided a hectic first day in Washington for CBS's new bureau chief, Jack Smith, who had just arrived from the Chicago bureau. He did not take over from Edward Fouhy, now CBS's vice president and director for news, until Wednesday, but he plunged into the work of the bureau immediately, helping to coordinate coverage. CBS had some help from an old-timer, too—Walter Cronkite, who filed audio reports from Moscow, where he is on assignment.

But the story wasn't limited to the work of the television stars. There was, for instance, the enterprise of Mutual Broadcasting System's Ross Simpson. He managed to slip into the hospital, where he joined a group including Secret Service agents and Brady's wife. He heard a doctor brief Mrs. Brady on her husband's injuries, and then at 3:10 p.m., he broadcast a live report from the hospital's third floor. He broadcast two more before being ejected by the Secret Service at 4:20 p.m., when he became something of an instant source for reporters who had been waiting outside. He answered questions with an impressive crispness, and was regarded as good enough by ABC to put on the air.

MBS's publicity department pointed out in a press release on Simpson's exploit that he had been a pre-medical major at the University of Kentucky. But his reputation

as an expert was somewhat soiled when it developed that, according to NBC, its Chris Wallace had relied on Simpson for an erroneous report that the President had undergone open-heart surgery.

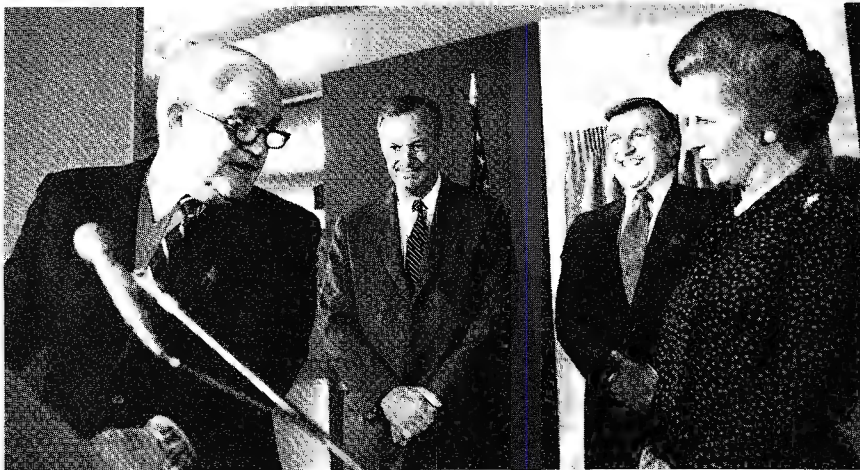
Then there was AP Radio's Rodgers. After being tackled—he did not say by whom—in the confusion immediately after the shooting, Rodgers picked himself up and dashed into the hotel, where, as he puts it, "I crashed into an assistant manager's office and literally comandered his phone." Less brash reporters were struggling to find pay phones, Rodgers said, pleased as punch. And he hadn't even been assigned to cover the President at the AFL-CIO meeting; he had hoped to be able to ask the President a question about the critical situation in Poland.

ABC, CBS, NBC and CNN were not the only TV networks that strengthened their news operations to cover the news on Monday. Independent Network News, owned by WPIX(TV) New York, and the Independent Television News Association extended their normal operating hours. Instead of its one feed a night, INN offered three half-hour programs on Monday night and early Tuesday morning. ITNA extended its afternoon feed on Monday from a half hour to an hour, added 15 minutes to its early-evening feed and offered a special half-hour feed on Tuesday morning. Both services relied on the NBC-supplied pool for footage.

The story, which was very hot for those five hours on Monday, from the time the shots rang out until the doctors reported the President out of surgery and on his way to recovery, began cooling rapidly. But as the broadcasting media were used to report on the assassination attempt and on what the government was doing to maintain its equilibrium in the immediate aftermath, so they were used later in the week in an effort to assure the country that things were under control.

The first effort at that, by a perspiring and evidently nervous secretary of state, Alexander Haig, in the White House press briefing room on Monday ("I am in control here") was widely regarded as less than a smashing success. Presidential counsellor Edwin Meese was on NBC's *Today Show* on Wednesday, the same morning that White House Chief of Staff James Baker III was on CBS's *Morning*. That night, both were on ABC's *Nightline*, and on Sunday, Meese was to be on CBS's *Face the Nation*.

Meanwhile, one of the many sidebars to the main story involves the future operation of the White House press office. At the moment, Speakes is the spokesman; Meese and Baker designated him on Monday, shortly after the assassination attempt. The appointment is on a day-to-day basis. "I'll do what I'm asked to do," said Speakes, whose experience in White House press operations includes service under Presidents Nixon and Ford. "We're all hopeful Jim will be back. There's no indication of when this can happen. But until further notice, we'll keep operating."



**CBS welcomed by Thatcher.** British Prime Minister Margaret Thatcher joined CBS leaders in opening the new CBS News Broadcast Center, Europe, in London last Monday. She unveiled a plaque honoring the late CBS News correspondent Edward R. Murrow, recalling that his wartime broadcasts from London "chronicled, powerfully and vividly, events that meant so much to us." Other participants were Thomas Wyman, CBS president; Gene Jankowski, president of the CBS/Broadcast Group, and William Leonard, CBS News president. The center, at 68 Knightsbridge, overlooking Hyde Park, serves as the CBS News London bureau and is also CBS News's central newsgathering point for all of Europe and the Middle East. It houses its own studio, control room and editing equipment and facilities for worldwide communications and for monitoring TV and radio transmissions throughout Europe. The prime minister called it "quite the best in Europe." Leonard saw its opening as "the end of one exciting and significant phase," which started with Murrow and his "tiny cadre" of news people in the 1930's, and the beginning of a second phase with "this splendid new center, staffed by nearly 60 men and women." Peter Kendall is manager of the London bureau; Tom Fenton is based there as senior European correspondent. In the photo, Prime Minister Thatcher listens to Leonard (l) as Wyman (second from left) and Jankowski look on.

## FTC staff would pull the plug on kidvid inquiry

**Report admits to many ills charged by proponents, but says there's little agency can do about them; however, evidence held inconclusive on sugared products; ACT's Charren isn't striking flag, however, will take case-by-case approach**

After amassing a voluminous record in its controversial rulemaking to ban or restrict children's advertising on television, the Federal Trade Commission staff last week recommended dropping the entire proceeding.

While conceding that television advertising aimed at children is "a legitimate cause for public concern," the staff said there doesn't seem to be anything the FTC can do to remedy the problems uncovered by the rulemaking.

The staff concluded that "young children [under 6 years of age] do not possess the cognitive ability to evaluate adequately child-oriented television advertising," that they place indiscriminate trust in television ads and do not understand the persuasive bias of ads. But, the staff added, the only effective remedy would be a ban on children's advertising and "such a ban, as a practical matter, cannot be implemented." Since there is no cure available to the FTC, the staff argued that further effort to decide whether children's advertising is deceptive is pointless.

The staff also recommended terminating the other major thrust of the investigation: that advertisements of sugared products aimed at children distort children's ideas about nutrition and, by encouraging children to overconsume sugar, cause children to develop cavities.

The evidence that advertising adversely affects children's attitudes about nutrition, the staff said, is "inconclusive." As for advertising endangering children's dental health, the staff said, there is no scientific method for evaluating the cavity-causing potential of any particular food on the market.

The staff report brought qualified praise from the American Association of Advertising Agencies, which has fought the rulemaking from the beginning. AAAA agreed the rulemaking should be dropped, but disagreed with the staff's rationale. "The FTC is trying to win [in its report] a case that they were unable to win in the rulemaking process," said AAAA President Leonard S. Matthews. "The FTC staff is stating as fact their conclusions about issues on which a great deal of conflicting testimony was presented."

Erwin Krasnow, general counsel of the National Association of Broadcasters, which also opposed the rulemaking, called the staff's recommendation a "wise decision that should be congratulated." Had

the staff taken steps to continue the proceeding, Krasnow said, much time, effort and money would have been poured into it with "the same end result as what the FTC staff is recommending now."

One of the petitioners in 1977 that instigated the rulemaking was Action for Children's Television. It reacted negatively last week to the staff report, but seemed resigned to the report's eventual adoption by the FTC. Dropping the rulemaking, said ACT President Peggy Charren, "threatens the health of American children but [is] not surprising considering the very existence of the FTC has been threatened by Washington's antiregulatory fever.

"ACT is not threatened, however. We will actively pursue our battle against deceptive ads targeted at children, concentrating on a case-by-case approach." Charren added one of ACT's missions will be to insure that "cable doesn't repeat broadcasting's mistakes where children's ads are concerned."

## Copyright proposal gets yea from NAB, nay from NCTA

**Kastenmeier bill being circulated would limit compulsory licensing, increase Tribunal's power**

The release of a draft copyright bill that has been quietly circulating among a few industry representatives evoked predictable responses last week from those who stand to be affected by it.

Authored by Representative Robert Kastenmeier (D-Wis.), chairman of the Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, the draft bill is part of a larger effort to re-examine the highly disputed copyright laws of 1976 (BROADCASTING, March 30).

As drafted, the bill would limit com-

pulsory licensing to signals allowed to be transmitted under the distant signal rules eliminated by the FCC in July 1980.

It would significantly increase the powers of the Copyright Royalty Tribunal by allowing it to create its own rules governing syndicated exclusivity, and would increase its ratemaking ability.

At present, the CRT may only adjust rates every five years to account for inflation and changes in FCC rules. The proposed Kastenmeier bill would permit the CRT to impose rates "in the absence of agreement among all interested parties" for the use of retransmitted copyrighted materials. The CRT could be exercising its new powers on Jan. 1, 1982.

According to the proposed bill, cable systems with fewer than 5,000 subscribers would be exempt from paying royalty fees but would remain subject to distant signal rules. Now, systems with fewer than 3,500 subscribers are exempt.

The bill would empower the CRT to subpoena documents and testimony and would not permit court stays in actions challenging CRT decisions under its authority to make rates and implement new rules.

Responding to the bill, Thomas Wheeler, president of the National Cable Television Association, said: "The bill as presently drafted represents a major victory for broadcasters and Hollywood. It appears as though the bill's drafters have bought the rhetoric which the FCC's three-year economic inquiry totally discredited. I cannot see how the 18 million cable subscribers will tolerate the draft bill's enactment once they understand its implications in terms of higher costs and reduced services."

According to Kenneth Schanzer, senior vice president, government relations, National Association of Broadcasters, the bill is "an excellent beginning, but there are areas we feel need to be addressed. We look forward to the hearing process and will argue strenuously for full copyright liability for all distant signals and for the right of licensees to control the use of their product."

**Pulling out the stops.** "Cable will have a greater impact on the American family than the automobile. As a vehicle for advertising, cable will be unmatched in the history of all media."

Those unabashedly enthusiastic words on cable's future were scheduled to be delivered yesterday (Sunday, April 5) by J. Leonard Reinsch, former head of Cox Broadcasting and Cox Cable and now a cable consultant, to an audience of educators at an American Academy of Advertising conference at the University of Florida at Gainesville. Reinsch claims advertising never has had "as potentially powerful a selling medium as cable, designed to reach special audiences," and describes cable advertising as "offering high frequency, low rates, no time constriction, action in color and directed to the demographic audience of the advertiser's choice."

Reinsch also makes a case for a "new method" of audience measurement instead of Nielsen or Arbitron studies. "I happen to have a different approach because cable advertising is different," the Reinsch speech says, calling for measurement "based on an audited number of basic homes in each cable system, together with an audited number of homes carrying each additional service."

"For cable advertising, as I see it, will be high-frequency advertising—unlike any advertising we have today. Advertising targeted to a specific audience: women 25-34 in a household with \$35,000 income, with two children; men 35-49 years with an income of \$50,000 a year."

## LPTV line gets longer at FCC

**Another 1,000 hopefuls join the crowd; computers haven't yet caught up with first cutoff's crop of applicants**

The FCC was deluged with close to 1,000 more low-power television applications last Tuesday (March 31), the second LPTV cutoff deadline, bringing to almost 5,000 the total of LPTV and translator applications on file. The commission has not yet determined whether it will issue another low-power cut-off notice.

Auxiliary Services Branch Chief Clay Pendarvis and his staff are still determining which applications filed on or before the first LPTV cutoff date on Feb. 17 are uncontested and which are mutually exclusive. That process could take another two weeks or more. The applications received last week are still being logged in by the Broadcast License Division and may be available for inspection by the end of this week or some time next week. As of yet, there have been no LPTV grants.

Sources at the commission were unaware of any new large-group applicants filing at the cutoff deadline, and speculated that most of last week's filings were made by entities seeking an individual or small cluster of facilities or supplemental filings by such existing groups as Frontier Broadcasting or Microband Corp. of America. Both had submitted massive LPTV filings on or before the Feb. 17 cutoff deadline (BROADCASTING, Feb. 23) and added to them this time around. Frontier filed for 18 additional low-power facilities, bringing its total to 78. Microband added 25 applications to its initial 104 for a total of 129. The Sears-backed Neighborhood TV Co., an applicant for 140 translators to rebroadcast KUSK(TV) Prescott, Ariz., did not file any additional applications in the latest round.

Citizens Television System Inc. (CTVS), a nonprofit, Washington-based public interest corporation formed by Ralph Nader (president) and Samuel A. Simon, executive director of the National Citizens Committee for Broadcasting, filed for 17 additional LPTV facilities (in cities including Toledo and Dayton, Ohio, Syracuse, N.Y., and Milwaukee). That group now has a total of 32 LPTV applications on file, with plans to file more in the future.

The United Auto Workers, which filed for 11 LPTV stations on or before the Feb. 17 cutoff, filed for an additional 13 last week in cities including Buffalo, N.Y., Long Beach, Calif., and a cluster in and around the Great Lakes region. That group plans to air both national and local programming with a heavy emphasis on labor-related activities including taped coverage of significant government hearings.

A new entry into the low-power field is Rodney Hansen, a vice president of a Jones Intercable subsidiary based in Sacramento, Calif. He filed for 20 LPTV sta-

tion in cities in California and Nevada, all 100 w UHF's that would offer locally produced programming of community interest in the day and subscription entertainment programming at night.

Meanwhile, on the regulatory front, the Broadcast Bureau is preparing an item, expected to come before the commission on April 9, on a Corporation for Public Broadcasting motion for stay of the entire LPTV interim process, because of two ex parte contacts that occurred last winter. One involved Commissioner Abbott Washburn, who discussed with Neighborhood TV Co. representatives the subject of the 15-station limit on interim grants imposed by the commission last January. In the other, Thomas Hendrickson, an attorney representing various LPTV minority applicants, approached Commissioners Joseph Fogarty and Robert E. Lee (now acting chairman) and then-Commissioner Tyrone Brown (who was then still on board), protesting the extension of the Dec. 3 LPTV cutoff deadline. CPB contends that since the parties involved have "conflicting private claims to valuable privilege" at stake in the proceeding [LPTV licenses], the whole interim process has been "tainted." Hendrickson has subsequently taken his clients' protest to the Eighth Circuit Court in St. Louis, where oral arguments have been scheduled for April 13.

## Swift bill draft would deregulate, establish program point system

**Early reaction of industry: Worth considering say some, while others express caution**

Broadcasters and public interest groups reacted cautiously last week to draft legislation that would deregulate radio and TV in return for establishing a new way of measuring public trust responsibility. Representative Al Swift (D-Wash.), a former broadcaster and now a member of the House Telecommunications Subcommittee, authored the bill and mailed copies of it—along with fact sheets and requests for comments—to over 100 stations, public interest groups and the industry's trade associations.

The bill would require the FCC to quantify the public interest standard by awarding points to broadcasters for airing certain amounts of nonentertainment programming, public service announcements, locally produced live entertainment programming or other programming the FCC determined to be in the public interest. The system

would attempt to encourage high quality programming by awarding bonus points for local or live programming, programs run during prime time and programs especially expensive to produce.

The FCC would establish the point system, adjust it from time to time and determine how many points different categories of stations would have to earn to obtain license renewal. Broadcasters would certify annually to the FCC in a "simple affidavit" how many points they had earned.

In return for this system, the bill would allow broader news exemption under equal time requirements of Section 315; allow five-year license terms; eliminate ascertainment; remove limits or restrictions on station formats; eliminate programming logs and annual programming reports; eliminate the requirement that stations break down nonentertainment programming into categories; eliminate petitions to deny; eliminate comparative renewal hearings; shorten the waiting period on applications; allow random selection among qualified initial applicants and simplify the initial application to a one-step process.

The bill would require the FCC to put its point system into effect within two and a half years. Minimum performance standards in that system would be based on the current performance of the "best" broadcasters. The FCC would have to implement the system through rulemaking, but could adjust it "whenever the public interest dictates," as long as it provided a year's notice before doing so.

Most who reacted to the bill last week would do so only preliminarily. Kenneth Schanzer, senior vice president for government relations for the National Association of Broadcasters, said: "Traditionally, we have not favored percentages or guidelines, but no one has ever specified what goes into the public interest before. This is a novel, contemplative approach, and deserves as much careful consideration as went into the bill."

According to Abe Voron, vice president for government relations for the National Radio Broadcasters Association, the bill is "innovative and worthy of consideration," but NRBA is "not ready to concede that radio operators need to operate under public interest standards." That is a "passe concept," he said. Voron also said the bill would give the FCC "a tremendous amount of subjectivity," and power to change the rules.

Spokesmen for ABC, CBS and NBC declined to comment on the bill. Sam Simon, director of the National Citizens Committee for Broadcasting, said he has a great number of reservations about it, but that he liked Swift's "willingness to put some teeth in some standards."

Andrew Schwartzman, director of the Media Access Project, said the bill is "utterly unenforceable" and "fully unacceptable" in that it does not address diversity and competition in the marketplace.

Swift hopes to introduce his bill by May 11.





Smith



Erlick



Dunham



Kizer



Martin



Seiberling



Simon



Engsborg



Geller



Costlow

## All over the lot with S. 601

### Ohio congressman seeks retroactivity for RKO; ABC raises competitive media issues; and there's no consensus on bill itself

It was the TV Licensing and Renewal Act of 1981 (S. 601) to which broadcasters and public interest groups were supposed to address themselves last Monday (March 30) when the Senate Communications Subcommittee completed hearings on the bill. Although some witnesses concentrated on the bill itself, others went beyond it, raising issues like retroactivity, congressional tactics vs. the public good and future competition in the TV industry.

Arguing for a retroactive bill was Representative John Seiberling (D-Ohio) who offered a plea on behalf of General Tire & Rubber Co., a corporate constituent and parent company to RKO. Recounting the RKO case, in which the FCC found the company an unfit licensee because of illicit activities by its parent, Seiberling asked the subcommittee: "Are the sins of the parent to be visited upon law-abiding subsidiaries?"

Seiberling said S. 601 "could alleviate this problem," and "I see no reason why it cannot be written to apply retroactively." Subcommittee Chairman Senator Barry Goldwater (R-Ariz.) asked Seiberling to have his staff confer with that of the subcommittee on a retroactively applied bill.

Responding to the Seiberling proposal, Sam Simon, executive director, National

Citizens Committee for Broadcasting, said that even under S. 601, RKO would be found an unfit licensee because of character qualifications set forth under Section 309 of the Communications Act.

Other testimony presented last Monday was, for the most part, predictable, with broadcasters arguing for and citizens arguing against the bill. Exceptions to the rule were several witnesses who addressed issues broader than those in S. 601.

In his statement, Everett Erlick, senior vice president, general counsel, ABC, summarized ABC's support for the bill and then posed some questions about future competition in the television industry. Arguing that "more is not necessarily better," and "new is not necessarily different," Erlick said, "If the new program modes do not result in real diversity or improved quality, and only serve to deny needed frequencies to other communications users and to fragment the base of the existing system, Congress must evaluate whether such uses of the spectrum are truly in the public interest."

"Congress will also have to evaluate," he said, "whether artificial marketplace restrictions should be continued which establish different competitive ground rules for different entrants."

Also addressing larger issues last Monday was NCCB's Simon, who testified against S. 601. He expressed concern about the decision by the 97th Congress to amend the Communications Act in a piecemeal fashion rather than with a single

rewrite. "This tactical decision," he said, "... limits debate on most of the crucial policy issues that need to be addressed as part of a process of revamping our national communications system," and "minimizes the importance of the work that this subcommittee has undertaken."

"We are not talking merely economic issues here," Simon continued. If the sole goal of S. 601 is saving money for existing licensees, he said, "then you are cheating the owners of the airwaves—the public."

As he did when testifying on the subcommittee's radio deregulation bill (S. 270) (BROADCASTING, March 2), Simon asserted a need for a new means of guaranteed public access as part of any major changes to the Communications Act. He suggested the creation of a Television Audience Network, a guild funded by concerned citizens and given legal rights to broadcast over existing frequencies. Such a guild, he suggested, could elect a management team to run the network and make programing decisions.

"We have the highly touted system of broadcasting today because, not in spite of, the 1934 Communications Act," said Simon. "As this subcommittee takes us down the path of total deregulation, I urge you to stop every once in a while and reflect on what the system you propose to create today will give us 40 years from now."

Witnesses who concentrated on the bill itself included Corydon Dunham, executive vice president, general counsel, NBC,

who offered language changes to prevent the bill's codifying present FCC ascertainment procedures and to give the FCC the option of applying penalties less extreme than nonrenewal for violations of the Communications Act, when it finds it appropriate to do so.

Henry Geller, former director, National Telecommunications and Information Administration and now a consultant to the American Enterprise Institute, said he can't understand why citizen groups "don't rally behind S. 601," because it offers a viable alternative to the comparative renewal process, which has been, in his words, "a failure."

Geller said S. 601 is an improvement over the comparative renewal process because it requires broadcasters to provide "substantial" service to their listeners. The comparative renewal process, according to Geller, merely encourages a standard of performance, rather than requiring it.

Geller urged the subcommittee to insert language in the bill that would allow the FCC to formulate guidelines for substantial service. Without such guidelines, he said, the FCC's attempts to interpret the law would be subject to much litigation. Geller suggested that the guidelines be quantitative rather than qualitative, to prevent the FCC's being drawn into making decisions on programming.

"No matter what you do," he said, "it's going to come down to quantitative guidelines as the only workable means for FCC interpretation." Geller recommended that the guidelines require a percentage of informational and local programming at stations. "As time goes by and more outlets appear, the percentages required can be raised," he said.

Peter Kizer, vice president, Evening News Association, endorsed S. 601, saying it begins to address the peculiar uncertainties newspaper-broadcast station group owners face at renewal time. He argued that the FCC's policy of promoting ownership diversity and on-site management, has a dubious connection with providing public service.

Deborah Costlow, assistant director, Media Access Project, assailed S. 601's provision for lottery selection of new licensees. "Distribution of television licenses by lottery would favor large, well capitalized firms, capable of financing multiple filings, over small, entrepreneurs," she said.

Other witnesses who testified in favor of S. 601 last Monday were Mark Smith, vice president, general manager, KLAS-TV Las Vegas and Francis Martin, president, Chronicle Broadcasting Co. Those who argued against the bill were Donald Matthews, consultant to the United States Catholic Conference; Janice Engsborg, associate director, United Church of Christ.

The subcommittee will leave the record open for two weeks for additional comments.

## 'Transition' is the theme for 4A's meeting

**Annual gathering in Boca Raton will hear from network chiefs, ad executives on media's changing environment**

Florida will be the gathering place for members of the American Association of Advertising Agencies when the group convenes its 1981 annual meeting at the Boca Raton Hotel and Club on Wednesday, April 8.

"Transitions" will be the theme of the meeting, and among the sessions participants will have a chance to hear over the meeting's four days will be a Thursday panel on "Television in Transition," composed of ABC Television President Fred Pierce, CBS/Broadcast Group President Gene Jankowski and Fred Silverman, NBC President.

Activities begin with a 3:30 p.m. general session on Wednesday that includes a welcome by AAAA board chairman, Eugene H. Kummel, of McCann-Erickson Worldwide, and the report of AAAA secretary-treasurer, Robert G. Wilder, of Lewis & Gilman Inc.

Thursday's general session, which starts at 9 a.m., is entitled "Transitions: Setting the Theme," and kicks off with a panel of *New York Times* staffers: John M. Lee, James Reston, William Safire and Hedrick Smith. *Business Week's* editor-in-chief, Lewis H. Young, will then discuss "America's Burgeoning Industries," followed by the "Television in Transition" panel.

Friday, attendees have their choice of one of three concurrent 8 a.m. "Breakfast with..." sessions: "Living in Newsocracy," with Louis Banks, professor of management at MIT's Alfred P. Sloan School of Management; "Transitions: The Economy," with Andrew Brimmer of Andrew Brimmer & Co.; and "How to Make a Life as Well as a Living," with management consultant Christopher Hagarty.

The general session on Friday will begin at 9:45 a.m., with Arthur Laffer, professor of business economics at the School of Business Administration of the University of Southern California. AAAA President Leonard Matthews will follow Laffer, to discuss "AAAA in Transition," and in turn be followed by the Washington Report of the AAAA Loaned Executives Panel, moderated by AAAA Executive Vice President Charles Adams. Completing the general session agenda will be an address by AAAA Chairman Kummel.

The program for Saturday is devoted to a 9 a.m. creative session, which will focus on "Women at Work" (Barry Day, vice chairman, McCann-Erickson Worldwide); "The Human Brain—The Origins of Creativity," (Julian Jaynes, Princeton University professor of psychology); "The TV

Commercial of Tomorrow" (John E. O'Toole, Foote, Cone & Belding), and feature as final meeting speaker David Ogilvy of Ogilvy & Mather. The annual meeting is set to conclude by noon on Saturday.

The schedule will permit the AAAA members some opportunities to enjoy the Florida sunshine: Tennis and golf tournaments, and a deep-sea fishing contest are planned. And the social calendar for the meeting is full. On Wednesday there's a welcoming reception hosted by the *New York Times*, Tuesday a "Night at the Circus," with a reception hosted by the *Times* and a performance by the Florida State Circus. Friday is the night for the AAAA's annual reception and black-tie dinner, which will feature comedy entertainer Bill Cosby.

## Public broadcasting ideas from the hinterlands: down with CPB, up with funding

A group of public broadcasters have proposed legislation that would eliminate the Corporation for Public Broadcasting and award funds to stations through a trust fund administered by the U.S. Treasury Department. Drafted for the stations by the Washington law firm of Dow, Lohnes & Albertson, the bill has been sent to all members of the Senate Communications Subcommittee and House Telecommunications Subcommittee and a large number of public stations and groups associated with public broadcasting.

Stations funding the effort are WLVT(TV) Allentown, Pa.; KITS(TV) Wichita, Kan.; WCFE(TV) Plattsburg, N.Y.; WSKG-FM-TV Binghamton, N.Y.; KVIE(TV) Sacramento, Calif., and WOSU-AM-FM-TV Columbus, Ohio. The idea to propose legislation resulted from a meeting of some 30 public broadcasters in late January in Nashville.

As of late last week, no congressman had agreed to introduce the legislation, and none of the country's largest public stations were convinced to support it.

As proposed the bill would appropriate for the trust fund an amount equal to 50% of funds raised by stations from non-federal sources, but not to exceed \$150,000,000, \$140,000,000 and \$130,000,000 for fiscal years 1984, 1985 and 1986, respectively. Public broadcasting bills introduced earlier this month in both House and Senate would authorize amounts significantly less than those (BROADCASTING, March 23, 30).

The proposed bill would continue to authorize the Department of Commerce to support new and upgraded facilities construction by public stations, a program eliminated by the other bills. Language throughout the proposed bill would authorize public funds only to licensed broadcast stations, apparently a response to the pending bills that would allow CPB to fund production of any audio or audiovisual programming.

# HOMEBODY!



## Chuck Woolery.

When you have a fast-moving variety show ...a compelling talk show ...a magazine show... and an information show ...it takes a great host to make it work. Chuck Woolery.

Chuck can start with a song and segue into a serious interview. He takes top



name guests down unpredictable paths to reveal their innermost secrets.

His name: Already music to millions...a great entertainer and successful songwriter.

His fame: Already established as a favorite to millions of television viewers.

His personality: Outgoing and warm.

His appeal: Ask any woman... he's a 10!

Chuck and his all pro-team at every position bring you an exciting format that knocks conventional television back into yesterday.

Contact us about getting in on the ground floor with...

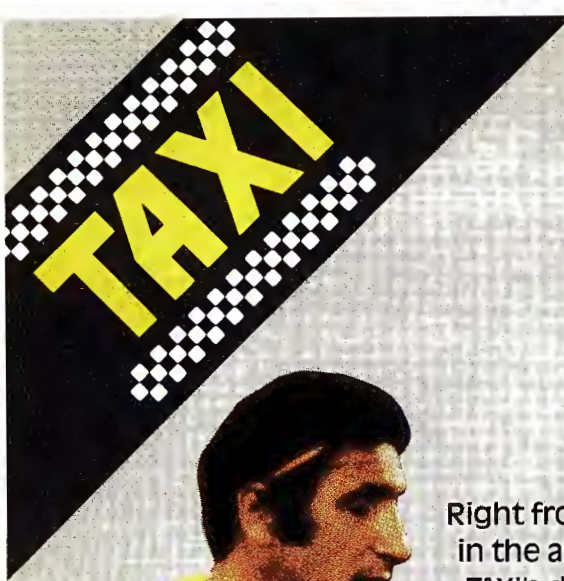
# HITTIN' HOME

Available for Fall 1981

44 weeks of exciting original programming from Michael Krauss Productions. Hittin' Home is a joint venture between Post-Newsweek Productions and Viacom Enterprises.

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# We Go Day Or



Right from the start, TAXI has been a dominant network series, especially in the all-important young adult demographics. In its new time period, TAXI's dominance continues: once again it's #1 in adults 18-34 and 18-49. In fact, TAXI ranks among the top five of all network entertainment series in both ratings for young adults and homes.\* In short, TAXI not only has the network strength but also the necessary audience composition that our "syndicator indicator" says spells success in syndication.

### TAXI And The Ratings

HOMES		ADULTS 18-34		ADULTS 18-49	
1)	26.0	1) Mork & Mindy	19.8	1)	18.9
2)	24.0	2)	19.7	2) Mork & Mindy	18.6
3) Happy Days	22.4	3)	18.4	3)	17.8
3) Laverne & Shirley	22.4	3)	18.4	4)	17.1
5) TAXI	22.3	5) TAXI	17.7	5) TAXI	16.7
5)	22.3	6) Happy Days	17.2	6) Laverne & Shirley	16.5
7) Mork & Mindy	21.6	7) Laverne & Shirley	16.9	7) Happy Days	16.4

\*NTI 9/78-9/80. Regular time-period programming.

NAD Facility Report, Prime Time Ranking. Regular time-period programming, 1978-79 & 1979-80.

### Perfect Vehicle On The Late Shift, Too!

Late night is the next big profit center for stations that own the right kind of programming. And TAXI is the right kind! It's extremely clear that popularity among 18-34s and 18-49s, especially the hard-to-reach male viewers—teamed with a lack of dependence on the over-50 audience—is what works in this time period. That's the winning formula for M\*A\*S\*H, and TAXI's demographics are startlingly similar.

### Share Of Time Period

	Women 18-34	Women 18-49	Men 18-34	Men 18-49	Teens & Kids
TAXI	43%	39%	37%	34%	45%
M A S H	46%	37%	38%	35%	36%

NTI/NAD Full network run through 5/80.



# Anywhere - Night!



## Undefeated Seasons— Another Reason!

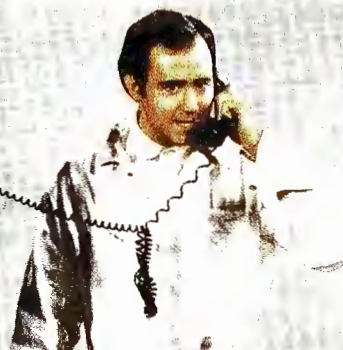


Add superior writing and production to dynamite demographics and you have a series that has what it takes to succeed in syndication for years and years. When it comes to quality, TAXI's the only "undefeated" series in TV history! It's earned "Best Comedy" Emmy Awards and Golden Globe Awards every time out, five in all. Stations and advertisers couldn't ask for stronger confirmation of creative excellence.

## More Miles Per Half-Hour!

Speaking of longevity, hour-long shows are a risky business. Research proves syndication wears out hours much faster than half-hours. We've examined the performance of all off-network hours introduced into syndication since 1976 that have lasted at least three seasons. In the key 4:30-8pm (ET) time-period, the drop-off in clearances averages a staggering 73% between their first and third seasons! On the other hand, good half-hours stand up to many seasons of replays. In syndication, half as long equals twice as good.

Add it all up, and TAXI adds up as the perfect vehicle. Remember 1983's right around the corner—and there just aren't any other vehicles around!



**Call Yourself A TAXI Now.  
Or You'll Call Yourself Something Else Later.**



PARAMOUNT TELEVISION DOMESTIC SYNDICATION



## Opening in Las Vegas: The largest broadcast equipment show ever

Many of the companies that will exhibit equipment and services at the 59th annual convention of the National Association of Broadcasters are already setting up their booths, many elaborate, on the 11-acre expanse inside the Las Vegas Convention Center.

By the time the exhibition officially opens its doors next Sunday (April 12), there will be approximately 470 booths in place covering over 255,000 square feet, making NAB's 1981 exhibition the largest in its history by both measures.

This year's numbers far surpass the record-setting figures of the 1980 show, held at the same site, when 410 exhibitors spread out over 200,000 square feet of the center.

The record breaking number of exhibitors is offset by a 10% drop in the number of delegates preregistered for this year's event. NAB blames this trend on the economy and a series of hotel fires that have occurred in Las Vegas since late last year—the most recent at Caesars Palace last week.

The numbers are a financial boon for the NAB. Sale of exhibit space (at \$8 per square foot) will generate over \$1.7 million. Although NAB isn't saying how much of that is profit, it's known that NAB is paying less than \$30,000 to lease the same space from the center.

The NAB could have sold even more space if room had not run out. At press time last week, Ed Gayou, the exhibit organizer, was turning away the last

minute requests of numerous companies desperate to get in the door.

Much of the expansion is attributable to scores of newcomers, selling mostly specialty items or services. They include dbx, which will feature a new noise reduction module; Eventide Clockworks, highlighting its digital audio delay unit; Quad Eight, which has a digital reverberation system; NEAS, offering an in house television broadcast automation system, and Color Graphics Weather Systems, a "dial-up" live weather satellite display.

But the convention floor will again be dominated by the expansive booths of the industry's familiar equipment manufacturers: RCA, Harris, Sony, Ampex, Panasonic, Thomson-CSE, Philips Broadcast Equipment, Hitachi Denshi America, NEC America, Vital Industries, Marconi Electronics, Ikegami and 3M.

The NAB exhibition has always been an accurate reflection of the state of the art in broadcast technology, a showplace for equipment on the cutting edge, satellite earth stations and services, low-power television, teletext and electronic news gathering equipment.

As it was last year, the parking lot outside the convention center will be filled with satellite dishes, picking up television signals off satellites across the southern horizon and sending them to the dishes' salesmen at booths inside. Veteran exhibitors like Scientific-Atlanta, California Microwave, Gardiner Communications, Microdyne, Harris and Microwave Associ-

ates will be joined by newcomers NEC America and OKI Electric Overseas.

AT&T, which is suddenly making a marketing play for broadcast customers for its Comstar satellite system, will have five monitors at its booth linked to three earth stations.

Two of the earth stations—a 7-meter receive only unit and a 4.5-meter truck-mounted unit capable of two-way transmission—will be used to demonstrate the trial program distribution system it has set up for NBC. For the convention, AT&T will downlink regular network programming of all three major networks and an unnamed independent network on both dishes for comparison with network feeds coming over landlines from Los Angeles. To demonstrate the uplinking capability of the portable earth stations, AT&T will operate a camera at its booth and send its signal up to a Comstar satellite and back down to the 7-meter dish—a round trip of over 44,000 miles.

The other AT&T earth station—a 4.5 meter downlink—will be used to demonstrate an audio and data service AT&T would like to tariff and offer soon. For the purposes of next week's demonstrations, AT&T will downlink on the dish (in practice a 3-meter dish would be used) four distinct digital channels—one monophonic and two stereo audio channels and one data channel.

RCA Americom will also be offering a new satellite service: Optimized Video Transmission. According to an RCA

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spokesman, the service permits the reception of "quality" video signals in areas with heavy terrestrial microwave interference. In other words, he said, the service is a relatively inexpensive means of delivering video to small aperture earth stations in urban areas, where most television studios are. Because of limited transponder space on the RCA Satcom system, the service will not be demonstrated next week, but it will be illustrated by use of videotape.

There are now pending at the FCC applications for over 3,500 low-power television and translator stations and there are a number of companies positioning themselves to supply LPTV equipment, particularly transmitters, should any of the applications turn into construction permits. Most aggressive of them is Acrodyne Industries, a transmitter manufacturer. In addition to its presence on the exhibit floor, Acrodyne will sponsor two LPTV seminars, April 13 at 9 a.m. and April 14 at 4 p.m. in Room K in the East Hall of the center. Besides Acrodyne, the seminars will provide a forum for a couple of other manufacturers interested in the LPTV market: a Scientific-Atlanta representative will speak on earth station application in LPTV, and representatives of Bogner Broadcast Equipment Corp. and Scala Electronics will speak on transmitting antennas for LPTV.

At least three other exhibitors, Television Technology, EMCEE Broadcast Products and Canadian General Electric, will have low-power transmitters on display.

The competition for the American teletext markets among the British Ceefax, French Antiope and Canadian Telidon systems has been warming up and proponents of all three systems will be manning booths on the exhibit floor.

The British system will be demonstrated, using a live satellite hookup with the British Broadcasting Corp. and independent television stations in England. Teletext page generating and editing equipment will also be displayed and demonstrated by some of the developers of the gear, VG Electronics, Jasmin Electronics and Logica. Also expected to be on hand at the British, 1,300 square-foot booth are representatives of semiconductor electronic equipment manufacturers involved in the British technology.

While the British pipe their teletext signals in from England, Antiope Videotex Systems, promoter of the French system in the United States, will use teletext pages and broadcasts originating at KNXT(TV) and KCET(TV) Los Angeles. Those stations are involved in CBS's elaborate test of the Antiope system, which is expected to start this Wednesday (April 8).

The Antiope teletext will be demonstrated in two ways. KNXT will send, via telephone lines, teletext pages to CBS-affiliate KLAS-TV Las Vegas, which will encode the pages and broadcast them for reception and decoding at the Antiope booth in the convention center. In addition, KCET will feed its entire teletext-en-

coded signal via satellite directly to the Antiope booth.

As of last week, the Canadians planned to demonstrate their Telidon system using videotape. Although Telidon in its various forms was developed by the Canadian government, it is being marketed worldwide by Informart, Toronto, and in the United States by Telidon Videotex Systems, Stamford, Conn. All three entities will be represented by Telidon.

The Canadians and British will also demonstrate videotex (an interactive service transmitted over telephone line or cable) versions of their text systems. The French system is also capable of hard-wire delivery, but proponents will reserve demonstration of that technology for the National Cable Television Association convention in May.

For the past several years, developments in electronic news gathering equipment have been a major focus of attention for broadcasters, looking for every possible edge in the battles for local news ratings. This year many of them will be taking a look at the Hawkeye color camera/

recorder, developed jointly by RCA (the camera portion) and Matsushita Electric Industrial Co. (the recording portion). The unit, which weighs just 22 pounds, is made possible by the half-inch videocassette system that the developers claim is "significantly better than that provided by the three-quarter inch format."

According to Matsushita, a half-inch editing system, consisting of two editing VTR machines and console will be demonstrated at the booths of both companies.

The record numbers of the 1981 show will stand awhile, not because interest is waning in the show but because of limited space at the site of the 1982 show. Gayou said it would be necessary to lop 10% to 15% off the space of every exhibitor at this year's show to fit them into the smaller Dallas facilities.

The pressure to expand will be relieved in 1983, when the convention moves back to the Las Vegas Convention Center, now in the process of expanding its floor space by some 200,000 square feet.

Exhibit listings start on page 52.

## NAB's congressional honoraria raise eyebrows

**Although practice is nothing new, deregulation issue causes some to question propriety of Hill members accepting fee**

Most of the 17 congressmen who participate in the National Association of Broadcasters annual convention (see story, page 113), are likely to accept honoraria of from \$1,000 to \$2,000 from NAB. All will have their expenses paid.

NAV has traditionally featured members of congressional committees key to broadcast interests at its annual meeting. It has been paying them honoraria for their appearances, according to Spencer Denison, executive director of NAB's television and radio political action committee, for "30 or 40 years."

This year, with the broadcast industry targeted for deregulation by Congress, the question of whether those honoraria constitute improper payments surfaced in Washington last week. All but three of the congressmen participating this year are members of key committees. Four are Democratic or Republican leaders in the House.

Among those questioning the practice are Andrew Schwartzman, executive director, Media Access Project. "Accepting honoraria is completely within the law," he said, "but it gives the appearance of impropriety and it could have a harmful effect on policymaking." Schwartzman said Media Access Project opposes NAB's payment of honoraria for the same reason it strongly supports federal funding for election campaigns. "People with money shouldn't be able to finance the politicians who might further their interests," he said.

At least one congressman travelling to NAB appears to share some of that senti-

ment. Representative Timothy Wirth (D-Colo.) has decided since becoming chairman of the Telecommunications Subcommittee, not to accept honoraria from any groups whose interests fall within the jurisdiction of his subcommittee. He is expected to direct NAB to donate his speaking fee to a charity.

Reaction was mixed from other congressmen or their staffs, who could be reached last week. Senator Barry Goldwater, chairman of the communications subcommittee, is expected to accept an honorarium this year, according to his administrative assistant, Judy Eisenhower.

Goldwater has appeared at numerous NAB events in the past and has accepted payment in some cases and declined it in others, according to Eisenhower.

Senators Ted Stevens (R-Alaska) and Larry Pressler (R-S.D.), both members of the Communications Subcommittee, are also expected to accept fees for participating in the convention this year, according to their staffs. Senator Howard Cannon (D-Nev.), ranking minority member of the Commerce Committee, said through a spokesman that he had received an invitation from NAB "that contained no mention of an honorarium." Cannon, who will address the convention's opening general session, has appeared before numerous NAB conventions.

Representative Thomas Foley (D-Wash.), House majority whip, said he had accepted an invitation from NAB and was later informed an honorarium would be

Continued to page 122

## Booth bonanza

The following companies will display their products and services in the convention center. New products are indicated by an asterisk. Listings for exhibitors outside the convention center, the networks, station brokers, station reps, others and public service begin on page 104.

**Accurate Sound 214**  
114 5th Ave., Redwood City, Calif. 94063

AS-100 DC-servo transport for high speed duplicating and reel to reel recording. **Staff:** R. Newdell, L. Good, I. Diehl, M. Capilla.

**Achro-Video International Sales 1503**  
55 Virginia Ave., West Nyack, N.Y. 10994

**Acrodyne Industries 1103**  
21 Commerce Dr., Montgomeryville, Pa. 18936

10 kw VHF transmitter\*, other translators and transmitters. **Staff:** M. Smith, N. Ostroff, J. Parke, D. Traynor, B. O'Neil, R. Newhook, R. Kiesel, J. Fick, G. Hicks.

**ADC Products 181-S**  
4900 W. 78th St., Minneapolis 55435

Audio connectors offering broadcast jackfields. **Staff:** D. Watson, B. Lund, B. Murray, W. Anderson, D. Leese, K. Masci, M. Coyne, T. Phillips.

**Adda 1515**  
1671 Dell Ave., Campbell, Calif. 95008

Digital frame synchronizers, storage and recall systems for digital graphics, video compressors, library control system. **Staff:** W. Hendershot, J. Blount, M. Maidonado, B. Borman, J. Hanf, J. Hering, P. Girlinghouse, J. Peterson, E. Bolger, E. Somerville, F. Aioto, M. Frange, S. Holmes, M. Gendron, D. Tuttle, D. Strauss, K. Moeller, J. Hahn, R. Long, M. Tallent, C. Hoe, D. Sokol, T. Smith, C. Aronson, G. Suddeth, V. Torte, E. Ray.

**ADM Technology 1212-A**  
16005 Sturgeon, Roseville, Mich. 48066

**Advance Industries 401**  
2301 Bridgeport Dr., Sioux City, Iowa 51102

Towers, microwave equipment, building equipment. **Staff:** H. Bennett, M. Camposano.

**Adwar Video 345-S**  
100 Fifth Ave., New York 10024

ARS170 interface for APPLE computer\*, SEK (special effects keyer) for post production effects and fade to black\*, downstream chromakeyer with built-in switcher. **Staff:** S. Adwar, B. Claghorn, M. McKenna, F. Fondguer.

**AEG Telefunken 130**  
167 Hunt St., Ajax, Ont. L1S 1P6

**Staff:** D. Thuy, H. Hirt, H. Wischer, J. Graaff, H. Joch, F. Ziss, J. McIntosh, P. Heidman, B. Lindsay, H. Schmidt, D. Lockhart, P. Hallett, M. Feeney, E. Pilchuk, J. Gunning.

**A.F. Associates 1035**  
100 Stonehurst Ct., Northvale, N.J. 07647

Quad machines Marconi broadcast products, TV systems, remote vans, turnkey facilities. **Staff:** A. Ferolito, L. Siracusano, W. Ebell, H. Pearson, A. Macaluso, J. McGrath, R. Gross.

**Airborne Video Systems 203-S**  
7525 Hayvenhurst Pl., Van Nuys, Calif. 91406

**Allen Avionics 1633**  
224 E. 2d St., Mineola, N.Y. 11501

**Staff:** L. Jacobson, A. Remondino.

**Allied Tower 504**  
12450 Old Galveston Rd., Webster, Tex. 77598

**Staff:** J. Bennett, V. Duvall, C. White, M. Bowen, J. Smith.

**Allsop 1814**  
Box 23, Bellingham, Wash. 98227

Video record cleaners. **Staff:** R. Morgan, J. Allsop, E. Clausen, I. Allsop, C. Highlander.

**Alpha Audio 306-S**  
2049 W. Broad St., Richmond, Va. 23220

**Staff:** N. Colleran, E. Johnson, D. Jones, K. Reuter, R. King, I. Reuter.

**Amber Electro Design 327**  
4810 Jean Talon West, Montreal H4P 2N5

**Staff:** W. Jones, B. Cara, M. Hogue, L. McGuire, D. Ordon.

**Amco Engineering 409**  
3801 N. Rose St., Schiller Park, Ill. 60176

Styled rack system\*, knock down cabinet, cabinets and consoles. **Staff:** F. Johnson, R. DeCristofaro, L. Owens, F. DiPrima.

**American Data 803**  
401 Wynn Dr., Huntsville, Ala. 35805

Series 3100 production switchers, automated control TV system for production switchers, 3200 machine control system. **Staff:** R. Roscher, M. Aweau, J. Ryan, E. Miller, D. Cadora, B. Munzer, J. Gardner, B. Blair, D. Wilcox, K. Emmons, J. Safar, M. Lenox, J. Bloodworth, F. Nabors, D. Lecroy.

**American Image Productions 314**  
Box 23355, Nashville 37202

Sales and production libraries, producing music library, ID campaigns, promotion packages, syndicated features. **Staff:** R. Gold, D. Burton, C. Williams, J. Williams, C. Quick, N. Quicik, B. Harris, P. Patrick.

**AT&T 1981**  
250 Park Ave., New York 10017


Program distribution (radio and TV) via satellite and terrestrial systems; advertising, sales and management system; audience participation

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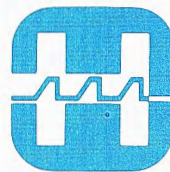
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**Visit the Harris NAB Exhibit  
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Convention Center.**



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COMMUNICATION AND  
INFORMATION PROCESSING

and analysis, communications, energy management. **Staff:** E. Chapman, W. Brock, J. Needel, L. Johnson, J. Keiley, S. Krieger.

**Amperex Electronic 1032**  
*Providence Pike, Slatersville, R.I. 02876*

Plumbicon camera tubes, diode gun camera tubes, CRT rectifier stacks and transmitting tubes including UHF klystrons. **Staff:** J. Burrell, R. Carlin, J. Carroll, G. Gambill, R. Gotelli, H. Joly, R. Johnson, S. Lovitz, T. Marchner, K. Rabbitt, M. Roumeliotis, C. Sabetti, T. Seaton, J. Brooke-Stewart, R. Goga, R. Heroux, J. Hughes, G. Murphy, R. Utterback, C. Hack, K. van der Keyl, V. Rao, L. Arpino, E. Feinberg, J. Robinson, R. Durnwirth, A. Nehr.

**Amplex 702**  
*401 Broadway, Redwood City, Calif. 94063*

VTR's, cameras, switchers, still-store systems, graphic arts systems, editing systems, audio products, magnetic tape products. **Staff:** C. Steinberg, D. Kleffman, R. Sirensky, H. Lilley, M. Sanders, J. Diermann, B. Cockran, J. Woffindin.

**Ampro Scully 102**  
*826 Newtown-Yardley Rd., Newton, Pa. 18940*

Series 1500, 4-channel (Scully), series 8300, tri-deck reproducer (Scully). **Staff:** A. Meyer, M. Sirkis, J. Cyr, R. Teabo.

**Amtron 1830**

*5620 Freedom Blvd., Aptos, Calif. 95003*

**Staff:** B. Colman, D. Edmonds, T. Ritchey, B. Widera, B. Herzog.

**Andrew Corp. 917**  
*10500 W. 153rd St., Orland Park, Ill. 60462*

**Staff:** G. Dienes, E. Engebrigtsen, W. Moore, J. Pryjma, R. Schmit, C. Van Hecke, E. Weber.

**Angenieux 904**  
*120 Derry Rd., Hudson, N.H. 03051*

Zoom lens for ENG/ENF cameras, studio lenses and other camera accessories. **Staff:** B. Angenieux, J. Moret, G. Kane, A. Masson, D. Putnam, J. Wallace, B. Levy, K. Rice, W. David, B. Turner, S. Dumartin, J. Gibson, H. Hopson, J. Martinez, C. Tampfli, T. Sum.

**Animation Video 407-S**  
*1315-B E. St. Andrews Pl., Santa Ana, Calif. 92705*

Anivid animation systems. **Staff:** C. Schultz, S. Price, B. Raus, M. Maus.

**Antiope Videotex Systems 1421**  
*1725 K St., N.W., Washington 20006*

**Staff:** A. Barnett, M. Segel, P. Gaujard, J. O'Grady, C. Cesard, R. Desassis.

**Anton/Bauer 1617**  
*Box 616, 66 Center St., Shelton, Conn. 06484*

**Staff:** J. Lantowski, A. Wilson, G. Bauer, J. Corrigan.

**Anvil Cases 1626**  
*4128 Temple City Blvd., Rosemead, Calif. 91770*

**Staff:** M. W. Thompson, R. G. Hoopes, M. Murphy, L. Dozier, R. Dozier, S. Dunbar, T. Ferguson, S. Fest, L. Vollaud, D. Curry, R. Parent, J. Ferrell, R. Phenicie, B. Aaronson.

**Arrakis Systems 209**  
*Box 296, Bolivar, Mo. 65613*

**Arriflex 1835**  
*500 Route 303, Blauvelt, N.J. 10913*

Camera support system, daylight HMI lights, image stabilizer, motion picture cameras and accessories. **Staff:** V. Bahnemann, R. Schreiber, A. Sydney, F. Deckmann.

**Arvin/Echo 1001**  
*485 E. Middlefield, Rd., Mt. View, Calif. 94043*

Video disc cassette recorders, EFS-1A storage device. **Staff:** G. Elsesser, B. Nichols, J. Crouch, G. Dunn, V. Kasprzak, M. Lockwood, B. Conner, C. James, C. Walker.

**Asaca/Shibasoku 1219**  
*1277 Rand Rd., Des Plaines, Ill. 60016*

**Emil Ascher Music 222**  
*630 Fifth Ave., New York 10111*

*The Singular Sounds*—broadcast music/jingle package\*. **Staff:** R. Sandler, M. Karas, R. Aster, E. Ascher, M. Klein, L. Levinson.

**Athans Communications 307-S**  
*Route 4, Box 94, Granbury, Tex. 76048*

Towers. **Staff:** T. Athans, B. Kessel, S. Anderson, S. Bonomo.

**Audico 1900**  
*219 Crossen Ave., Elk Grove, Ill. 60007*

Videocassette tape loader/reloader. **Staff:** N. Deletzke, B. Hinkle.

**Audi-Cord 319**  
*1845 W. Hovey Ave., Normal, Ill. 61761*

Full line of cartridge tape recorders and reproducers in two price ranges. **Staff:** C.L. Martin, D.W. Rowe, H. Grueul, C.D. Martin.

**Audio & Design Recording 424**  
*Box 786, Bremerton, Wash. 98310*

Transdynamic tri-band processing systems\*. **Staff:** N. Branwell, K. Mallory, C. Walden.

**Auditronics 404**  
*3750 Old Getwell Rd., Memphis, Tenn. 38118*

200 Series broadcast consoles (line or Mike Modules\*, Model 1000 distribution amplifier\*, Model 110A audio production console. **Staff:** W. Jetton, S. Sage, J. Puckett, B. Owen, J. Woodworth, J. Paullus.

**Autogram 415**

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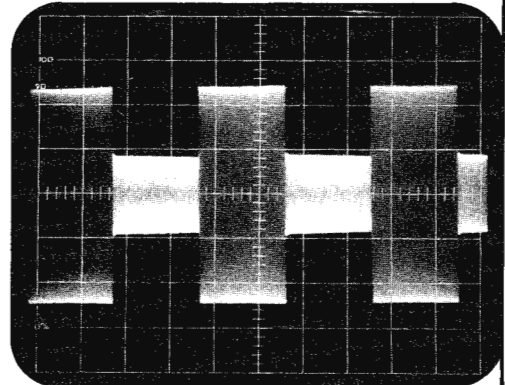
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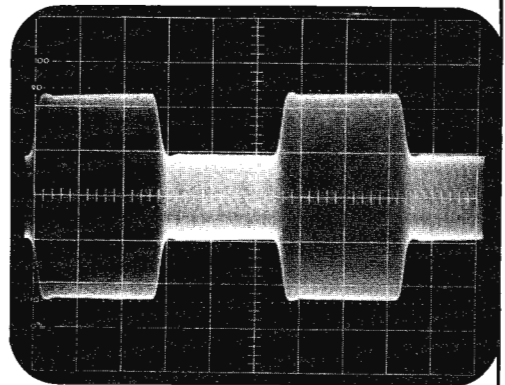
The new Harris MW-50B stands out as the best buy in 50 kW medium wave transmitters. For more information, contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301. 217-222-8200.



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Actual output envelope of the MW-50B with 50 Hz, 50% squarewave modulation. Complete absence of tilt means higher average modulation, tighter bass performance.



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Box 456, 631 J. Place, Plano, Tex. 75074

6, 8, 10 channel audio consoles, random select controller for multiple cartridges. **Staff:** E.T. Ankele Jr., T. Derox, N. White, D. Ankele.

**Aurora Imaging Systems 622-S**  
161 Berry St., San Francisco 94107

Digital videographics and animation system\*  
**Staff:** Dr. R. Shoup, D. Rarey.

**Avab America 1600**  
967 Howard St., San Francisco 94103

**Avantek 170**  
3175 Bowers Ave., Santa Clara, Calif. 95051

Preamps for earth stations and microwave systems, downconverters, power splitters, multichannel receiving system and test instruments. **Staff:** J. Dobbie, D. Smith, D. Stogner, R. Mullaley, G. Irvine, S. Serafin, E. Davis.

**Bankers Trust 1961**  
280 Park Ave., New York 10017

**Staff:** C. Shaw, H. Golden, W. Whetzel.

**Beaveronics 1041**  
8 Haven Ave., Port Washington, N.Y. 11050

Video production switching systems, Favag master clock systems, video hum stop coils, portable ENG switcher. **Staff:** J. Busharis, B. Striker, B. Wise, J. Wise, M. Busharis.

**Belar Electronics 134**

Box 626, Denver, Pa. 19333

AM/FM stereo TV frequency monitors. **Staff:** A. Meyer, D. Macomber, M. Krangle, W. Voelker, E. Meyer.

**Belden Communications 172-S**  
534 W. 25th St., New York 10001

Lee filter correction & effect colormedia, Lee 200W HMI portable battery or AL Flicker free hand held operated light. **Staff:** M. Sheppard, D. Vaudo, J. Lee, B. Lee, D. Holmes, J. Pollard, R. Pearce, C. Stahl.

**Bell Helicopter Textron 1905**  
Box 482, Fort Worth 76101

Bell LongRanger and Bell JetRanger helicopters. **Staff:** R. Edholm, R. Ingham, G. Moody, R. Fay, F. Rensmeyer, M. Wiley.

**Berkey Colortran 1116**  
1015 Chestnut St., Burbank, Calif. 91502

8" Fresnel—1000 w to 2000 w\*, Zoom Ellipsoidal—500 to 1000 w,\* television lighting fixtures, dimming and controls (manual, memory and portable) for use in television studios and portable lighting kits for location and ENG setup. **Staff:** K. Boyda, T. Pincu, M.M. Rimmer, P. Friedman, F. Dutton, J. Sessler, C. Davidson, J. Head, J. Gallagher, B. Roach, M. Rimmer, J. Ahrens, S. Massone, K. Vannice, T. Young.

**Best Audio 602-S**  
5422 Fair Ave., N. Hollywood, Calif. 91601

Mobile audio truck system including custom 136 microphone input console and new cable system custom-built by Blake wire and cable. **Staff:** V. Weiner, R. Weiner, L. Estrin, N. Schwartz, B. Estrin, D. Brand, B. Tourkow, B. Huntley.

**Beston Electronics Inc. 801**  
Box 106A, 15315 S. Hwy. 169, Olathe, Kan. 66061

Marquee high resolution titler\*, Dataprompter character generated prompting system with line 21 captioning\*, automatic light controls for film cameras, weather-message-news systems for cable and broadcast, video slate board. **Staff:** R. Herring, J. Sherry, L. O'Brien, B.J. Lipari, D. MacClymont, D. Lueders.

**Beyer Dynamic 1906**  
5-15 Burns Ave., Hicksville, N.Y. 11801

MCE 5.1 condenser lavalier microphone, studio condenser microphones. **Staff:** N. Wieland, G. Levy, J. Smith.

**BGW Systems 403-S**  
13130 S. Yukon Ave., Hawthorne, Calif. 90250

Model 150\*, BGW's complete line of professional audio power amplifiers and Tannoy professional loudspeakers (monitor). **Staff:** I. Laskey, H. Haji, D. Aguiar, M. Sweeden.

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Quality instruments and components for RF Power Measurement; RF directional Thru-line wattmeters; 2w to 80kw air-cooled and self

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**Blonder Tongue Laboratories 1730**  
One Jake Brown Rd., Old Bridge, N.J. 08857

BTVision fully addressable encoder and decoder STV system, fully addressable multichannel STV system, associated antennas, boosters and accessories. **Staff:** I. Blonder, G. Bahue, S. London, J. Schwartz, A. Rybicki, R. Foster.

**Bogner Broadcast Equipment 517**  
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High power UHF transmitting antennas, low and medium power VHF and UHF slot and dipole transmitting antennas, low cost TV transmitting antenna for low power TV\*, circularly polarized FM transmitting antennas and MDS and ITFS transmitting and receiving antennas. **Staff:** R. Bogner, L.H. King, R. Piano, K. Piano, M. Bogner, D. King, M. Jaffe, M. Burleson, L. King.

**Bonneville Broadcast Consultants 321**  
274 County Rd., Tenafly, N.J. 07670

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**Boston Insulated Wire & Cable 1011**  
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**British Telecom 1919**  
Telephone House, Temple Ave., London EC4Y 0HL

Prestel videotext, domestic and business terminals. **Staff:** A. Stevens.

**Broadcast Audio 218-S**  
11355 Pyrites Way, Rancho Cordova, Calif. 95670

Radio and TV stereo audio mixers, system 20\*, monitor amp\*. **Staff:** J. Fernandez, D. Evans, R. Heinen.

**Broadcast Cartridge Service 325**  
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Broadcast tape cartridges: Artistocart, Capitol/Audiopak, and Fidelipac. Cartridge accessories: alignment tools, storage systems, cartridge reconditioning service. **Staff:** B.W. Ellis, K.J. Ellis, D.M. Wescott.

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**Broadcast Comm. Prods.** 438  
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**Broadcast Controls** 312  
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**Broadcast Electronics** 304  
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**Broadcast Marketing** 437  
 155 San Lazaro Ave., Sunnyvale, Calif. 94086.

**Broadcast Music Inc.** 148  
 320 W. 57th St., New York 10019

**Staff:** E. Cramer, A. Smith, B. Warner, P. Ber-

nard, J. Alves.

**Broadcast Programming Int'l** 316  
 Box 547, Bellingham, Wash. 98226

Ten music programming formats, including Concert Overtones & Encores\*. **Staff:** J. Iles, J. Kindred, B. Wolkey, B. Concie, K. Freeman.

**Broadcast Systems** 1701  
 8222 Jamestown Dr., Austin, Tex. 78758

Cetec circular polarized antennas, broadcast support hardware. **Staff:** D. Forbes, C. Fitch, C. Balding, L. Hunt, C. Ogle, M. Bussey, B. Martin, A. Crocker, R. Dever, D. Careter, J. Spears, J. Phipps, E. Hammer, L. Grant.

**Broadcast Technology** 1023-B  
 1324 Motor Pkwy, Hauppauge, N.Y. 11787

**Broadcast Video Systems** 1631  
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Color balance corrector\*, color signal monitor\*, NTSC encoder, safe area generator, pulse width test set, video delay lines and filters. **Staff:** B. Verwey, J. Verwey, T. Cribbey, J. Spiker, S. Douglas.

**BTX Corp.** 1501  
 12 Huron Dr., Natick, Mass. 01760

Tape controller/editor, synchronizers, time code jam sync readers and generators and video displays, shadow system for interface for audio and videorecorders\*. **Staff:** R. Barker, R. Nadeau, D. Folsom, J. Sullivan, D. Kruhholz, B. Waters.

**Cablewave Systems** 1323  
 60 Dodge Ave., North Haven, Conn. 06483

Coaxial and elliptical waveguide transmission line systems, parabolic antennas, R.F. connectors, mounting hardware, pressurization equipment and associated accessories. **Staff:** W. Meola, M. Barneschi, K. Robinson, D. Proctor.

**Cal Datacom** 2019  
 1844 Carnegie St., Santa Ana, Calif. 92705

**California Microwave** 156  
 990 Almanor Ave., Sunnyvale, Calif. 94086

Satellite earth terminals. **Staff:** J. Smith, H. Granger, R. Friedman, R. deCamp.

**Cambridge Products** 1614  
 244 Woodland Ave., Bloomfield, Conn. 06002

UHF and RF coaxial connectors. **Staff:** A. Horowitz, J. Johnson, E. Wheeler.

**Camera Mart** 1406  
 456 W. 55th St., New York 10019

Broadcast & nonbroadcast audio and video equipment. **Staff:** J. Wohl, S. Brown, H. Browning, P. Meistrich, S. Hyman, L. Rosenberg, R. Bloomenthal, G. Yacobelleis, M. Hyman, A. Sagasteque, H. Rainey, K. Seelig, S. Ben-Door, G. Winslow, I. Meistrich, N. Liates, D. Garfinkle.

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Amplifiers, vertical interval control system, source and message system, vertical interval picture source and encoder, lighting control systems. **Staff:** D. Tugwell, G. Sidline, S. Duck, R. Tugwell.

**Canon 902**  
10 Nevada Dr., Lake Success, N.Y. 11042

**Capitol Magnetic Products 506**  
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Cartridges, low noise tape. **Staff:** D. Dunlavy, E. Grant, L. Hockemeyer, B. Jackson, T. Neuhan.

**Cavox Stereo Prods. Tape-Athon 164**  
502 S. Isis Ave., Inglewood, Calif. 90301

**Ceco Communications 1014**  
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**Central Dynamics 1015**  
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Production switchers, master control switchers, and audio and video distribution amplifiers, drive decoders. **Staff:** A. Boland, B.

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**Centro Corp. 2147**  
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**Cezar International 1718**  
491 Macara, Sunnyvale, Calif. 94086

**Chase Media 119**  
5286 S. 320 West A-166, Salt Lake City 84407

**Christie Electric 1002**  
20665 Manhattan Pl., Torrance, Calif. 90501

Batteries and battery packs. **Staff:** T. Christie, F. Benjamin, T. Roberti.

**Chyron 1407**  
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Chyron IV graphics & titling system, RGU-1—remote graphic unit. **Staff:** R. Agneta, D. Buckler, J. Bartley, W. Buynak, G. Currie, W. Hendler, M. Hurwitz, J. Keane, T. Oliviero, D. Rabinowitz, J. Scheuer, J. Starosky, L. Weissman, R. Witko, P. Rozzini.

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Co-ax digital remote control systems for cameras\*, Newsmaker video edit controller, EFP matte box\*, ENG/EFP cameras, Steadicam, Camraprompter, Bubblelite, lenses, batteries, fast chargers. **Staff:** E. DiGiulio, D. Dunbar, P. Waldeck, E. Clare, B. Auguste, V. Bushway, S. Klenetsky, K. Freed, J. Bodnar, B. Saks, S. Lewis, J. Garfield, C. Lipow.

**Circuit Research Labs 126-A**  
3204 S. Fair Ln., Tempe, Ariz 85282

AM, FM audio processing systems. **Staff:** R. Jones, C. Adams, G. Holden, P. Esch.

**Clear-Com Intercom Systems 174-176-S**  
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Portable and rack mount PL./production intercoms for ENG, EFP and studio use, rack mount 2 and 4 channel master and remote stations\*, belt back with carbon input and multiple channel capability\*. **Staff:** R. Cohen, E. Fitzgerald, P. Giddings, B. Fluster, P. Hayes, L. Elliot.

**CMC Technology 1622**  
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Refurbishment of video heads, video accessories. **Staff:** T. Mlinaric, W. Bell, B. Fitts, D. Zimmerman, F. Koehler, T. Thompson, B. Zimborski, T. Emm, C. Vandenberg.

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**Colorado Video 1029**  
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**Columbine Systems 227, 229, 322, 334**  
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Sales, traffic and accounting package. **Staff:** B. Cole, S. Thompson, B. Kirchbaum, M. Freeman, D. Wiedner, E. Douglas, D. Smith, L. Dumbroski, J. Melson, D. Bell.

**Comark Industries 515**  
Box 229, Southwick, Mass. 01077

Demodulators, FM antennas, low pass filters, directional couplers, coax switches, diplexers, UHF, VHF transmitters, UHF exciters, switching systems, remote control systems. **Staff:** R. Fiore, W. Yorns, R. Fiore Jr., D. Adams, Dave Smith, Duncan Smith, L. Wallace.

**Comet/Inmark Corp 329**

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Literature on U.S. video products. **Staff:** J. Rickel, G. Rickel, D. Falconer, T. Martinez, J. Steimle.

**Commercial Electronics 1109**  
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Americam color video studio camera. **Staff:** L. Adler, A. Jensen, H. Ray, D. Lindsey, J. Irvine, D. Fish, A. Mellows, C. Headley, H. Romsdahl.

**Compact Video 1525**  
**1104 W. Chestnut St., Burbank, Calif. 91506**

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**Compucon 1902**  
**Box 401229, Dallas 75240**

Earth station frequency coordination site evaluation to FCC filing, including measurements, surveys, studies, testing. **Staff:** R. Miller, B. Hetzler, K. Schimnowski.

**Computer Concepts 168**  
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Mini-computer system for traffic and accounting, and playlist computer music program. **Staff:** G. Dean, W. Dean, G. Cowan, K. Iverson, J. Clark, M. Brown, D. Bush.

**Computer Graphics Lab 1982**  
**Wheatley Rd., Old Westbury, N.Y. 11568****Computer Management Systems 421**  
**6610 N. Shadeland Ave., Indianapolis 46220**

Broadcast Management Information System, BMIS, an automated sales traffic and accounting system for radio, TV, groups and networks. **Staff:** M.L. Keeney, S.A. Huffine, S. Murley, S. Ross, J. Troxel, J. Craven.

**Computer Video Systems 188-S**  
**3678 W. 2150 South, Unit 2, Salt Lake City 84120**

Broadcast quality titler, Compuvid microprocessor data display systems. **Staff:** R. Wegner, B. Robertson, E. Walden, C. Giles, P. Hales, I. Curtis.

**Comrax 105**  
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Broadcast news equipment, talk show system, low frequency extenders, ENG communications, ENG microphones. **Staff:** J. Cheney, L. Distler, T. Brown, M. Fitzgerald, E. Thoresen.

**Comsearch 1604**  
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Engineering services for analysis, placement, coordination, measurement, path surveys and monitor protection for terrestrial microwave paths and earth stations, low power TV broadcast services and electromagnetic environmental control testing. **Staff:** H. Stemple, J. Schulman, K. Oliver.

**Concept Productions 326**  
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**Otis Conner Productions 182**  
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Music promotion packages, IB packages. **Staff:** O. Conner, D. Conner, L. Conner, J. Conner, S. Gustafson, W. Thomas, A. Conner, Jimmy Conner.

**Conrac 809**  
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Computer graphic color monitors. **Staff:** C. Beintema, W. Bourke, W. Ems, H. Heed, F. Heyer, J. Keenan, J. McClimont, B. Mitchell, G. Omstead, P. Portoulas, L. Ryan, R. Spallone.

**Continental Electronics 100**  
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AM/FM transmitters, antenna systems, audio consoles. **Staff:** J. O. Weldon, N.W. Bullock, W.D. Mitchell, V. Collins, D. Floyd, E. King, G. Randolph, S. Claterbaugh, G. Cuesta, B. Dunkin, M. Hutchins, K. Leach, R. Evans, J. Littlejohn, J. Abdnour, D. Hultsman, L. Collins, S. Schott, S. Keating, T. Cauthers.

**Continental Plastic Card 179-S**  
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Membership, ad discount, listener cards. **Staff:** N. Levy, A. Levy.

**Control Video 1733**  
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Time code generators, window generators, readers, automated VTR and ATR controllers, video editing system\*, VTR, ATR synchronizer\* and automated VTR sequencer. **Staff:** M. Goodard, B. Roddatz, S. Nestle, L. Seehorn.

**Convergence 1101**  
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Full-line of Convergence editing equipment, including introduction of model ECS-104 list management editing system and other new products. **Staff:** R. Moscarello, D. Lefebvre, D. Thorkelson, D. Harter, F. Jackson, D. Tao, R. Hickman, D. Talsma, D. Paullus, G. Bates, S. Pequinot, J. Hansen.

**Cool Light 1831**  
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**Staff:** G. Panagiotou, R. Rader, R. Archer.

**Coreco Research 158**  
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Therapeutic vibrator, wireless intercom set. **Staff:** W. Zimmermann, A. Alexander, M. Chirillo, E. Pristas.

**Corporate Communications Consultants 2009**  
**4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741**

System family of computerized color correctors for film and video tape. **Staff:** A.B. Sarabia, S.J. Chayka, K.A. Huldgtren, D.A. Chayka, R. Post, J. Bretz, D. Dutton, P. LoGiudice, J. Kellef, B. Carson, J. Sheehy, S. DeHart.

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**CSI Electronics 106**  
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**Staff:** B. Gelman, B. Ostrovsky, K. Cameron, H. Dempsey, W. Moats, W. Hoffman.

**Custom Business Systems 308-S**  
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Wang 2200 SVP\*—dual sided dual density floppy disk system and Wang 2200 LVP\*—one meg floppy disk and 8 meg fixed disk. **Staff:** S. Kenagy, J. Kenagy, W. Lockard, N. Peterson, K. Beeson, N.E. Good, D. Good, D. Klug.

**Bill Daniels Co. 1717**  
**Box 2056, Shawnee Mission, Kan. 66201**

1981 illustrated trade reference broadcast equipment and services master, dealer and manufacturer custom catalogs, service manuals, operation manuals, specification sheets, sales brochures, general printing and production services. **Staff:** B. Daniels, K. Daniels, P. Hibbs, S. Marian, J. Bacon.

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**Datametrics 1612**  
340 Fordham Rd., Wilmington, Mass. 01887

Time code readers, generators, character generators, SP-710 reader\*, SP-760 reader\*, SP-716 generator. **Staff:** M. Green, W. Hickman, J. Maslar, M. Merhar.

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D-2000 routing switchers, D-4300 switching units, D-701 TV transmitter color phase equalizers, distribution amplifiers for video, pulse, subcarrier, audio and SMPTE time code, audio preamps, line amps and monitor amps. **Staff:** M. Davies, B. Rainey, B. Rainey Jr.

**Datatron 1205**  
2942 Dow Ave., Tustin, Calif. 92680

Tempo and vanguard videotape editing systems, video production switchers, and con-

trollers, SMPTE code readers, generators, jam-sync generators, time code inserters and synchronizers, SMPTE time code peripherals.\* **Staff:** H. Perkins, F. Logan, L. Pepper, K. Mills, J. Sparkman, G. Rosenzweig, D. Curtin, G. Peck, R. Bailey, B. Huggins.

**Datatronix 103-S**  
2100 Reston Ave., Reston, Va. 22091

Audio equipment, broadcast/recording consoles, console modules, amplifiers. **Staff:** D. Brooks, S. Walker, J. Harper, T. Stern, D. Simon.

**Davis & Sanford 303-S**  
24 Pleasant Ave., New Rochelle, N.Y. 10802**D-B Electronics 140**  
7851 Airpark Dr. No. 201, Gaithersburg, Md. 20760

One-, two- and three-deck audio tape cartridge recorder/reproducers\*, turntable preamp\*, telco interface.\* **Staff:** D. Durst, C. Ratliff, M. DeSimone, C. Sweeney.

**dbx 416**  
71 Chapel St., Newton, Mass. 02195

Signal processors, rack mount for dbx products, modules, noise reduction systems, monocompressor/limiters, amplifiers, Type II noise reduction module.\* **Staff:** L. Korthals, D. Roudebush, L. Tyler, D. Maher, R. Marsh, J. Ruzicka, D. Blackmer, Z. Abdun-Nabi, S. Ber-

dell.

**Delcom 1843**  
6019 S. 66th E. Ave., Tulsa, Okla. 74145

Delcom interface between Convergence ECS-103 and ISI 902\*, Sony three-quarter Delcom recorder player/editor.

**Delta Electronics 400**  
Box 11268, 5730 General Washington Dr., Alexandria, Va. 22312

Microprocessor-based RCS-1 remote control system, metering monitoring and test equipment. **Staff:** J. Wright, J. Novak, C. Wright, T. Wright.

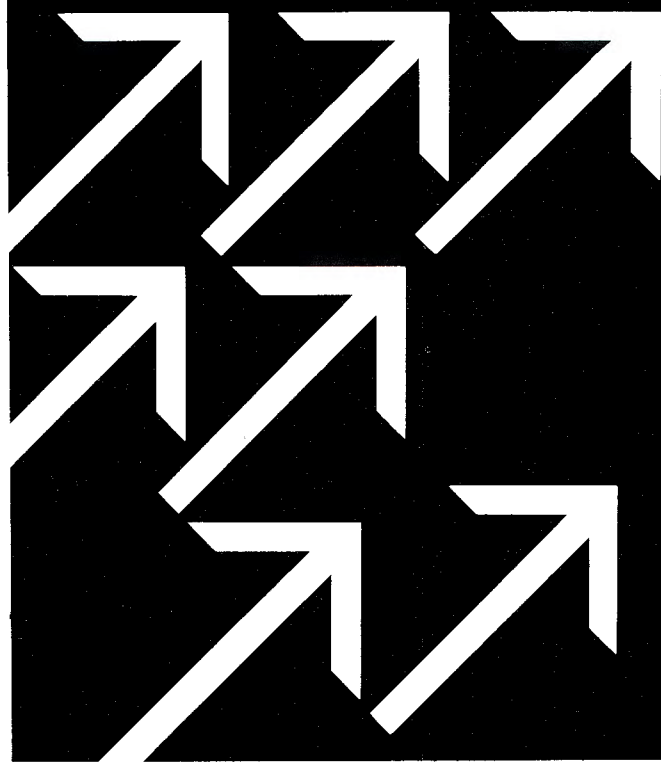
**DeWolfe Music Library 1618**  
25 W. 45th St., New York 10036

Music library of 600 albums for broadcast and audio-visual production, 18 album sound effects library.\* **Staff:** A. Jacobs, L. Kessler.

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Tower Road, Raymond, Me. 04071

Coax switches, RF instruments, RF waveguide, RF coax trans. line. **Staff:** S. Thomas, H. Acker, S. Speltz, P. Colombo, L. Waterhouse, S. Dickinson, S. Smith, C. Plummer.

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1 Lochaline Street, London W6 92J, United Kingdom, Telephone: 01-741-7211, Telex: 851-27950 MONREF G (Ref. 3801)

- Digital Video Systems** 704  
716 Gordon Baker Rd., Willowdale, Ont. M2H  
Time base correctors & synchronizers, Phaser I, Phaser II. **Staff:** J. Lowry, R. Voigt, J. Stead, H. Glass, J. Gerkes.
- Di-Tech** 1408  
311 Wyandanch Ave., N. Babylon, N.Y. 11704  
**Staff:** G. Petrillak, B. Johnson, T. Bolletino.
- Dolby Laboratories** 1031  
731 Sansome St., San Francisco 94111  
Model 334 FM broadcast processor, channel noise reduction units. **Staff:** T. Provy, I. Allen, D. Robinson, B. Peterson, H. Bottino.
- Drake-Chenault** 116  
Box 1629, Canoga Park, Calif. 91304  
*History of Rock and Roll*, 52 hours. **Staff:** Gene Chenault, J. Kefford, R. Harrison, D. Adkins, S. Sandman, B. Anderson, L. Boardman, Gary Chenault, A. Collier, D. Hammett.
- Victor Duncan** 1110-A  
2659 Fondren, Dallas 75206  
Video and motion picture rentals, sales and repair. **Staff:** A. Sheffield, T. Kraemer, S. Kieffer, B. Cataldo, N. Bleicher, L. Duncan, V. Duncan, F. Marasco, K. Fretz, D. Klutznik, F. Fuchs.
- Dynacom Electronics** 1134  
590 Commerce Park Dr., Suite 125, Marietta, Ga. 30060  
Scrambled MDS system\*, addressable STV system\*, multichannel STV system\*. **Staff:** R. Payne Sr., P. Vickers, M. Oberbauer, P. Payne, R. Fisher II, I. Hamilton, R. Payne Jr.
- Dynair Electronics** 813  
5275 Market St., San Diego 92114  
System 23 machine control and switching\*. **Staff:** G. Gramman, B. Vendeland, H. Maynard, T. Meyer, B. Jacobs, G. Armour, J. Baron, M. Peterson, E. Jett, D. Hitchcox, P. Lynch.
- Eastman Kodak** 1118  
343 State St., Rochester, N.Y. 14650  
Motion picture products for program origination, post-production and distribution of TV programming and videotape head refurbishing. **Staff:** A. Bruno, W. Koch, R. Schafer, G. Winter, R. Crowley, C. Hunt, M. Groth, W. Kemmerer, J. DeWitt, O. Finley, R. Hufford, A. Williams.
- ECHO Lab** 625-S  
175 Bedford Rd., Burlington, Mass. 01803  
SE-3, 12 input computer controlled color special effects generator with multiple mix effects buses. **Staff:** T. Whittaker, A. Whittaker, L.K. Baxter, C. McGovern, R. Smith.
- Eddor** 205-S  
16782 Hale Ave., Irvine, Calif. 92714
- Edutron** 1815  
6649-A Peachtree Ind. Blvd., Norcross, Ga. 30092
- Video time base correctors. **Staff:** D. Comstock, C. Buzzard, S. Kelly, V. Lowe, M. Win-temute.
- EEG Enterprises** 1837  
1 Rome St., Farmingdale, N.Y. 11735  
**Staff:** E. Murphy, B. Posner.
- EEV** 925  
7 Westchester Plaza, Elmsford, N.Y. 10523  
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- EG&G** 1710  
35 Congress St., Salem, Mass. 01970
- Eigen Video** 1113  
P.O. Box 1027, Grass Valley, Calif. 95945  
Color videodisk recorder for electronic slides, animation and sports instant replay. **Staff:** J. Hebb, G. Foster, H. Van Der Veen, B. Bowes, P. Henderson, D. Hebb, J. Warner, W. Kennedy, V. Maiello, G. Wiseman, R. Sjoberg, G. Kuntz, B. Berens, K. Efir, T. Hendrick.
- Elcom Specialty Products** 419  
2810 Redding Ave., Sacramento, Calif. 95820  
Audio processing equipment, AM combining equipment and AM/FM transmitter line formerly manufactured by Cetec. **Staff:** P. Gregg, J. Novik, R. Hopkins, R. Noteman.
- Electro Impulse** 1130  
Box 870, 116 Chestnut St., Red Bank, N.J. 07701  
Dummyload, model DPTC-25KFM. **Staff:** I. Rubin, S. Rubin.
- Electrohome** 1003  
809 Wellington St., Kitchener, Ont. N2G 4J6  
**Staff:** D. Wismer, D. Murray, D. Leach, G. Riggs, M. Bensusan, B. Bell, A. LaPier.
- Electronic Engineering Assoc.** 1807  
Leicester St., London WC2H 7BN
- Electro & Optical** 1511  
31 Progress Ct. No. 13, Scarboro, Ont. M1G 3V5
- Electro Voice** 1816  
600 Cecil, Buchanan, Mich. 49107  
Microphones, monitors. **Staff:** R. Morrill, F. Boyce, G. Silsby, T. Ludwig.
- EMCEE Broadcast Products** 1017  
Box 68, White Haven, Pa. 18661  
Television translators, transmitters, microwave transmitters, ITFS and MDS equipment. **Staff:** V. Grassini, F. Decker, J. DeStefano, J. Saul, P. Spooner, B. Price, R. Luka, R. Merritt.
- E-N-G Corp.** 1637  
1009 Shary Circle, Concord, Calif. 94518  
**Staff:** J. Harris, T. Kendrick.
- English Electronics** 1018  
500 Executive, Elmsford, N.Y. 10523
- Enterprise Electronics** 1820  
Box 1216, Enterprise, Ala. 36331  
Color weather radar. **Staff:** C. Jeter, N. Braswell, R. Braswell.
- Enterprise Radio** 120  
Box 796, 40 Darling Dr., Avon, Conn. 06001  
Sports network updates, features and talk show, 24 hours via satellite. **Staff:** W. Rasmussen, S. Rasmussen, R. Ronstrom, J. Chanin, D. Randall, A. Masiello, M. Caruso, J. Ulrich, R. Hammer, G. Davies, D. Rasmussen, J. Bates, M. Zdyrko, M. David, S. Klein.
- Environmental Container Systems** 408-S  
Box 188, Grants Pass, Ore. 97526
- ESE** 208  
142 Sierra St., El Segundo, Calif. 90245  
Solid state digital clocks and timers, ES254 SMPTE time code reader\*. **Staff:** J. Johnson, B. Mayers, B. Kaiser, D. Johnson, J. Mayers.
- Eumig** 1841  
500 Fifth Ave., New York 10110
- Eventide Clockworks** 177-S  
265 W. 54th St., New York 10019  
Eventide harmonizer model H949, digital audio delay line model BD955, real time third octave audio spectrum analyzers. **Staff:** R. Factor, W. Germain, J. Shapiro.
- Fairchild Camera** 1315  
434 Ellis St., Mt. View, Calif. 94042  
Color camera. **Staff:** M. Fleckenstein, N. Madonick, M. Farrer, H. Murphy, B. Diehl.
- Faroudja Laboratories** 1712  
946 Benicia Ave., Sunnyvale, Calif. 94086  
Video enhancers and noise reducers for 3/4" VTR's, comb filter separators for color monitors. **Staff:** Y. Faroudja, D. Zandan, J. Larkworthy, K. Kramer, I. Faroudja, W. Surina.
- Farrtronics** 1723  
151 Bentley St., Unit 1, Markham, Ont. L3R 3X9  
Intercom systems, pre-wired catchfields, distribution amps, audio consoles\*. **Staff:** N. Farr, R. Smith, R. Montgomery.
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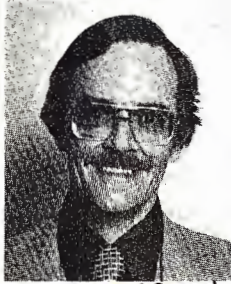
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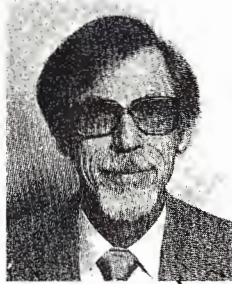
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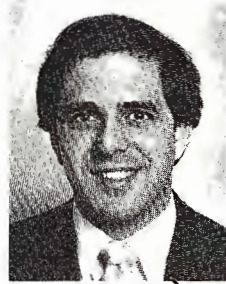
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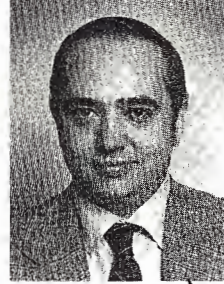
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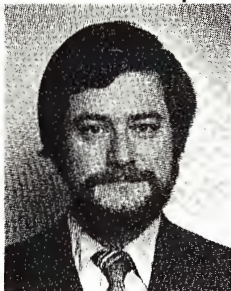
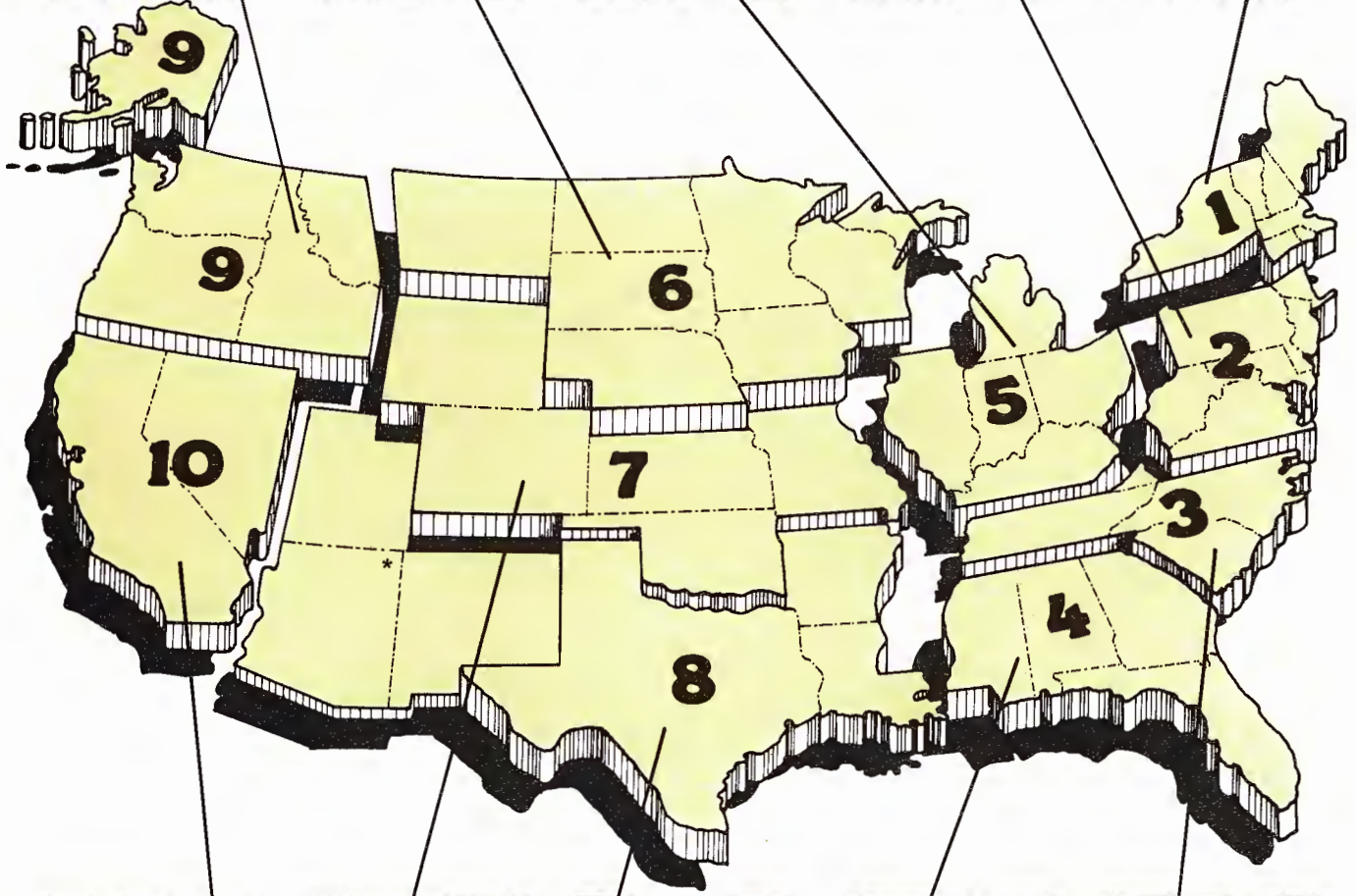
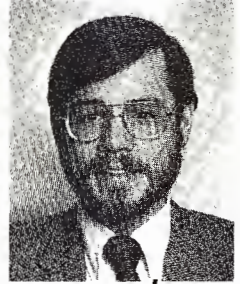
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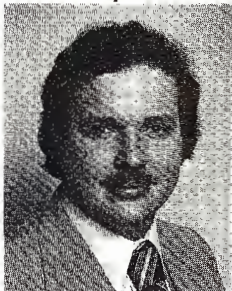
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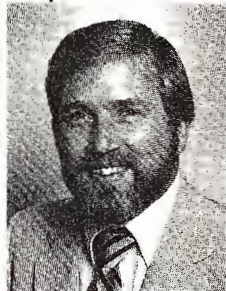
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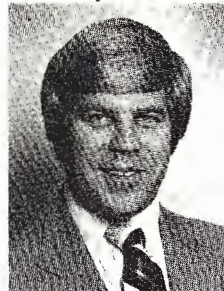
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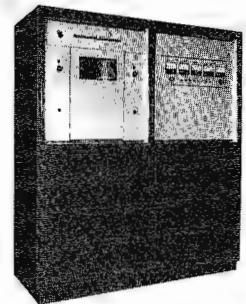
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**Neal Ferrograph 504**  
652 Glenbrook Ave., Stamford, Conn. 06906

**Staff:** R. Chilvers, T. Batey, H. Dallas, D. Roughton.

**Fiberbilt 1817**  
601 W. 26th St., New York 10001

Cases for broadcast, TV, video equipment. **Staff:** A.R. Ernst, F. Abeles, P. Lowman, A. Silverman, L. Yarmus.

**Fidelipac 204**  
109 Gaither Dr., Mt. Laurel, N.J. 08057

ATP phonograph cartridges, tape cartridges and accessories. **Staff:** A. Constantine, D. McCloskey, R. Gosciak.

**Film/Video Equipment Service 1818**  
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Portable energy products, lead acid battery packs, belts and chargers for video and cine cameras, video recorders and portable lights, 12V snap-pack battery\*. **Staff:** D. Schneider, J. Schneider, J. Swearington, R. Cotty.

**Filmways/Heider Recording 322**  
1604 N. Cahuenga Blvd., Hollywood, Calif. 90028

**Fitzco Sounds 626-S**  
2001 W. Wall, Midland, Tex. 79701

Automation, consoles, equalizers, amplifiers, speakers, microphones, cable, audio connectors, audio analyzers, cable storage reels, shipping cases and tape recorders. **Staff:** M. Fitzgerald, R. Schuh, L. Mitchell, M. Fincher, C. Williams, G. Snow, B. Wachner G. Hathaway, A. Williams, C. Schuh, J. Mitchell, J. Chatman.

**Flash Technology 931**  
55 Lake St., Nashua, N.H. 03060

**For-A Corp. of America 1826**  
1680 N. Vine St., Los Angeles 90028

Distribution amplifiers, sync generators, readers, remote control box, video typewriter. **Staff:** K. Kiyohara, T. Hirota, F. Culotta, S. Drexler, C. Michel.

**Fort Worth Tower 819**  
Box 8597, Fort Worth 76112

Towers, equipment buildings, earth stations and components. **Staff:** F. Moore, C. Moore, T. Moore, B. Moore.

**Frezzolini Electronics 1608**  
7 Valley St., Hawthorne, N.J. 07506

Portable lighting equipment, power belts, batteries, fast chargers, model FR-16 single/double system camera, nickel cadmium and sealed lead-on batteries\*, regulated power supplies for ENG cameras\*, MBC-2 multi-battery charger\*. **Staff:** J. Crawford, J. Frezzolini, J. Zink, B. Birdsall.

**Fuji Photo Film USA 1307**  
350 Fifth Ave., New York 10118

**Staff:** A. Bedross, J. Dale, T. Kobayashi, T. Ushijima, B. Kuczik, J. Lester, J. Walsh, S. Henderson, M. Bystrom, T. Shay.

**Fujinon Optical 1117**  
672 White Plains Rd., Scarsdale, N.Y. 10583

**Staff:** F. Nakajima, J. Dawson, M. Russin, H. Minoshima, M. Ebisawa, B. Bastello, T. Sumiya, E. Tadokoro, R. Russin, J. Newton, T. Washburne, R. Morabito, D. Cooper, K. Tindall, J. Geiger.

**Gardiner Communications 1840**  
1980 S. Post Oak Rd., Houston 77056

Earth stations, LNA's modulators, receivers, channel cue. **Staff:** W. Briscoe, C. Gardiner, D. Smith, G. Morley.

**Garner Industries 1120**  
4200 N. 49th St., Lincoln, Neb. 68504

Conveyor belt bulk erasers for audio and video tape, reel-to-reel duplicator for audio tape. **Staff:** P. Mullin, D. Becker, B. Laughlin, B. Alderman.

**General Electric 1104**  
Nela Park, Building 307, E. Cleveland 44112

Stage/studio lamps. **Staff:** R. Rovegno, H. Burgess, J. Day, D. Kaus, C. Clark, R. Blaess, G. Graham, S. Falzone, G. Widman, E. Trout.

**The Gerstenslager Company 528-S**  
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**Glentronix 1824**

160 Duncan Mill Rd., Don Mills, Ont. M3B 1Z5

Tape synchronizers, time code generators, readers, portable units, character inserter, clock systems, encoded machine control system, digital thermometer, time and temperature display unit, analyzers, video production switchers. **Staff:** T. Pressley, L. LeBlanc, D. Carter, T. Banting, S. Banting, D. Adams, H. Adams, R. Torpey.

**Alan Gordon Enterprises 1917**  
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Swintek wireless sound system, crystal sync cassette recorder, Zeppelin windscreen and shockmount system, microphone boom, Mark IV direction finder, MNC-71CP camera, cricket dolly, spectra light meter, Pearson fluid head, NAC video animation system\*. **Staff:** G. Loucks, T. Lane, F. Forehand, F. Kelly, D. Sahlein, B. Kuhagen, J. Wada, T. Ueki, S. Tamura, H. Kumata, A. Masuda, T. Aotsuka.

**Gorman Redlich MFG Co. 173-S**  
6 Curtis St., Athens, Ohio 45701

Digital antenna monitors, EBS encoder decoders, NOAA weather radios. **Staff:** J.T. Gorman, J. Gorman, J. Gorman, E. Gorman, C. Gorman.

**Grass Valley Group 1210**  
Box 1114 Grass Valley, Calif. 95945

Series 440 routing system\*, fiber optic video link, switchers, digital video effects systems, memory systems, routing systems and other signal distribution processing and synchronizing equipment. **Staff:** D. Antonellis, D. Buterbaugh, B. Cobler, L. Dole, L. Ehnstrom, R. Hale, K. Mills, T. O'Connor, B. Powers, D. Schlichting, D. Shelton, T. Sleeman, L. Swift, D. Watson, B. Webb.

**Great American Market 1628**  
Box 178 Woodland Hills, Calif. 91364

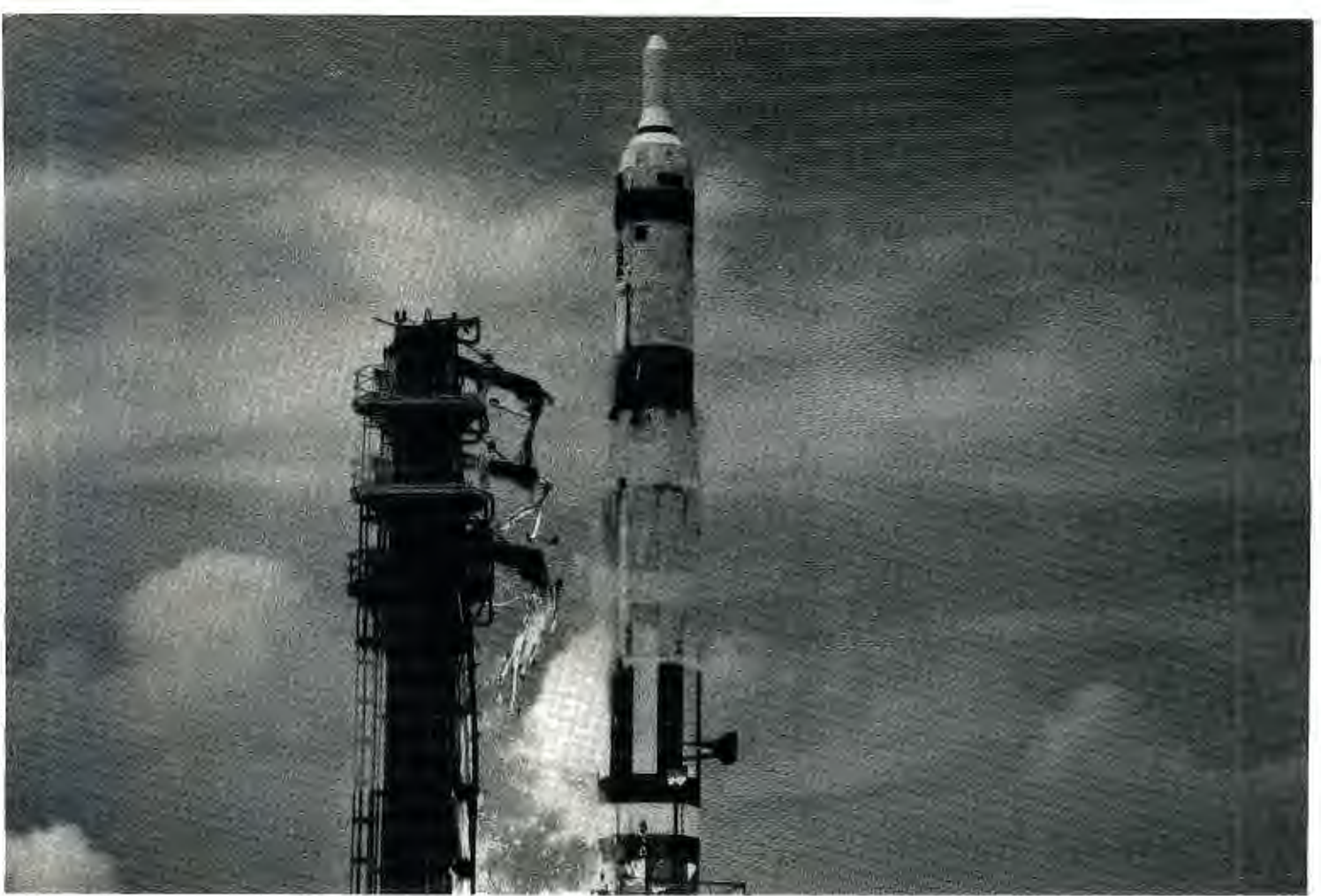
RDS/HMI fresnel lens, open face and new portable battery operated HMI units, diamond light curtain\*, lighthesizer 212 programable sequencer, starstrobe and SPE-2 special effects generator, special effects projection system, excalibur custom cases. **Staff:** J. Tawil, M. Bissada, J. Gresch, J. Byron, A. Tawil, N. Armbruster, K. Ryu.

**David Green Consultants 125**  
Box 590, Leesburg, Va. 22075

Excalibur stereo console systems\* Sperry weather radar for radio, computer software, studios, financial lease consulting, sales management consulting\*, cart labels, console copy holders, danger signs, shielded audio cable, tape edit marker, turntable felts, call letter tie tacks. **Staff:** David Green, Gloria Green, Art Reed, Frank Bernardi, George Karas, Kathleen Karas, Steve Price, Gerald Parker, Stilson Greene, Cindy Stillely.

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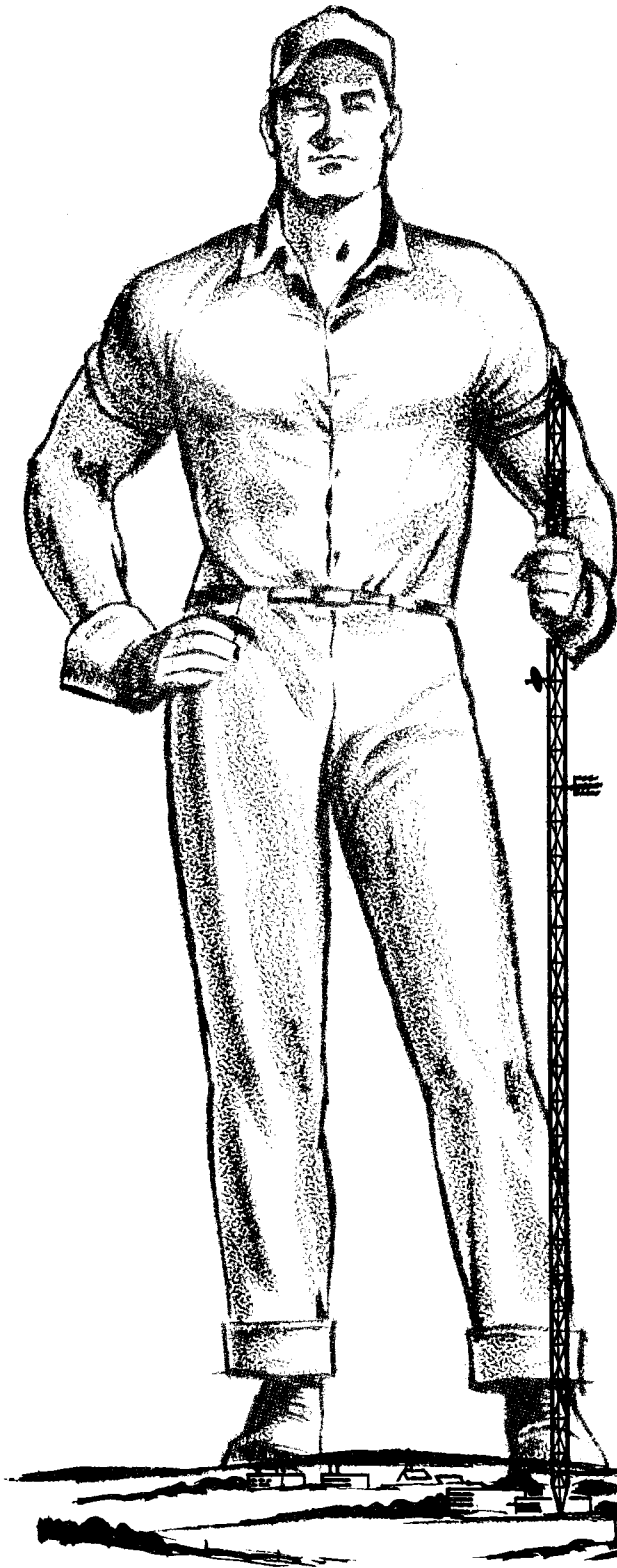
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**Harrison Systems 507**  
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**Staff:** Barry Blue, Marie Darby.

**Image Video 1822**  
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**Impact Case & Sales 1724**  
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**Industrial Sciences 1115**  
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**JATEX** 1639  
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McDonald, S. Shockley, H. Holmes, B. Bowers, P. Woidke, B. Ballard, D. Phillippi, L. Withers, J. Reilly, J. Abernathy, M. Sullivan, B. Herron.

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**Kaman Sciences/BCS** 1419  
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**Kappa Systems** 202-S  
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**Kings Electronics** 1026  
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**Knox Video Products** 1033  
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Character generators. **Staff:** S. Sliverman, S. Michalski, P. Bowen.

**Laird Telemedia** 901  
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# The Media are Playing a Numbers Game in El Salvador

By Reed Irvine  
and  
Cliff Kincaid

The news media are playing a numbers game with the estimates of the number of victims of violence in El Salvador last year. Estimates that we have seen in the media of the number of persons killed as a result of political violence in El Salvador in 1980 range from 8,000 to 14,000. Usually, the media place the blame for most of these deaths on the government security forces or on anti-communist death squads. Some writers and commentators have even gone so far as to blame all the deaths on the government or the anti-communists, creating the impression that the communist-armed guerrillas never kill anyone.

For example, Jack Newfield, a senior editor of the New York weekly, *The Village Voice*, said on the CBS radio program, "Spectrum:" "Last year, 10,000 people were killed by the junta's security forces." He did not mention any killing by anyone other than government security forces.

Syndicated columnist Mary McGrory put the total number of deaths at 9,000. That was 1,000 fewer than Newfield attributed to the government security forces alone. McGrory didn't say who was responsible for the deaths, but she implied it was the government, suggesting that it ought to be asked for an accounting.

Christopher Dickey, a Washington Post correspondent, upped the count to "more than 10,000," saying that many reliable sources blamed government forces for most of the deaths.

The New York Times escalated that estimate by nearly a third. Its correspondent, Raymond Bonner, said the El Salvador Human Rights Commission had put the number killed at 13,194. He

blamed government security forces and rightist paramilitary groups for most of the deaths.

United Press International raised the total to 14,000, a figure it attributed to church sources. The UPI was exceptional in that it listed "leftist guerrillas" among those responsible for the killings, together with government troops and rightist death squads. It was also exceptional in blaming the rightist death squads for 11,000 of those 14,000 deaths, leaving little for the government troops and the leftist guerrillas.

New York Times columnist Anthony Lewis told his readers that government forces killed "at least 6,000 people" last year. He did not mention a figure for total violent deaths, but in a subsequent column he said: "Anyone who cares to know is aware that most of the killing in El Salvador has been done by security forces nominally but not really under the government's control."

The Department of State seems to be the only one to have paid any attention to the claim of the leftist guerrillas that they had killed nearly 6,000 persons. This was reported in the State Department White Paper issued on February 23. It casts strong doubt on all those reports that the government and the right were responsible for most of the killing in El Salvador.

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**L-W International** 939  
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**Marti Electronics 307**  
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**Matthews Studio Equipment 1806**  
2405 Empire Ave., Burbank, Calif. 91504

Video mini-jib\*, mini-vator cranking stand\*, tulip crane\*. **Staff:** E. Phillips, C. DeMattos, R. Prociw.

**Maxell Corp. of America 1832**  
60 Oxford Dr., Moonachie, N.J. 07074

Blank video recording tape for Beta, VHS and U-Matic applications and L-750 Beta tape\*. **Staff:** T. Okada, J. Ringwood, J. Selvaggio, J. Birskovitch, T. Mouhelis, C. Mangiapane, F. Cummings, B. Weiss, F. Valenti, J. Axtell, R. Nicholson, D. Brady, T. Taniguchi, S. Uno, J. Fairbank, B. Johnson, M. Press, D. Meiss, G. Picard, J. Paglio, J.I. Crockett.

**McCurdy Radio 308**  
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Series of radio air and production consoles, television production consoles, audio D.A.'s, phono preamps, intercoms\*. **Staff:** G. McCurdy, R. Mitchell, R. Gould, D. Sander, J. Young, S. Maruno, A. Constable, D. Bilton, O. Colazio, G. Fawcett, L. Hall, S. Shen, E. Ryalen, G. Hayward, H. Drew.

**McMartin Industries 300**  
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50 kw AM transmitter, SCA receiver. **Staff:** R. McMartin, J. Barton, B. Switzer, H. Bott, J. Squires, B. Anderman, K. Jones, H. West, C. Goodrich, D. Johnson, E. Furman, L. Hedlund, K. Dunford, K. Knott, J. McMartin.

**MCI 133**  
1400 W. Commercial Blvd., Fort Lauderdale, Fla. 33309

Recording equipment, production packages, audio consoles, tape recorders. **Staff:** L. Meyer, L. Lamoray, R. Ely, G. Goodall.

**Media Service Concepts 2227-S**  
1713 N. North Park, Chicago 60614

Recall, microcomputer software to analyze Arbitron radio ratings\*, Focus-Phone, qualitative telephone focus group research for radio and television stations, Custom Weather Reports. **Staff:** Dr. R. Skolnik.

**MEI 408**  
875 N. Michigan Ave., Suite 1532A, Chicago 60611

**Staff:** D. E. Collins, A. Miron.

**Merlin Engineering 1128**  
1880 Embarcadero, Palo Alto, Calif. 97303

Custom quad VTRs, accessories and refurbishing, conversions. **Staff:** J. Streets, A. Strun, K. Zin, D. Dusel, W. Laumeister.

**MICMIX Audio Products 406**  
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Master Room XL-210 reverberation system\*, noise reduction device\*. **Staff:** B. Allen, D. Rettig, B. Rodgers.

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Waveguide and coaxial RF systems, VHF and UHF duplexers, UHF, FM and VHF multichannel combiners, filters, directional couplers, coaxial and waveguide switches, switching systems, low-power TV antennas. **Staff:** T. Vaughan, D. Heymans, T. Greenway, H. Bouldry, K. Vaughan, C. Vaughan.

**MCI/Quantel 1207**  
Box 50810, Palo Alto, Calif. 94303

DFS 1750 digital framestore synchronizer/TBC, DSC 6000 digital library system. **Staff:** G. Grasso, R. Taylor, P. Michael, R. Graves, D. Prather, M. Verse, P. Owens, G. Hamilton, P. Keller, P. Kendrick, M. Connell, C. Martin, P. Fletcher, R. Frillman, D. Dever.

**Micro Control Associates 310**

**Box 694, Cleburne, Tex. 76031**

Heterodyne repeater for multi-hop aural STL & inter-city relay service\*, heterodyne and conventional aural STL and accessories, transmitter remote control systems and accessories. **Staff:** B. Richards, J. Freeman, M. Rice.

**Microdyne 1317**  
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1100-TVR(X24)B satellite TV receiver\*, 5 meter transportable antenna\*, 5 meter antenna, 7 meter antenna. **Staff:** E.A. Eagan, J.B. Grabenstein, D. L. Alvarez.

**Microtime 1409**  
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Digital video and processing equipment, video synchronizers, time base correctors, signal processors, image enhancers, automatic video programing system. **Staff:** G. Kesser, L. Cook, D. Sofie, W. Baird, D. Leeson, A. Kartes, R. Wickland, N. Pinette, R. Manzi.

**Micro-Trak 508**  
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Audio consoles\*, phono preamp\*, furniture, tone arms, turntables, portable and remote systems, sports/remote dial up consoles, sport IV\*. **Staff:** W. Stacy, M. Stacy.

**Microwave Associates 1401**  
63 Third Ave., Burlington, Me. 01803

ENG microwave systems, field links, satellite downlink and distribution system, portable products for microwave bands, earth stations.

**Midwest Corp. 1829**  
1021 W. 8th St., Cincinnati 45203

Two mobile units. **Staff:** D. Barnes, D. Byrum, P. Rightmire, S. Silverstein, J. Adrick, R. Williams, C. Raasch, F. Higbie, M. Wolschon, J. Willingham, D. Rogelsong, B. Dancy, E. Midkiff, K. White.

**Mole-Richardson 1008**  
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600 w solarspot fresnel, lights, solarspots and other lighting fixtures and accessories. **Staff:** H. Bell, M. Hodgins, M. Parker, D. Parker, T. Goins, W. Korkaugger, A. Bohte.

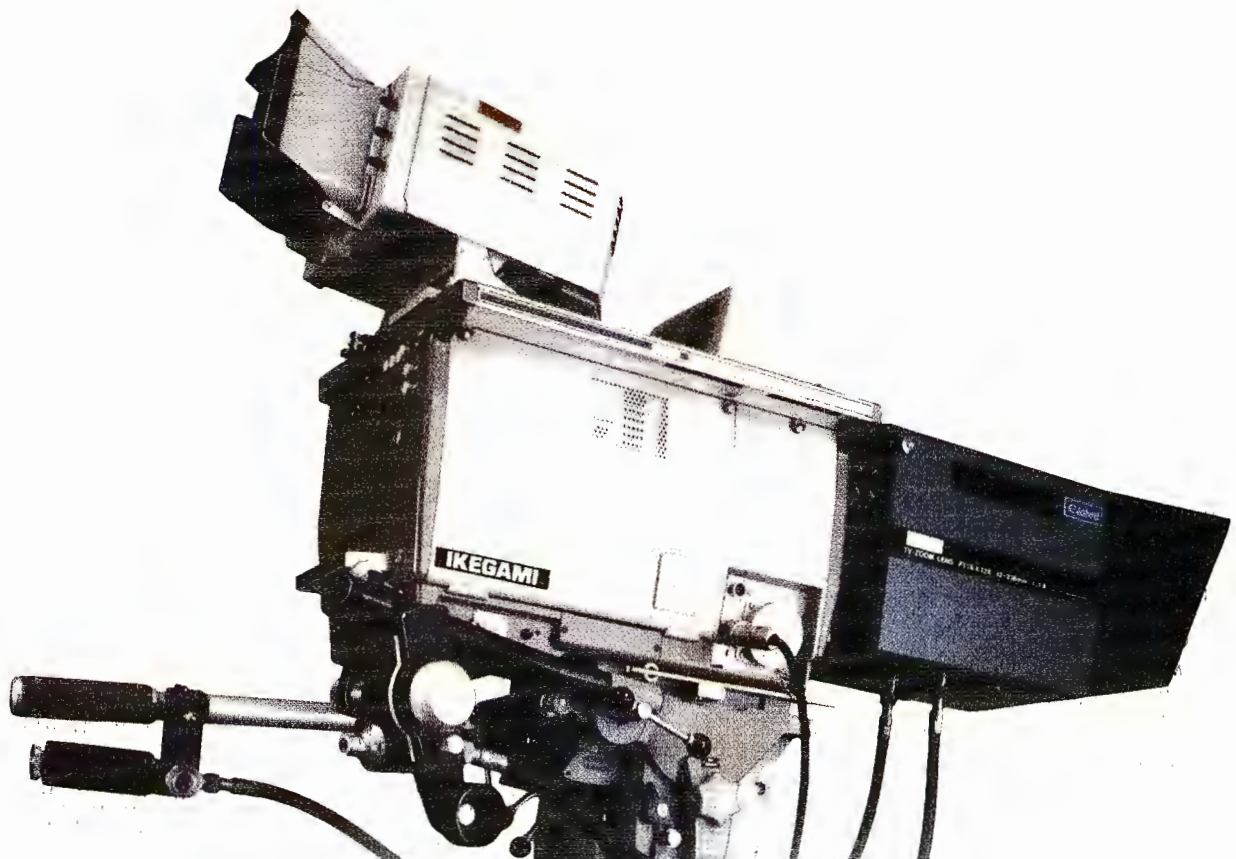
**Keith Monks Audio 509-S**  
652 Glenbrook Rd., Stamford, Conn. 06906

**Staff:** R. Chilvers, K. Monks.

**Moseley Associates 505**  
11 Castilian Dr., Goleta, Calif. 93117

MRC-2 microprocessor remote control system\*, composite STLs, audio gain rider, audio limiters, stereo generators, telemetry return link, telecontrol system, subcarrier main frame, transfer panel, aural studio transmitter link. **Staff:** J. Moseley, J. Leonard, C. Rockhill, F. Zimmerman, G. Foote, V. Mercadante, M. Tiers, J. Cantrell, D. Barnett, F. Barbaria, B. Ticen, E. Hatt, G. Sanderson, D. Dumont.

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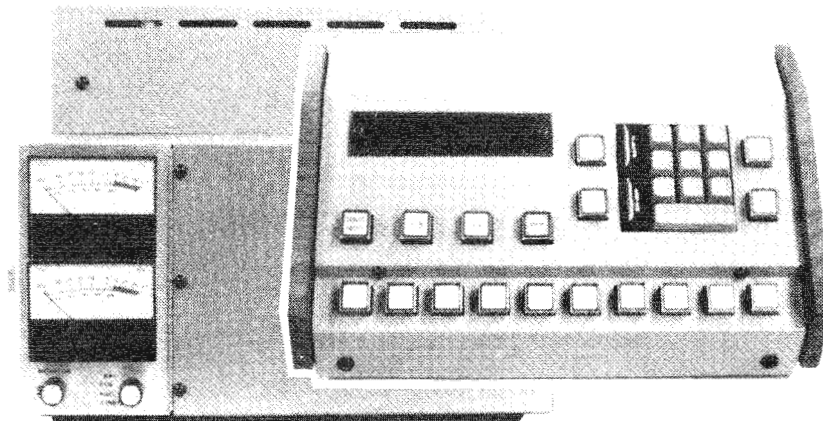
Broadcast Products Division, Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607; (201) 368-9171. West Coast: 19164 Van Ness Ave., Torrance, CA 90501; (213) 328-2814; Southwest: 330 North Belt East, Suite 228, Houston, TX 77060; (713) 445-0100; Southeast: 522 So. Lee Street, Americus, GA 31709; (912) 924-0061.

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- Staff:** T. Reavey, G. Bonk, F. Hilbert, P. Smith, G. Hall, D. Harasek, E. Landau, M. Wiskoff, R. Combs, B. Dole, S. Ball, C. Peterson, D. Brown.
- Mullard 1939**  
*Mullard House, Torrington Pl., London WC1E 7HD*  
Teletext system, teletext and videotext semi-conductors. **Staff:** J. Warren.
- The Musicworks 323**  
*Box 111390, Nashville 37211*  
**Staff:** B. Robinson, J. Potter, J. Miller.
- Nady Systems 1839**  
*1145 65th St., Oakland, Calif. 94602*  
Wireless microphone systems, VHF 600 and VHF 700 receivers, VHF 900 body-pak transmitter, VHF microphone, VHF 610 mini-receiver\*. **Staff:** J. Nady, S. Schneider, B. Stone, P. Kalmen.
- Nagra Magnetic Recorders 510**  
*19 W. 44 St., New York 10036*  
Portable taperecorders. **Staff:** D. Notto, T. Daniel, J. Broccard, M. Klemore.
- NEAS 220-S**  
*Wilkes-Barre/Scranton Airport, Avoca, Pa. 18641*  
Total in-house television broadcast automation system. **Staff:** C. F. Sawicki, G. F. Eustis Jr., T. P. Shelburne, H.D. Hinson.
- NEC America 1301**  
*130 Martin Ln., Elk Grove Village, Ill. 60007*  
MNC-81 camera, TT-7000 VTR, time base correctors, FM, UHF, VHF transmitters, digital video effects, microwave products, frame synchronizers, CCD camera, stereo TV exciter, TAKS-1000 production switcher, digital strobe action, 4 ghz TVRO earth station. **Staff:** D. Fraser, R. Dienhart, R. Currie, M. Mitsui, M. Jackson, B. Curwin, L. Wigal, M. Tajima, M. Imai, F. Fitzhenry, H. Gillogly, K. Bylsma, M. Burleson, R. Segil, G. Gold.
- S. David Ness Studios 404-S**  
*Box 1471 Kansas City, Mo. 64141*
- Network Production Music Library 1615**  
*4429 Morena Blvd., San Diego 92117*  
Production music library. **Staff:** R. Skomer, M. Anderson, B. Schultz, T. Noto.
- Newsan/McInnis-Skinner 720-S**  
*6529 Classen Blvd., Oklahoma City 73116*  
Newsan, modular computer newsroom system, weathergraphics. **Staff:** R. Hudson, J. Skinner, M. McInnis, R. Dixon.
- Nidus Broadcast Systems 432**  
*11465 W. 48th Ave., Wheat Ridge, Colo. 80033*  
Nidus hardware and software for radio billing, management and sales reports, scheduling and recordkeeping. **Staff:** M. Shafer, B. Myers, D. Reinhard, L. Morrill, S. Smith, P. Adams, B. Miers, S. Doty.
- Nortronics 401**  
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Magnetic heads for full line of recorders. **Staff:** K. Lubitz, R. Patzke, D. Masterson, B. Larson, S. Goetzke, W. Stewart, B. Hendrickson.
- NTI America 600-S**  
*1680 N. Vine St., Los Angeles 90028*  
Signal generator. **Staff:** T. Mikado, G. Nakaki.
- Fred A. Nudd 178**  
*1743 Route 104, Box 475, Ontario, N.Y. 14519*  
Tower, tower hardware, monopole with antenna, tower service, installation, repair and modification of tower equipment. **Staff:** R. Nudd, C. Beisiegel.
- Nurad 1400**  
*2165 Druid Park Dr., Baltimore 21211*
- Nytone Electronics 1702**  
*2424 S. 900 West Salt Lake City 84119*  
Flying spot scanner systems, color slide reproduction. **Staff:** G. Balding, S. Weaver.
- Oak Communications Inc. 1517**  
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"Sigma" STV decoder\*, ORION satellite encryption system\*. **Staff:** J. Ackermann, S. Guif, J. Gwin, N. Henson, E. Keyes, W. Koester, D. Lindquist, A. Reynolds, G. Stubbs, D. Williams.
- O'Connor Creative Services 115**  
*Box 8888, Universal City, Calif. 91601*  
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- O'Connor Engineering Labs 1122**  
*100 Kalmus Dr., Costa Mesa, Calif. 92026*  
**Staff:** C. O'Connor, R. Low, D. Dozier, W. Steinmayr, J. Loeffert.
- OKI Electric Overseas 1801**  
*2 University Pl., Hackensack, N.J. 07601*  
TV standard converter, earth stations. **Staff:** J. Tate, T. Sasaki.
- Oktel 1715**  
*490 Division St., Riverside, Calif. 95008*  
Oktel DM 3000 and BDR videodisk series. **Staff:** B. Okey, F. Bones, D. Marshall, I. Okey, G. Wenstadt.
- Olesen 1411**  
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TV studio layout, lighting equipment, dimming
- and distribution systems, rigging track, studio curtains or cycs and studio fabrics, studio flooring. **Staff:** S. Romans, M. Romans, R. Medvitz, G. Raileanu, K. Kirstein, A. Cicero, D. Thompson.
- Omega Publishing 2021**  
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- Optek 1725**  
*1390 N. McCann St., Anaheim, Calif. 92806*  
Bulk tape eraser, paging receiver and audio amplifiers. **Staff:** R. Lucio, E. Chairez, R. Knipp, T. Barnes, D. Dessero, T. Beal, T. Clark, F. Bracken, G. Metz, J. Baumann, G. Johnston.
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*645 Bryant St., San Francisco 94107*  
674A dual channel graphic equalizer. **Staff:** R. Orban, J. Delantoni, J. Maxenchs, S. Goldstein, K. Tam, M. Furfly, C. Irwin, B. Burkhardt.
- Orrox 1209**  
*3303 Scott Blvd., Santa Clara, Calif. 95050*  
Editing systems. **Staff:** B. Orr, A. Behr, J. Behr, D. Reynolds, J. Fontenot, M. Bevitz, D. Vincent, G. Youngs, B. Emery, N. Adams, D. Hutton, F. Bayers, K. Eichstadt, R. Powell, R. Huza, T. Phillips, G. Simon, B. Duffy, H. Limoge, L. Kulmaczewski, W. McMullen, R. Lay, R. Alvarez, G. Hinderliter, H. Thayer, B. Meserve, A. Abrams, J. Rooney, J. Cottle.
- Allen Osborne Associates 206-S**  
*5195 N. Douglas Fir Rd., Calabasas, Calif. 91302*  
Pneumatic telescopic masts for hilomast antennas, NX series\*. **Staff:** A. Osborne, L. Osborne, A. Schmitt, J. Hopkins, D. Clarke, M. Wilkins, S. Osborne, C. Osborne.
- Osram Sales 301-S**  
*Box 7062, R.D. No. 3, Jeanne Dr., Newburgh, N.Y. 12550*  
**Staff:** R. Liddle, L. Carr, K. Gillum, B. Green.
- Otari 503**  
*2 Davis Dr., Belmont, Calif. 94002*  
MX-5050 series, MX-7800, DP-4050 series duplicators, MTR-90-24 track with audio for video, MTR-10 broadcast production machines\*, two and four track. **Staff:** S. Krampf, M. Bernard, J. Soma, M. Pappas, T. Sharples, P. Sun, F. Shimizu.
- Pace 1028**  
*9893 Brewers Ct., Laurel, Md. 20810*  
**Staff:** A. Rosenthal, D. Schoen.
- Pacific Recorders & Engineering 511**  
*11100 Roselle St., San Diego 92121*  
Tomcat broadcast cartridge system, BMX audio control console. **Staff:** J. Williams, E. Williams, M. Uhl, K. Kelly, J. Nelson, R. Gill, S. Strauch, R. Thomas.
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**Perrott Engineering Labs 1023**  
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**Peters Productions 305-S**  
9590 Chesapeake Dr., San Diego 92123

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**Phoebus 521**  
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**Porta-Pattern Telecommunications 1325**  
6822 Santa Monica Blvd., Los Angeles 90038

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**Power-Optics 1017A**  
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**Q-TV** 907  
33 W. 60th St., New York 10023

**Staff:** G. Andros, J. Maffe, A. Eisenberg, H. Sheft, D. Robinson, C. Doerr.

**Quad-Eight** 300-S  
11929 Vose St., N. Hollywood, Calif. 91605

System 5—digital reverberation system\*, Coronado console\*, production console\*. **Staff:** R. L. Bennett, B. Windsor, S. Pierce, T. Pippel, L. O'Donnell.

**Quickset** 1012  
3650 Woodhead Dr., Northbrook, Ill. 60062

**Staff:** M. Stolman, P. Mooney, J. Andre, D. Ryan, T. Ryan.

**Quintek** 1959  
4721 Laurel Canyon Blvd. No. 209, N. Hollywood, Calif. 91607

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**Radio Computing Services** 184-S  
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25410 Lahser Rd., Suite 232, Southfield, Mich. 48075

Full radio format syndication and consultation services. T. Krikorian, R. Graf.

**Ramko Research** 146

11355-A Folsom Blvd., Rancho Cordova, Calif. 95670

Audio consoles, audio router (electronic patch panel), audio distribution amps, turntable preamps, line amps, monitor amps, mic/line amps, turntables and reel to reel tape deck, Phasemaster series tape cartridge machines\*.

**Staff:** R. Kohfeld, J. Ducart, D. Anderson, D. Brajkovich, D. Parker, B. Cauthen, J. Rood, D. Cook, L. Hall, T. Shea, B. Stewart, D. Wilcox, J. Murray, J. Govreau, L. Maguire, M. Hogue, J. Walters, R. Reyes, J. Smith, J. Stannard, B. Ostrovsky, D. Bennett, B. Champagne.

**Ramtek** 343-S  
2211 Lawson Ln., Santa Clara, Calif. 95050

**Staff:** H. Okamoto, T. Glinskas, J. Norris, M. Gouge, M. Sayer, J. Fowler.

**Rangertone Research** 506-S  
509 Madison Ave., New York 10022

16 and 35mm tele-cine-film chain\*, sound recorder with digital interlock. **Staff:** G. Zazzali, E. Falkenberg, D. Zazzali, M. Purdy, K. Kaylor, T. Amarillas, T. Ford, L. Skora.

**RCA American Communications** 700  
400 College Road East, Princeton, N.J. 08540

New video transmission technique via satellite, Optimized Video Transmission, audio and video services presently handled on its SAT-COM satellite system. **Staff:** A. F. Inglis, H. W. Rice, J. H. Williamson, L. T. Driscoll, D. J. Warnock, J. Grady, M. Sterba, L. Donato, W. Kopacka, D. Pratt.

**RCA Broadcast Systems** 700  
Front & Cooper Sts., Camden, N.J. 08102

New power level models of G-line VHF transmitters\*, 30 and 50 kw VHF transmitters\*, 55 kw UHF transmitter\*, circularly polarized TV antennas\*, TR-800 one-inch videotape recording system with AE-800 editing systems\*, one-inch videotape recorders\*, telecine system with color correction system\*, automatic studio camera in triax mode\*, triax model studio/field production camera\*, ENG/EFP portable camera\*. **Staff:** J. Vollmer, J. E. Hill, S. E. Basara, J. E. Banister, J. A. Gimbel, A. W. Power, D. B. Freeman, C. J. Gaydos, J. L. Nickels, J. E. Smith, J. L. Grever, V. S. Mattison, B. F. Melchioni, C. H. Musson, A. H. Lind.

**RCA Electro-Optics & Devices** 700  
New Holland Ave., Lancaster, Pa. 17604

Power tubes for TV & FM transmitters, camera tubes. **Staff:** S. Alexander, D. Carter, C. Doner, R. Neuhauser, C. Rintz.

**R-Columbia Products** 1703  
2008 St. Johns Ave., Highland Park, Ill. 60035

**Recortec** 1200  
475 Ellis St., Mt. View, Calif. 94043

High band U-format color recorders and accessory items, cleaners, evaluators. **Staff:** L. Lee, E. Corl, D. Chang, S. McCollum, R. Troxell, E. Bloom, J. Phan, M. Corl, E. Wong, G. Matias-Myers, T. Keng.

# DELTA DASH.<sup>®</sup> SAME DAY DELIVERY ON SMALL PACKAGES.



Customer Services Agent Tom Sineath is a Delta professional. He goes that extra mile for you.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. And DASH serves over 80 cities in the U.S. plus San Juan, Montreal, Nassau, Bermuda, London, England and Frankfurt, Germany.

Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta's domestic cities is \$40 (\$25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, 269-6393.)

For top priority shipments over 50 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your local Delta cargo office.



**DELTA IS READY WHEN YOU ARE<sup>®</sup>**





# “There are cart machines... and then there's PhaseMaster.”

“That's me, Johnny P. Shift, morning D. J. at K-FAZ radio. With sound like ours, we're lucky to have any listeners at all. I mean we got it all. Unacceptable phase shift. Annoying holes in the sound. And enough wow and flutter to drive anybody with half an ear to distraction. Sometimes I wonder whether we're trying to entertain people...or get even with them.”

“So I keep telling Uncle Bobby, my station manager, about Ramko Research's new PhaseMaster Series. Everything from a single playback through a stand alone record/play unit to a complete package for recording, playing and duplicating cartridges and cassettes.”

“PhaseMaster eliminates phase shift, once and for all. Wow and flutter are reduced to absolute minimums. And, there's signal-to-noise, distortion and

frequency response figures that are unheard of in the business 'til now. Tape hiss is gone — I mean to tell ya', this sucker's quiet. And, it's completely compatible with existing cartridges.”

“If I've explained PhaseMaster to him once, I've done it a hundred times. All about how we can get rid of time-consuming calibration procedures. How there are no complicated, expensive electro-mechanical devices for moving the heads around. How PhaseMaster electronically

compensates for any phase shift and corrects the error in real time. And quality, Man, these things are built like a brick... tank. Which is why they've got the longest warranty in the industry.”

“I tell him the whole story — including how Ramko will give us a free two week trial (that is, if he hasn't already ruined our credit). So, you know what he keeps asking me? ‘What's the phone number?’”

“So what do I look like, the phone book?”

The Ramko Research PhaseMaster Series eliminates phase shift and gives you all the operational and convenience features you ever wanted in a cart system, mono or stereo. Get a free two week trial or more information by calling your nearest Ramko Sales Representative or (916) 635-3600. Collect.



**NOW SHIPPING**

See us at NAB in booth 146.

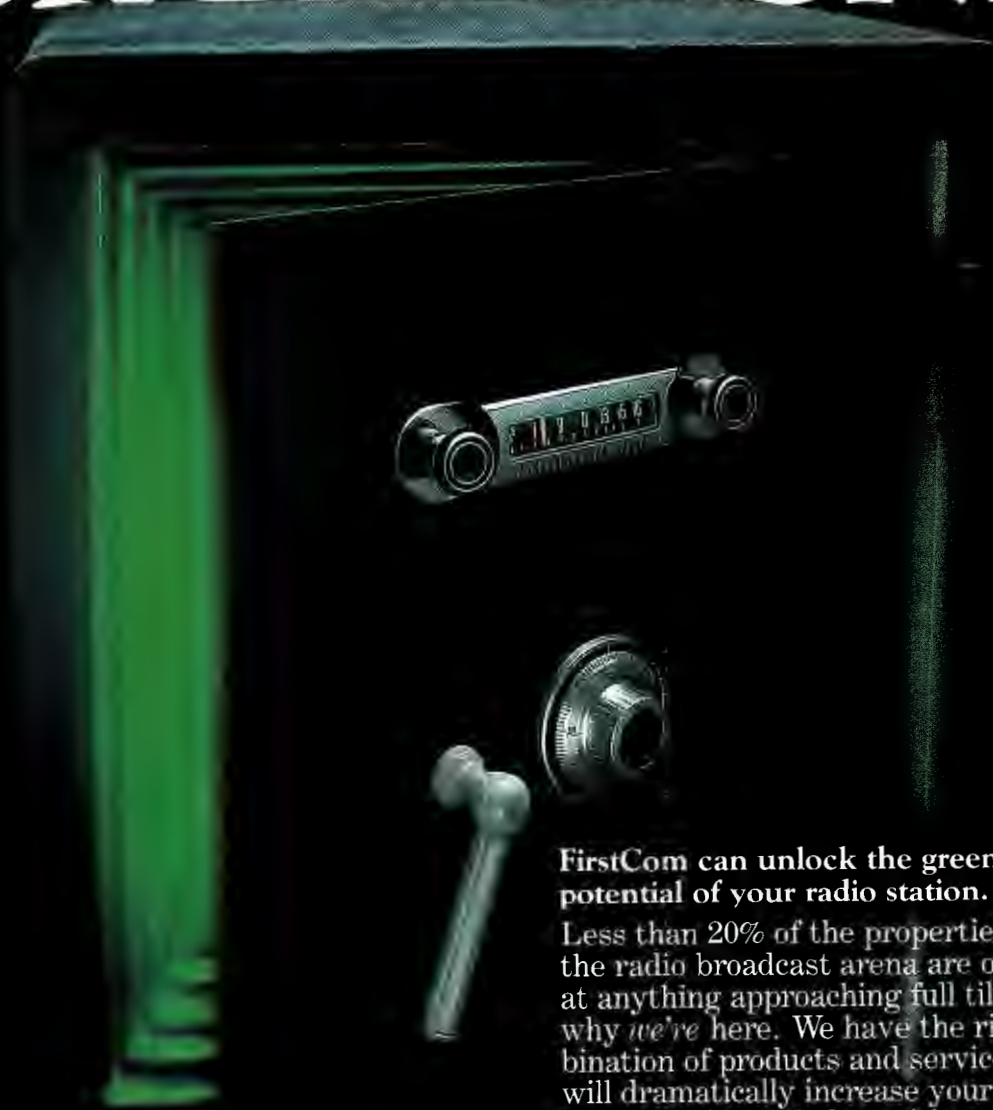
Ramko Research, 11355-A Folsom Blvd., Rancho Cordova, California 95670 (916) 635-3600

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Studio facilities courtesy of KFAC, Los Angeles.

## RAMKO

# IF YOU'RE IN IT FOR THE MONEY.



**FirstCom can unlock the greening potential of your radio station.**

Less than 20% of the properties in the radio broadcast arena are operating at anything approaching full tilt. That's why *we're* here. We have the right combination of products and services that will dramatically increase your revenue, image, and even help position your property in that elite 20%.

And we do it with professionally developed, proven revenue amplifiers like our Sales Performance System™ and syndicated commercial service featuring the highly entertaining, result-producing team of Dick & Bert.

Products developed *for* broadcast professionals *by* broadcast professionals. If you're in it for the money, take a look at the following pages.

**FirstCom**  
FirstCom Broadcast Services, Inc.  
6730 L.B.J. Freeway  
Dallas, Texas 75240

**"See us at the NAB, Suite 26-121, North Tower, Las Vegas Hilton"**

# AT LAST...the Radio Industry has a sales training program that works.

The FirstCom/Greenwood SALES PERFORMANCE SYSTEM™ is a total sales development plan . . . fully tested and proven effective in producing dramatic, long term sales increases for radio stations of all sizes.

If you're interested in permanent, long-term increases in your station's sales, and if one or more of the following problems (see box) apply to your property, then SPS™ was developed expressly for you . . . this ad was written to you.

*(Broadcasters tell us that the largest challenges in their sales depts. include:)*

- Sales Mgr. needs help recruiting, training and motivating sales people.
- Sales staff turnover.
- Station lacks clearly defined marketing plan.
- Sales people do not use time effectively—have no plan, are unorganized.
- Sales people lack motivation and drive, satisfied with status quo.

Radio has lagged behind every other industry in comprehensive, specific training. FirstCom developed out of that need and SALES PERFORMANCE SYSTEM is the result of years of intensive research in this area.

## WHO IS SPS?

The people behind SPS are virtually a Who's Who of Broadcast. All names with one thing in common . . . broadcast success.



The Dean of the Sales Performance System is Ken Greenwood, President of Greenwood Development Corporation.

Jim Long, Chairman of FirstCom Broadcast Services, co-founder and former President of TM Companies.

Jerry Atchley, President of FirstCom Broadcast Services.

Wilson Learning Corporation, the world's largest sales and sales management training organization.

The Sales Performance System advisory board includes:

Dick Harris, President of the Radio Station Group, Westinghouse Broadcasting.

Dick Chapin, President, Stuart Broadcasting Group.

Peter Schulte, Executive Vice President, Harte-Hanks/Southern Broadcasting.

Kerby Confer, President, Pennsylvania Radio Group.

Howard Frederick, Executive Director of Broadcasting, Mid-America Media.

Ron Blue, Executive Vice President, Swanson Broadcasting.

And, Arthur Carlson, Vice President of Radio, Susquehanna Broadcasting.

## SPS WORKS.

It does work. Tested and proven to increase revenue dramatically, Sales Performance System works to enhance your position in the marketplace, at the same time, utilizing the same energy and plan.

This is no magical formula . . . it is the most important development in radio in recent years. If you're involved in radio sales, you owe it to yourself to, at the very least, explore SPS and its application to your property. Call or write . . . SPS could be everything you need to unlock the potential of your station.



**Please send me a free SPS information pack. SEND TO: FirstCom, 6730 LBJ Freeway Dallas, TX 75204. Or Phone: (214) 934-2222**

Name \_\_\_\_\_ Title \_\_\_\_\_ Station \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Phone \_\_\_\_\_ Address \_\_\_\_\_ Zip \_\_\_\_\_

# DICK & BERT & CHUCK BLORE & DON RICHMAN & ALAN BARZMAN & THE GANG ARE APPLYING FOR A JOB AT YOUR STATION.



*Dick Orkin and Bert Berdis, the award-winning "Dick & Bert" team, writer/producers of hundreds of highly entertaining, result producing commercials that have won every top honor in broadcast.*

## Introducing your station's new creative department.

**W**ould you hire these people? Sure, but who could afford them? *You* can, now, thanks to The Creative Department,<sup>™</sup> an innovative new service of FirstCom. That's right . . . you can have exclusive rights to Dick & Bert & Co. in your market, to re-sell to advertisers, a collection of award winning syndicated commercials.

The Creative Department is unlike any other package on the market. It's a collection of the cream of award-winning radio campaigns that are far above the crowd of commercial clutter . . . campaigns that sell themselves to banks, car dealers, furniture stores and merchants of every sort. When you approach these people, you're armed with the best of Dick & Bert, Chuck Blore, Don Richman, Alan Barzman, and more . . . you've got *The Creative Department!*

™Service Mark, First Com. Broadcast Services, Inc.

Send the coupon, or call now . . . your competition is reading this ad, too, you know. And the rights to *The Creative Department* are exclusive in each market!



FirstCom Broadcast Services, Inc.  
6730 LBJ Freeway  
Dallas, Texas 75240  
(214) 934-2222

*Please send a demonstration tape and details on how my station can obtain exclusive rights on The Creative Department materials.*

Name \_\_\_\_\_ Title \_\_\_\_\_

Station \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



# •THE• Must•Attend Seminar of the NAB "Motivating for Money in the 80's".

FirstCom Presents: An outstanding group of experts who will speak on the most important issues facing management today.



### Larry Wilson

Chairman of the board of Wilson Learning Corporation, the world's largest management training organization. Larry is one of the world's most sought after authorities on motivation and success. \*Mr. Wilson will speak on "Motivating in the 80's."



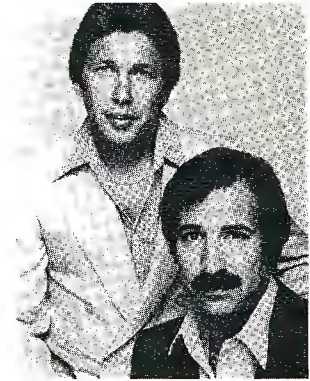
### Norman Wain

President of Metroplex Communications, has made millions of dollars as a broadcast entrepreneur in a short period of time by utilizing aggressive people management, sales, and promotion techniques—Mr. Wain will speak on "Motivating the Manager."



### Ken Greenwood

President of Greenwood Development Corporation, is dean of the Sales Performance System. He has been an announcer, salesman, sales manager, general manager, owner, and president/part owner of the highly successful Swanson Broadcasting Group. In addition, he was head of the Communications Department of the University of Tulsa and is considered by many to be broadcasting's leading authority on radio time sales. Mr. Greenwood will speak on "Motivating the Sales Person."



### Dick & Bert

Dick Orkin and Bert Berdis are simply the most successful radio commercial producers in the world today. They will speak on "Motivating the Creative Person."

*\*Wilson Learning annually trains over 60,000 people from the top companies in the world, including AT&T, Ford Motor Co., Honeywell, DuPont, & Levi Strauss.*

**T**here is no charge for this outstanding seminar, but we have limited space available. Return the attached reservation now to confirm your place.

If you are unable to attend, we would be pleased to send you an audio cassette of the seminar.

"Motivating for Money in the 80's" will be held on

Sunday, April 12 at 5:30 PM  
in Pavilion I of the Las Vegas  
Hilton. We look forward to  
seeing you there.



Sponsored by FirstCom Broadcast Services, Inc.

(Send to: FirstCom, 6730 LBJ FWY, Dallas, TX 75204)

Please reserve a place for me.  Please send me the audio cassette. Enclosed is \$5 for cassette, postage, and handling.

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Station \_\_\_\_\_ City \_\_\_\_\_  
 Address \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

- Rees Associates** 623-S  
722 N. Broadway, Suite 500, Oklahoma City  
73102
- Research Technology** 1112  
4700 Chase Ave., Lincolnwood, Ill. 60646  
**Staff:** R. Short, T. Boyle, S. Little.
- RF Technology** 1624  
60 Wilton Rd., Westport, Conn. 06880
- ROH** 107-S  
3603 Clearview Pl., Atlanta 30340  
Series 300 intercommunications equipment,  
200 series modular audio products. **Staff:** G.  
Pearcey, J. Huber, J. Tritley, W. Walker.
- Romeo Associates** 2119  
41055 Pajaro Dr., Fremont, Calif. 94538
- Rohde & Schwarz Sales** 1110  
14 Gloria La., Fairfield, N.J. 07006  
Color and monochrome studio monitors, multi-  
standard chroma decoders, RF modulators, TV  
demodulators, two-line comb filters, FM  
transmitters, FM stereo test generators and  
decoders, video and RF test instruments.  
**Staff:** U. L. Rohde, K. Perry, A. R. Davis, H. J.  
Levine, A. Chiaravalle, S. Barlow, R. Quitt, L.  
Vandenbroucke, J. Helewaut, D. Decock, M.  
Lambrecht, R. Maes, A. Pauwels, R. Joye.
- Rosco Labs** 1039  
36 Bush Ave., Port Chester, N.Y. 10573
- Ross Video** 1812  
9 Plaza Dr., Iroquois, Ont. K0E 1K0  
Video production switchers. **Staff:** J. Ross, O.  
Skrydstrup, F. Paulino, J. McQuigge, R. Green-  
field.
- RTS Systems** 1525  
110 W. Chestnut St., Burbank, Calif. 91506  
Intercom system, microphone mixer,  
microphone preamplifier, phono preamplifier,  
buffer amplifiers, monitor amplifiers, distribu-  
tion amplifiers. **Staff:** D. Leighton, R. Fuller, J.  
Simpson.
- Rupert Neve** 1203  
Berkshire Industrial Park, Bethel, Conn. 06801  
Necam II post production automation system  
for audio\*, production consoles. **Staff:** T. Nor-  
dahl, B. Roche, A. Langley, D. Tilsley, C. Mac-  
Donald, P. Horsman, G. McCandless, B. Martin,  
M. Jones.
- Russco Electronics** 207  
5690 E. Shields Ave., Fresno, Calif. 93727  
Turntables, preamps, audio distribution amps,  
rack mounted audio power amplifiers,  
telephone remote mixers, tone arms, broadcast  
consoles. **Staff:** R. Friend, B. Gaudin, D. Han-  
cock, C. Auernheimer, R. Peterson.
- Sacred Sound** 624  
11635 Richmond St., Riverside, Calif. 92505  
Religious formats\*. **Staff:** L. McIntyre, S. McIn-  
tyre.
- Saki Magnetics** 331  
5770 Uplander Way, Culver City, Calif. 90203
- Scientific-Atlanta** 1119  
Box 105600, One Technology Parkway, Atlanta  
30340  
Series 7500 video receiver\*, Model 7630 LNA  
protection switch\*, Model 8840 antenna con-  
troller, 7-meter earth station. **Staff:** Dr. A. Ecker,  
Dr. G. Beakley, D. Bothof, R. Stuart, T. Williams,  
M. Hudspeth, T. Davis, R. Pearl, T. Castaldy, D.  
Crumm, E. Pietras, R. Stuart, B. Crawley, S.  
Chaddick, J. Feight, J. Stratigos, R. Pittam, L.  
Hopkins, B. Porter, J. Crowe.
- Sennheiser Electronic** 508-S  
10 W. 37th St., New York 10018  
Microphones, stereo headphones.
- Sescom** 905  
1111 Las Vegas Blvd. North, Las Vegas 89101  
Audio accessories. **Staff:** F. J. Miller, B. Barney.
- Sharp Electronics** 1121  
10 Keystone Pl., Paramus, N.J. 07652  
XA600PA portable VHS videotape recorder,\*  
XC700 prism optics color camera systems,  
color monitors/receivers. **Staff:** B. Garbutt, R.  
Colgan, J. Freeman, J. Cohen, N. Kobu, K.  
Nakakura, H. Maeta, H. Miura, B. Pollack, L.  
Sauter, G. Olson, J. Grunder, D. Mahoney, W.  
Steurer, J. Schaffer.
- Shintron** 1107  
144 Rogers St., Cambridge, Mass. 02142  
Special effects generators, edit code gener-  
ators, character generators, distribution  
amplifiers, sync generators. **Staff:** S. Asano, C.  
Place, B. Warnke, B. Parke, C. Bailey, M.  
Wroski, J. Kuchler.
- Shively Laboratories** 128-A  
Route 117, Bridgeton, Me. 04009  
FM antennas and related equipment. **Staff:** E.  
Shively, P. Wescott, C. Peabody, R. Tanczos, R.  
Bellefeuille, G. Somers, D. Collins.
- Shure Brothers** 107  
222 Hartrey Ave., Evanston, Ill. 60204  
Microphones, mixers, circuitry and disk  
reproducers. **Staff:** M. Petterson, B. Ott, K.  
Simons, M. Solomon, I. Sever.
- Sigma Electronics** 1602  
1830 State St., East Petersburg, Pa. 17520  
**Staff:** R. Wiley, O. Choi, K. Porter, M. Deneroff,  
J. Lasek.
- Simmons Market Research** 201-S  
219 E. 42d St., New York 10017  
Radio and TV audience research services.  
**Staff:** G. Winslow, R. Brown.

**\$ MONEY \$**

Is only one of  
many reasons  
broadcasters  
throughout the U.S. and  
Canada invest in the  
**Bridal Fair® Program.**

**Bridal Fair®** delivers...

- Community Involvement
- New Business
- Increased Budgets From Existing Clients
- Improved Long-Term Client Relationships
- Increased Business in the "First-Quarter"

We have the track record to get the job done—We will deliver over \$4 million of business on our client stations in the first quarter of 1982!

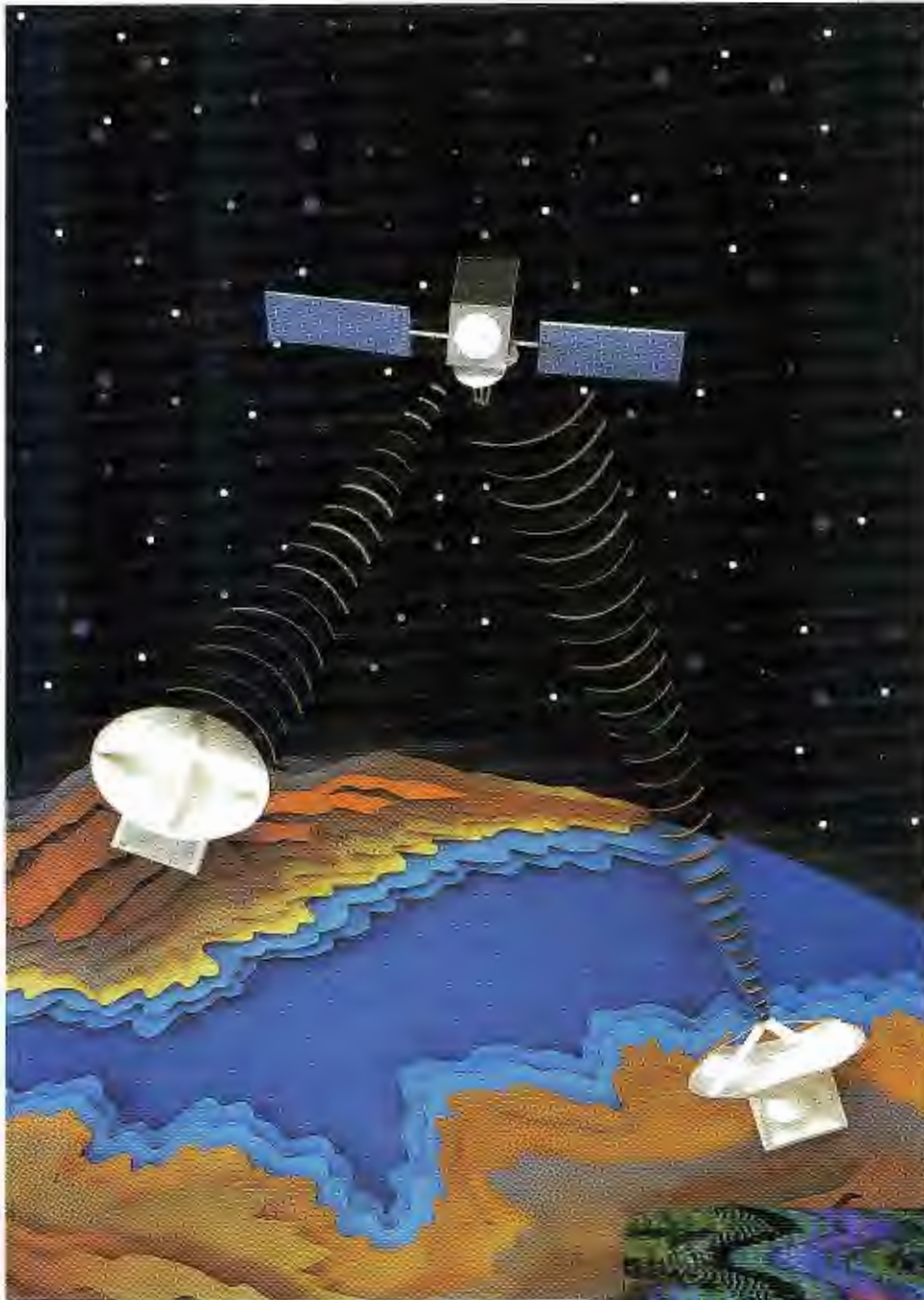
If you would like to take some of the "risk" out of your future, stop by our Hospitality Suite at The Las Vegas Hilton. We'll show you how the marketing pros at Bridal Fair, Inc. can make this a "jackpot" year for **your** station!

**You could win big money in Las Vegas...  
if you're lucky—But Bridal Fair® is a sure bet!**

(If you aren't going to NAB this year, give us a call or write. One of our Regional Managers is anxious to make you money.)

**Bridal Fair, Inc. • 8901 Indian Hills Drive  
Omaha, Nebraska 68114 • (402) 397-8902**

# WHO ON EARTH IS LISTENING IN? WITH OAK'S SATELLITE SECURITY SYSTEM, IT'S UP TO YOU.



*You can't stop people from receiving your satellite transmissions. But without an ORION decoder—and your authorizing signal—the sound is buried in the video signal and the picture looks like this.*



Is someone eavesdropping on your satellite signals?

Thousands of private earth stations already exist. Lower costs and wider availability are adding more each week. Chances are good that someone *is* listening in on your sensitive business communications or intercepting programming that should be producing revenues.

Now you can do something about it. Oak's new ORION system is a sophisticated encryption network designed specifically to enable you to fully control the distribution of your satellite signals. It ensures that only those viewers you individually authorize receive intelligible audio and video.

The ORION system uses an innovative time-varying, computer-controlled code. Not only must a viewer have an ORION decoder, that decoder must be specifically addressed by the transmitting station. It's the highest level of security you can give your satellite signals.

Oak Communications is a world leader in STV and CATV signal encryption, producing at the rate of 5,000 decoders a day. Now we've applied our technical and manufacturing expertise to the problem of satellite security. The ORION system is the solution. For a detailed technical description, call or write: Oak Communications

Inc., Satellite Projects Division, 16935 West Bernardo Drive, Rancho Bernardo, CA 92127. (714) 485-9880.

**OAK**

Communications Inc.

See us at the NAB Show,  
April 12-15, Booth No. 1517.

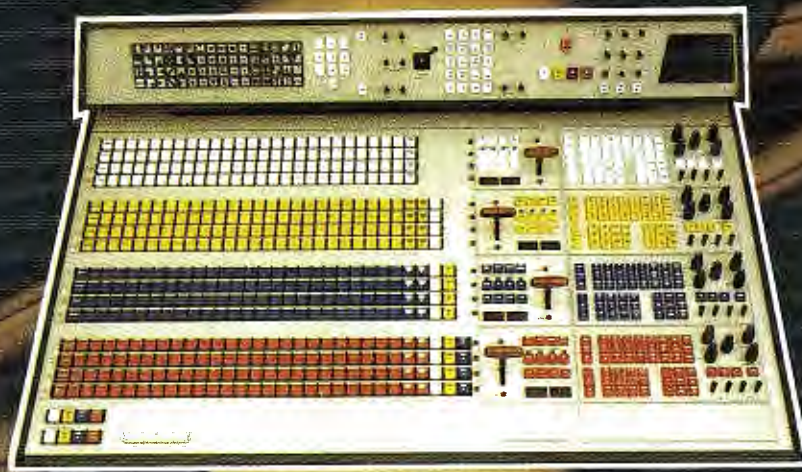
- Sintronic** 126  
212 Welsh Pond Rd., Lionville, Pa. 19353  
AM, FM transmitters. **Staff:** J. Novik, H. Rabinowitz, D. Richardson, J. Hayes, D. LaFrenais, A. Singer.
- Skirpan Lighting Systems** 1525  
110 W. Chestnut St., Burbank, Calif. 91506  
Visible memory lighting control unit\*, Autocue/80 and cuelong, MCP panels for manual control of dimming systems, astral dimmers, K dimmers. **Staff:** S. Skirpan, B. Slutske, D. Gill, S. Bonsignore.
- Skotel** 1720  
1445 Provencher, Brossard, Que. J4W 1Z3  
Control code equipment, time code generators/readers. **Staff:** S. Scott, T. Montgomery, J. Scott.
- Sono-Mag** 309  
1833 W. Hovey Ave., Normal, Ill. 61761  
Broadcast automation systems for radio, including mini-pro live assist programmer. **Staff:** W. Moulic, S. Sampson, B. Popke, P. Charlton, J. Bassett.
- Sony** 1211  
9 W. 57th St., New York 10019
- Soper Sounds** 204-S  
Box 498, Palo Alto, Calif. 94301
- Sound Communications** 410  
117 Nederland Ave., Nederland, Tex. 77627
- Sound Genesis** 330  
2001 Bryant St., San Francisco 94110  
Audio post production system for video, including consoles, recorders. **Staff:** D. Angress, R. Webb, B. Ulius, D. van Hoy, J. Evans, B. Bowen.
- Sound Systems** 1714  
11-03 45th Ave., Long Island City, N.Y. 11101
- Sound Technology** 1132  
1400 Dell Ave., Campbell, Calif. 95008  
Series 1700 distortion analyzers, 1500 series tape recorder tester, test equipment. **Staff:** S. Funke, K. McGuire, M. Stevens.
- Sperry Marine Systems** 708-S  
Marcus Ave., Great Neck, N.Y. 11020
- Sphere Electronics** 609-S  
20201 A. Prairie St., Chatsworth, Calif. 91311
- Spin Physics** 1118  
3099 Science Park Rd., San Diego 92121  
Quad video head refurbishing service. **Staff:** J. Lemke, J. Crosby, W. Heywood, D. Austin, G. Long, D. Franssens, B. Kroon, L. Koonsman, K. White, K. Harrell, J. Renati, R. Murphy, B. Keegan.
- Stainless** 1009  
Third St., North Wales, Pa. 19454  
**Staff:** H. J. Guzewicz, J. C. Rodriguez, O. F. Ulmer, R. E. Pagnotto, H. E. Balshukat, H.W. Guzewicz, J. L. Windle.
- Stantron/Div. of Wyco Metal** 1828  
6918 Beck Ave., N. Hollywood, Calif. 91605  
Electronic modular cabinets and computer peripheral furniture. **Staff:** G. Tessier, D. Weiss.
- Stanton Magnetics** 118-A  
200 Terminal Dr., Plainview, N.Y. 11803  
Compete line of cartridges, styli, headphones, record care products line\*, RC4 record care cleaner\* and the stylus cleaner\*. **Staff:** P. Bidwell, G. Alexandrovich, J. Fox, P. Torraca.
- Station Business Systems** 509  
600 W. Putnam Ave., Greenwich, Conn. 06830  
BAT computerized billing, accounting, traffic and payroll systems for radio & TV stations, NEWSOM computerized newsroom story writing, editing, prompting, and retrieval systems, music playlist and inventory system\*, media and copy inventory system\*, program package inventory system for TV\*. **Staff:** J. Coons, N. Smith, G. Pupala, J. Baxa, J. Baker, D. Bell, L. Facto, D. Lamoreaux, J. Lang, W. Middleton, D. Parkhurst, G. Persons, B. Phillips, N. Hamilton.
- Storeel** 911  
2050-C Carroll Ave., Suite 2 Atlanta 30341  
**Staff:** R. Schaeffer, S. Pease, M. Hurst, P. Galvin.
- Strand Century** 1204  
5432 W. 102d St., Los Angeles 90045  
Lighting equipment, TV studio lighting packages\*, Pulsar 600 w portable unit\*, dimming control system. **Staff:** B. Liento, B. Schiller, F. Marsico, J. Mulder, A. Fletcher, L. Witman, B. Dente, M. Bauserman, M. DeSisti, J. Montero, P. Bernard, D. Appleton, B. Edney, G. Murphy, H. Forman.
- Studer Revox America** 602  
1425 Elm Hill Pike Nashville, Tenn. 37210  
Revox PR-99 open reel professional broadcast recorder reproducer, Studer B67MKII open reel recorder/reproducer, Studer 369 audio mixing console, Studer 900 series of broadcast consoles\*; Revox B710 professional cassette recorder/reproducer. **Staff:** B. Hochstrasser, B. Tucker, B. Lowe, T. Mintner, B. Van Doren, D. Beard, T. Jenny, S. Kuni, F. Layn, B. Evans, R. Delapraz.
- Swintek Enterprises** 1800  
1180 Aster Ave., Sunnyvale, Calif. 94086  
**Staff:** B. Swintek, T. Sheffield, L. Underwood.
- S.W.R.** 1626-A  
P.O. Box 215, Goffstown, N.H. 03045  
Rigid coaxial line, high-power coaxial switches, high-power fine matchers\*, tuners\*. **Staff:** J. Kruger, R. Kruger, A. Bouchard, R. Urekew.
- Sylvania Lighting Products/GTE** 909  
Lighting Center, Danvers, Mass. 01923  
Lamps for film theatrical and TV use. **Staff:** R. Witt, D. Scioli, T. Holland, M. Skerry, S. Biondo, C. Antaramian, J. O'Keefe, E. Kowalski, R. Brown, C. Durkee, B. Newell.
- System Associates** 1722  
5801 Uplander Way, Culver City, Calif. 90230  
Sales of used broadcast television equipment. **Staff:** B. Seidel, W. Shubin.
- System Concepts** 1305  
2440 South Progress Dr., Salt Lake City 84119  
QUANTAFONT "Q" series teleproduction graphic titlers QST automatic subtitling system, QuantaNews computerized newsroom system. **Staff:** R. M. Unrath, L. F. Zaller, R. Romijn, E. Leonard, J. Peterson, M. Williams, G. Hofhine, S. Dixon, L. Forlani, J. Welland, T. O'Connell, L. Lunceford, P. Pouw, D. Hughes, J. Kellner.
- Taber** 502  
2081 Edison, San Leandro, Calif. 94577
- William B. Tanner** 117  
2714 Union Ave. Ext., Memphis 38112  
I.D. packages, custom commercials, custom TV I.D.'s, Trendsetter. **Staff:** Z. Hernandez, G. Buckingham, D. Tyler, K. Alexander, H. Tanner, A. Gerritz, D. Denham, R. Mourning, B. Laffey, J. Hagerman, B. Blow, W. B. Tanner, A. J. Martin, C. Foster, D. Johnson.
- T. A. Associates** 224-S  
111 Devonshire St., Boston, Mass. 02109  
Panels showing latest broadcasting financings. **Staff:** D. D. Croll, R. H. Churchill, W. P. Collatos.
- Tayburn Electronics** 1708  
6106 Avenida Encinas, Carlsbad, Calif. 92008  
Video transmitters and receivers\*, TBT-50 miniature video transmitter\*, TBA-600A miniature automatic tracking antenna system\*. **Staff:** E. Shilts, J. Mathis, G. Rowley, D. Shuman.
- Teac** 702-S  
7733 Telegraph Rd., Montebello, Calif. 90640  
Mixing console for 8-track application in video post production and airborne videotape U-matic recorder. **Staff:** N. Tamura, B. Goldman, V. Miyata, W. Mohrhoff, D. Oren, J. Wilson, M. Sekine, S. Taira, T. Yamaguchi, Y. Oshikawa, T. Storley, J. Yamaguchi.
- Teatronics** 1505  
Box 921 Beverly Hills, Calif. 90213  
**Staff:** R. Volk, J. Joffee, P. Kirchner.
- Tech Theatre** 1709  
4724 Main St., Lisle, Ill. 60532  
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**Technology Service 208-S**  
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Weather presentation systems, color radar, complete turnkey radar systems, RRT 77-16 remote NWS radar receiver. **Staff:** G. Ustach, R. Durand, M. Riess.

**Tektronix 1111**  
Box 5000, Beaverton, Ore. 97077

**Staff:** T. Long, C. Barrows, T. Craven, A. Basso, L. Kaplan, R. Marquez, R. Stevens, J. Capps, J. Hallett, C. Rhodes, M. Boyesen, J. Campos.

**Tele-Cine 1114**  
5434 Merrick Rd., Massapequa, N.Y. 11758

TV zoom lens, ENG, EFP, studio, field lenses, rentals and service. **Staff:** B. Jones, C. Marcin, D. Collins, G. Hess, M. Leder, W. Opitz, H. Stahl, H. Waeglein.

**Telemet 1010**  
185 Dixon Ave., Amityville, N.Y. 11701

Transmitter engineer equipment to check whether performance conforms to FCC standards, including envelope delay measurement set, side-band analyzer, demodulator, demodulator tester, synchronous detector, model 5210 thermal equalizer\*. **Staff:** S. Hamer, B. Griffiths, K. Hamilton, J. Cali, V. Delmato, A. Swartiroff, M. Tchinnis, G. Dorman.

**Telescript 1025**  
20 Insley St., Demarest, N.J. 07627

Monitor prompting systems, MPS-DP\*. **Staff:** B. Swanson, B. Coomes, J. Kull, J. Swansen, J. Spencer, C. Prisco, J. Lennan, B. Helder, B. Muster.

**Telesource Communication Services 1810**  
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Computerized election, sports and weather reporting services, universal computer-character generator interface. **Staff:** M. Rich, W. McLain, R. Fleming, K. Daniels, G. Leemaster, R. Nolan.

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Telestrator electronic graphics and animation systems, Autoprobe, stylus-controlled imagery. **Staff:** L. Reifferl, W. Jung, W. Rickoff, J. Dunbar, J. Spery, T. Comann.

**Television Engineering 1201**  
580 Goddard Ave., Chesterfield, Mo. 63011

Remote unit and associated equipment. **Staff:** J. Vines, L. Mason, R. Hanson, R. Vines, W. Hensley, P. Schoo.

**Television Equipment Associates 1019**  
Box 260, South Salem, N.Y. 10590

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**Television Products 409-S**  
9020 Aviation Blvd., Inglewood, Calif. 90301

P-80\*, P-25 camera pedestals. **Staff:** K. Strumpell, B. Wiesner.

**Television Technology 1623**  
5970 W. 60th Ave., Arvada, Colo. 80020

Television and FM translators, LPTV. **Staff:** G. Morton, A. Delay, N. Pands, B. St. Clair, B. Pearce, R. Dees.

**Telex Communications 311**  
9600 Aldrich Ave. South, Minneapolis 55420

Cartridge and reel-to-reel recorders and reproducers, Audiocom intercom system, microphones, loggers, headphones and headsets, wireless microphones\*. **Staff:** J. Arrington, G. Dzubay, D. Flygstad, A. Kleiman, D. Merein, I. Strauber.

**Tennaplex Systems 343**  
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**Staff:** M. Muenzel, M. Vradenberg, M. Crouch, B. Wickline, J. Gschwendtner.

**Tentel 1005**  
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Tape tension gauges, spindle height gauges for U-matic machines, spindle height gauges for VHS and Beta machines\*. **Staff:** W. Graham, J. Chavers Jr., L. Graham, J. Kaye, K. Nielsen.

**Terracom-Coral 1043**  
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TCM-6 microwave radio for STL use. **Staff:** S. Sievers, B. Boulio, M. Mulcay, D. Pond, B. Hunter, J. McGuire, K. Years, C. Dyer, T. Fulford, C. Ham.

**TFT 124**  
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**Toshiba America 1214**  
292 Gibraltar Dr., Sunnyvale, Calif. 94086

PK-60 portable broadcast news production color camera, PK-40A automatic setup portable camera. **Staff:** R. Fried, D. Diesner, J. Wenzlaff, D. Seedall, B. Schneider, C. Shiner.

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**Staff:** E. Trompeter, S. Trompeter, H. Gladish, R. Coleman, E. Fischle, T. Hunter, J. Escover, G. Stein, R. Stein, R. Mendel, M. Mendel, P. Cox.

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BC 102/104 portable mixing consoles. **Staff:** K. Mustafa.

**Ultra Audio Pixtec 1819**  
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**Staff:** O. Berliner, V. Dorsey, M. Gottlieb, M. Barkat, P. Maron, B. Chapman, H. Earle, R. Whit-

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**United Media 1711**  
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**United Press International 903**  
360 N. Michigan Ave., Chicago 60601

Satellite delivery of DataNews, Nevada broadcast newswire, audio network, Unifax II, Goesfax. **Staff:** G. Rice, T. Feurey, B. Ferguson, I. Smith, M. Flynn, G. Neeleman.

**United Research 414**  
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Box 2000 Peoria, Ill. 61656

**Staff:** M. Fleissner, G. Francis, K. Cordrey, L. Grimes

**U.R.E.I. 607-S**  
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Power amplifiers, studio monitors, compressor/limiter, model production console. **Staff:** B. Marlin, J. Wahl.

**Ursa Major 414-A**  
Box 18, Belmont, Mass. 02178

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**U.S. Instruments Rentals 105-S**  
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**Varian Associates 306**  
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**Versa-Count 516**  
**553 Lively Blvd., Elk Grove, Ill. 60007**

**V.G. Electronics 1939**  
**Menziies Rd., Hastings, Sussex, Eng.**

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**Video Associates 1716**  
**2304 Hancock Dr., Austin, Tex. 78756**

Special effects generators. **Staff:** M. Dyer, H. Mistrot, A. Bell.

**Video Data systems 1523**  
**5630 Waterbury Way, Suite B-102, Salt Lake City 84121**

TPT-2500 television production titler\*, message character generator\*, VITL vertical interval transmission link\*, titling systems, digital time and weather displays. **Staff:** S. Seiden, W. Leventer, B. Kenyon, B. Hall, K. Lawson, R. Funk.

**Videomagnetics 1808**  
**155 San Leandro, Sunnyvale, Calif. 94086**

**Videomedia 1403**  
**250 N. Rolfe Rd., Sunnyvale, Calif. 94086**

Z6000 editing system\*, plus other editing systems. **Staff:** B. Stickney, D. Dorsa, H. Wilks, J. Thibodeaux, K. Royer, B. Sorby, B. Ota, H. Kneiss, M. Huss, K. Francetic.

**Videotek 1611**  
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**Vidicraft 180-S**  
**3357 SE 22nd St., Portland, Ore. 97202**

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**Staff:** R.D. Renning, P. Alford.

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CT-1000 animated color-graphic weather forecasting computer. **Staff:** S. Root, J. Bateman, P. van Schenck.

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**Staff:** W.V. Smith, E. Anderson, B. Muellner, C. Anderson, S. Rutkowski, P. Post, P. Sappanos, T. Kelly, T. Hambrick, L. Hambrick.

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**Wilkinson Electronics 302**  
**701 Chestnut St., Trainer, Pa. 19013**

AM/FM transmitters, line search protectors, silicon rectifiers, generators, dummy load, consoles. **Staff:** J. Neff, B. Johnson, R. Jukes, C. Alton, M. Gonzalez.

**Winsted 823**  
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Editing consoles, videotape and film storage systems, videotape and film trucks, equipment racks, dubbing racks, post-production consoles, one-inch videotape recorder console. **Staff:** C. Johnson, J. Hoska, G. Hedlund, B. Hansen.

**Wireworks 1619**  
**380 Hillside Ave., Hillside, N.J. 07205**

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**Wolf Coach 1225**  
**200 Bartlett St., Northboro, Mass. 01532**

**Staff:** R. Wolf, M. Wolf.

**World Tower 420**  
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**Staff:** M.N. Sholar, N. Sholar, J. Sholar, S. Sholar, J. Wilson.

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**Scientific Atlanta** 12  
 3845 Pleasantdale Rd., Atlanta 30340

**A. F. Associates** 41  
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**ESPN** 42-43  
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**N-PRO Co.** 44  
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**NBC Radio Division** Hilton 2932

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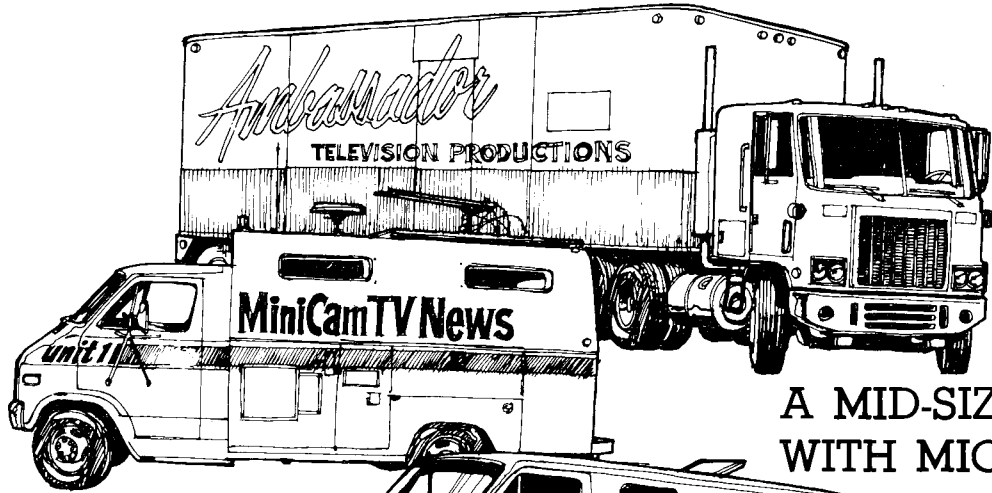
Some of it is superb. But, as an oil company, we are occasionally astonished—and dismayed—to see or read a quick, shallow treatment in the news concerning energy matters of profound domestic or international significance.

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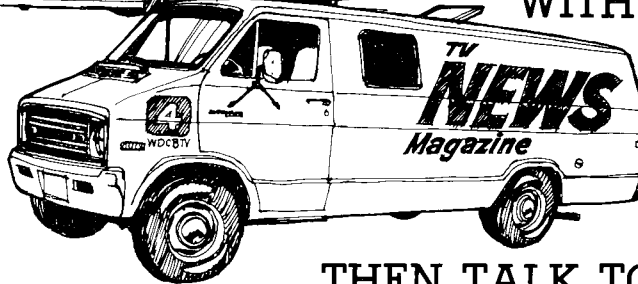
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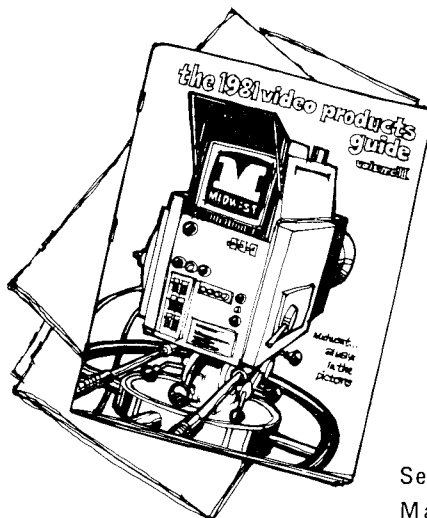
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**FCC**

The Federal Communications Commission will be represented at NAB by Acting Chairman Robert E. Lee, Commissioners Abbott Washburn, James Quello and Anne Jones. Also attending will be R.D. Lichtwardt, FCC executive director, Broadcast Bureau Chief Richard Shiben and Henry (Jeff) Baumann and Dennis Williams from the broadcast bureau division.

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# NAB '81: Facing the future's political and technological challenges

It's being billed as the "most important broadcasting conference you may ever attend." When the 25,000 participants expected to attend this year's NAB convention arrive in Las Vegas, they'll be faced with an agenda that reflects at least two phenomena: the technological revolution that must be reckoned with and a new Congress in Washington that has among its prospects at least some deregulation of the telecommunications industry.

Radio and TV workshops on teletext, satellite distribution, low-power TV and STV distinguish this year's agenda from that of previous years, when the new technologies were considered something for the future. Emphasis in these workshops, according to NAB staff, will focus on how

to compete with or invest in these emerging media.

On the political front, 17 members of the 97th Congress, many of them on committees key to broadcasters' interests, will participate, as will FCC Commissioners Abbott Washburn, James Quello and Acting Chairman Robert E. Lee.

Among new features on this year's agenda are a forum for Spanish-language radio broadcasters, a legal seminar for in-house counsel and a series of "roundtable" discussions at which experts will be available to share advice on management, promotion, programing, financing, sales and technology.

Entertainment at this year's convention will include appearances by comedians

Bob Hope and Rich Little. Political commentator George Will, economic commentator Howard Ruff and former radio and TV personality Jean Shepherd will address TV, radio and engineering luncheons, respectively, on Monday.

Spouses who participate in this year's event will be invited to attend all working sessions free of charge and luncheons for fees of \$15 each. Spouses will also find their own agenda this year, with workshops on broadcasting, personal time management, stress, and consumer affairs, as well as a tennis tournament, shopping spree, fashion show and guided tours.

Following is a rundown of events from Sunday through Wednesday:

## Agenda: Radio, TV and engineering session lineup

**Registration.** NAB's registration desk will be located in the lobby of the Convention Center. It will be open 9 a.m.-5 p.m. Saturday, 8-5 Sunday, 9-5 Monday and Tuesday, and 9 to noon on Wednesday. All sessions and workshops will be held in the Convention Center.

**Exhibits.** The exhibits, divided between radio (North hall) and television (East hall), will be open 9 a.m.-5 p.m. Sunday, Monday and Wednesday, and 9 a.m. to 8 p.m. Tuesday.

### Sunday, April 12

**Joint session.** Convention Center rotunda. 2:15. Doors open with musical entertainment. 3 p.m. Invocation by former Nevada senator Berkley L. Bunker. Welcome: Thomas E. Bolger, NAB chairman, Forward Communications. Remarks: Senator Howard Cannon (D-Nev.). Keynote address: Vincent T. Wasilewski, NAB president. Presentation of the NAB Distinguished Service Award to Arch Madsen, Bonneville International, Salt Lake City. Comedy by Rich Little.

### Monday, April 13

#### RADIO SESSIONS

**General session.** 9-10:15 a.m. Call to order and opening remarks. Edward O. Fritts, NAB radio board chairman, Fritts Broadcasting, Indianola, Miss. Keynote address: Rich DeVos, Mutual Broadcasting co-chairman.

**Four concurrent workshops.**  
10:30-11:45

*Getting More Productivity from Your People.* Room 18. Jim Hooker and Chris Lytle, Media Sales Training Systems.

*Finding \$\$\$ To Buy, Build and Remodel Radio Stations.* Room 20. Moderator: David Croll, T.A. Associates. Panelists: Robin B. Martin, Deer

River Broadcasting; Jim Pearson, Continental Illinois National Bank & Trust of Chicago; Jerry Cohen, Home Life Insurance.

*Promotion That Makes Money.* Room 19. Moderator: Richard W. Chapin, Stuart Broadcasting. Panelists: Paul Palmer, KFMB-AM-FM San Diego; Joe Tilton, KADS(AM) Elk City, Okla.; David Berry, WQDR(FM) Raleigh, N.C.

*Washington—A Revolution in the 80's.* Room 21. Moderator: Vincent Wasilewski, NAB president. Panelists: Senator Ted Stevens (R-Alaska) and congressmen Jim Wright (D-Tex.), Thomas S. Foley (D-Wash.) and Robert Michel (R-Ill.).

**New technologies forum.** 10:30 a.m.-12:30 p.m.

Part I. *Basic background: What radio managers must know about DBS, cable, MDS, side bands, low power television, fiber optics, fixed satellites and other things the competition is considering right now.*

Part II. *What to do about it: How does it affect you? How can you compete? How can you coexist? How can you profit from it?* Moderator: Paul Bortz, Browne, Bortz & Coddington. Panelists: Dick Geismar, Insilco Broadcasting; J. T. Shrigley, consultant; Edward McLaughlin, ABC radio networks.

**Four concurrent workshops.** Noon-1:15 p.m.

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*Five Reasons Why Managers and Salespeople Fail . . . and What To Do About It.* Room 18. James F. Clarke, Management Research Associates.

*Selling AM in the '80's.* Room 19. Moderator: Gary Fisher, WABC(AM) New York. Panelists: Roy Mapel, KIML(AM) Gillette, Wyo.; Gary Edens, Southern Broadcasting.

*Meet the Chairman—Legislative Forecasts for the 97th Congress.* Room 21. Senator Barry Goldwater (R-Ariz.), chairman, Senate Communications Subcommittee. Moderator: Edward O. Fritts, NAB radio board chairman.

*Is Your PD a Pro?* Room 20. Moderator: Thomas E. McKinney, Sheridan Broadcasting. Panelists: Richard Harker, KGW(AM) Portland, Ore.; Rick Sklar, ABC Radio; Bob English, WUBE-AM-FM Cincinnati.

**Spanish language forum.** 1:30-4:30 p.m. Moderator: Raul Rodriguez, NAB. Room 21 *Programing/promotion.* 1:30-2:30. Julio Mendez, WQBA(AM) Miami; Ernestina Compéan, KABQ(AM) Albuquerque, N.M.; Manuel Davila, KCCT(AM) Corpus Christi, Tex.

*Sales and marketing.* 2:30-4 p.m. *Research/marketing/sales staffing.* Herb Levin, WQBA(AM) Miami; Howard Kalmenson, Lotus Communications; Nathan Safir, KCOR(AM) San Antonio. *Rep selling.* Eduardo Caballero, Caballero Spanish Media: Agency. Luis Diaz-Albertini, Spanish Advertising Market Service. *Legal advice.* Matt Liebowitz, private attorney.

*Music licensing.* 4-4:15 p.m. Ed Gomez, KABQ(AM) Albuquerque, N.M.

*Financing.* 4:15-4:30 p.m. Rene De La Rosa, KIQ(AM) San Francisco; Edmund Cardona, FCC; Sam Ewing, Broadcast Capital Fund.

## TV SESSIONS

**General sessions.** 9-9:15 a.m. Opening remarks and welcome: Mark Smith, NAB television board vice chairman.

*A Conversation With . . .* 9:15-9:45 a.m. Room A 1-6. Representative Timothy Wirth (D-Colo.) and Robert King, NAB television board chairman.

**In the Box.** 9:45-10:15 a.m. Room A 1-6. *Resolved: That Television Has a Negative Effect on Children Both at Home and at School.* Moderator: Betty Hudson, NBC. Proponent: Neil Postman, New York University professor. Opponent: Roy Danish, Television Information Office.

**Three concurrent workshops.** 10:30 a.m.-noon.

*Local News Isn't Local Anymore.* Room B-2. Moderator: Fred Young, WTAE-TV Pittsburgh. Panelists: Richard Sabreen, Westinghouse Broadcasting; Al Buch KPNX-TV Phoenix; Stephen Miller, **BME**.

*Advocacy Advertising: What Are Your Obligations?* Room B 1. Moderator: Jim Popham, NAB. Panelists: Tom Cookerly, WJLA-TV Washington; Stephen Sharp, Schnader, Harrison, Segal & Lewis; William H. Taylor, Edison Electric Institute.

*Teletext: An Update.* Room D 1 & 2. Moderator: Jane Cohen, NAB. Panelists: David Percelay, CBS/Broadcast Group; William Loveless, Bonneville International; John Smirle, Canadian Department of Communications; Joe McAdams, Field Enterprises; Charles Eissler, Oak Communications.

**Television luncheon.** Noon-2 p.m. Hilton ballroom. Call to Order: Robert K. King, NAB television board chairman. Guest speaker: George Will, syndicated columnist.

**Three concurrent workshops.** 2:30-3:45 p.m.

*Smart Management for Small Markets.* Room B 1. Larry Patrick, NAB.

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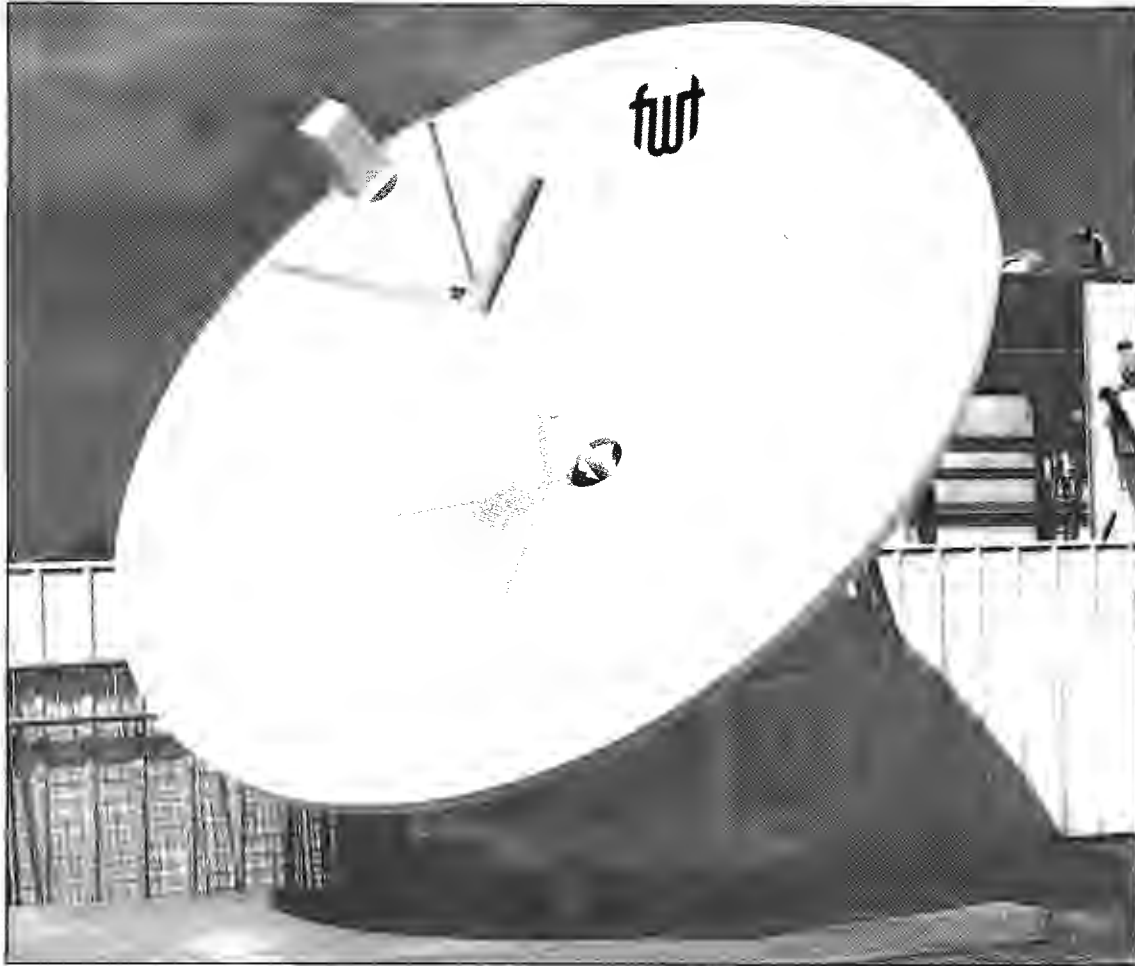
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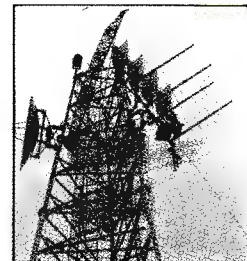
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Discussion leader: Paul Bortz, Browne, Bortz & Coddington. Participants: Bill McAlister, KAMC(TV) Lubbock, Tex.; George Gonyar, WABI-TV Bangor, Me.; Dr. Michael Wirth, University of Denver.

*Effective Planning for Your Broadcast Facility's Future—Part I.* Room B 2. Discussion leader: Frank Rees Jr., Rees Associates. Participants: William Harry Munyon, Rees Associates; Thomas McCoy, Golden West Broadcasters; Chris Cookson, Golden West Broadcasters; R. M. Williams, Williams Associates.

*Cable Copyright—A New Beginning.* Room B 3. Moderator: Kenneth D. Schanzer, NAB. Panelists: Representatives Robert W. Kastenmeier (D-Wis.), George E. Danielson (D-Calif.), Tom Railsback (R-Ill.) and M. Caldwell Butler (R-Va.).

**Four concurrent workshops.** 3:45-5 p.m.

*MDS—A Billion Dollar Baby?* Room B1. Discussion leader: Mark Foster, Microband National Systems. Participants: Carl N. Pehlke, Texscan; Curt Bradley, Movie Systems.

*Efficient Design and Construction of Broadcast Facilities—Part II.* Discussion leader: Frank Rees Jr., Rees Associates. Participants: C. Leroy James, Rees Associates; Thomas McCoy and Chris Cookson, Golden West Broadcasters; R. M. Williams, Williams Associates.

*Is the Sky Really Falling? A Look at Prime Time Ratings.* Room D 1. Moderator: Gary Chapman, WLNE(TV) New Bedford, Mass. Panelists: Marvin Mord, ABC; David Traylor, A.C. Nielsen; Bernard Guggenheim, Campbell-Ewald.

*Congress Looks at Television.* Room B 3. Moderator: Kenneth D. Schanzer, NAB. Panelists: Senators Ernest Hollings (D-S.C.), Larry Pressler (R-S.D.), Robert W. Kasten Jr. (R-Wis.) and representatives W.J. (Billy) Tauzin (D-La.), Matthew J. Rinaldo (R-N.J.), Thomas Luken (D-Ohio) and Harold Rogers (R-Ky.).

**Seven concurrent "How To" clinics.** 8-9 p.m. All will take place in Hilton conference rooms.

*How To Get a Speedy FCC Approval of Assignment Application.* Room 1. Moderator: Erwin Krasnow, NAB. Panelists: Stanley B. Cohen, Cohn & Marks; William S. Green, Pierson, Ball & Dowd; Rainer K. Kraus, Koteen & Burt.

*How To Apply For a Low-Power TV Station.* Room 2. Moderator: Valerie Schulte, NAB. Panelists: Henry Goldberg, Verner, Liipfert, Bernhart & McPherson; George R. Borsari Jr., Daly, Joyce & Borsari; B. Jay Baraff, Baraff, Koerner & Olender.

*How To Renew Your License.* Room 3. Moderator: Rich Wyckoff, NAB. Panelists: B. Dwight Perry, Dow, Lohnes & Albertson; Harold K. McCombs Jr., Marmet Professional Corp.; James K. Edmundson Jr., Tepper & Edmundson.

*How To Do Business With Cable Systems.* Room 4. Moderator: James Popham, NAB. Panelists: Howard M. Liberman, Howard M. Liberman law offices; Lewis I. Cohen, Cohen & Berfield; Mark Tauber, Pierson, Ball & Dowd.

*How To Get What You Bargained For: Contracts, Leases and Releases.* Room 5. Moderator: Raul Rodriguez, NAB. Panelists: A. Thomas Carroccio, Santarelli & Gimer; David W. Maher, Reuben & Proctor; George Malti, Farrand, Malti, Spillane, Cooper & Carpenter.

*How To Deal With Ballot Issues and Other Fairness Doctrine Issues.* Room 6. Moderator: Steve Nevas, NAB. Panelists: Neal Goldberg, Hamel, Park, McCabe & Saunders; Robert

Bruce, Leva, Hawes, Symington, Martin & Oppenheimer; John D. Lane, Hedrick & Lane.

*How To Operate Under Radio Deregulation.* Room 7. Moderator: Barry Umansky, NAB. Panelists: William Bernard, Kenkel & Bernard; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; John Jacob, Cordon & Jacob.

**Six concurrent clinics.** 9:15-10:15 p.m.

*How To Conduct "Kosher" Contests, Promotions and Lotteries.* Room 1. Moderator: Barry Umansky, NAB. Panelists: Ashton R. Hardy, Jones, Walker, Waechter, Poitevant, Carrere & Denegre; Arthur Ginsberg, University of Texas at Austin; Al Hammond, Allbritton Communications.

*How To Report on Music Licensing Fees.* Room 2. Moderator: Jim Popham, NAB. Panelists: Ian Volner, Cohn & Marks; Robert Henley, KGNR(AM) Sacramento, Calif.; John Alves, BMI; David S. Hochman, ASCAP.

*How To Run A Sales Department Legally.* Room 3. Moderator: Valerie Schulte, NAB. Panelists: John C. Quale, Kirkland & Ellis; Gordon C. Coffman, Wilkinson, Cragun & Barker; Lee M. Mitchell, Sidley & Austin.

*How To Implement an Effective EEO Program.* Room 4. Moderator: Raul Rodriguez, NAB. Panelists: Edgar W. Holtz, Hogan & Hartson; Louis Schwartz, Schwartz, Woods & Miller; Scott Johnson, Gardner, Carton & Douglas.

*How To Deal With the Telephone Company.* Room 5. Moderator: Steve Nevas, NAB. Panelists: Donald E. Ward, Ward & Mendesohn; John Wells King, Haley, Bader & Potts; Martin Leader, Fisher, Wayland, Cooper & Leader.

*How To Get Your Money's Worth from Your Communications Lawyer.* Room 6. Erwin Krasnow, NAB. Panelists: Benito Gaguine, Fly, Schuebruk, Gaguine, Boros, Schulkind & Braun; Earl Stanley, Dow, Lohnes & Albertson; Stanley E. Neustadt, Cohn & Marks.

## ENGINEERING SESSIONS

**SMPTÉ presentation.** 8-9:30 a.m. Rooms E 1-3. Program chairman: Carlos Kennedy, Ampex Corp. Co-chairman: Fred Remley, University of Michigan. San Francisco SMPTÉ papers presented by C. Robert Thompson, RCA. *SMPTÉ Digital Video Component Tests.* Moderator: Farnk Davidoff, Frank Davidoff Inc. Panelists: William G. Connolly, CBS; Kenneth B. Davies, Canadian Broadcasting; Charles A. Ginsberg, Ampex; Roland J. Zavada, Eastman Kodak; C. Robert Thompson, RCA.

**Radio workshops.** 8-9:30 a.m. Rooms A 3&6 *Telephone Talk Shows.* Moderator: William Ruck, KFOG(FM) San Francisco. Panelists: Tim Brown, Comrex; Mary Lou Brooks Aiken, Southern Bell Telephone; Mark Durenberger, KSTP-AM-FM Minneapolis; John M. Lyons, WXLO(FM) New York.

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9:30-10:30 a.m. Rooms A 3&6. **FCC Panel: The Region 2 Conference.** Moderator: Charlie Morgan, Susquehanna Broadcasting. Panelists: Jeff Baumann, FCC; Dennis L. Williams, FCC; Wallace Johnson, Association for Broadcast Engineering Standards; Harold Kassens, A.D. Ring & Associates.

**Television workshops.** 9:30-11 a.m. Rooms E 1-3. **EIA Teletext Report.** Moderator: Bernard J. Lechner, RCA Labs. Panelists: Bernard Rogers, IBA; John Storey, Communications Research Center; Pierre Gaujard, Antiope Videotex Systems; Carl G. Eilers, Zenith Radio; Dave Sillman, PBS.

11-noon. Rooms E 1-3. **UHF Transmitter Efficiency.** Moderator: Chet Sawicki, NEP Communications. Panelists: Robert M. Unetich, RCA; Larry Will, New Jersey Public Television Authority; Mac Burleson, NEC America; Tom Keller, PBS.

**Paper presentations.** 10:30-noon. Rooms A 3&6.

10:30 a.m. **AM Pre-emphasis and Bandwidth Limits.** Christopher P. Payne, NAB.

11 a.m. **Development of a High Quality Receiver Suitable for AM Stereo.** Jan Grosjean, consultant.

11:30 a.m. **AM Stereo Decoder Integrated Circuit.** Al Kelsch, National Semi-Conductor.

**Engineering luncheon.** Noon-2:15 p.m. Hilton Pavilion. Presiding: Robert Wehrman, Cox Broadcasting. Address: Jean Shepherd, author, radio-television humorist.

**Paper presentations.** 2:15-4:45 p.m.

2:15 p.m. Rooms E 1-3. **High Power R.F. Systems.** Spencer Smith, Dielectric Communications; Dean W. Sargeant, D.W. Sargeant Broadcast Service.

2:45 p.m. Rooms A 3&6 **Practical Considerations in Satellite Earth Station Planning.** A.C. Stalker, Westinghouse Broadcasting.

3:15 Rooms E 1-3. **Microprocessor Transmitter Controllers for the 80's.** Earl Hatt Jr., Moseley Associates.

3:45 Rooms A 3&6. **UHF TV Measurements by Helicopter.** John F.X. Browne, John F.X. Browne & Associates.

4:15 p.m. Rooms E 1-3. **VIMACS: Vertical Interval Machine Control System.** Alfred Molinari, ABC.

Hargrove.

**Four concurrent workshops.** 9:30-10:45 a.m.

**The New Dish on the Block—Everything You Should Know About Earth Stations.** Room 19. Moderator: Stan McKenzie, KWED-AM-FM Seguin, Tex. Panelists: Dave Bowen, AP; Jerry M. Wallace, Mutual Broadcasting; Gary J. Worth, Wold Communications; John Hidle, ABC Radio.

**Getting More Productivity from Your People.** Room 18. Repeat of Monday 10:30 a.m. session.

**Analyzing Your Station's Image.** Room 20. Moderator: Jack Lemme, KLTF(AM) Little Falls, Minn. Panelists: Steve Berger, Nationwide Communications; Andy Anderson, KBMR(AM) Bismarck, N.D.; Erica Farber, McGavren-Guild Radio.

**9 khz: What's the Real Story.** Room 21. Moderator: Erwin Krasnow, NAB. Panelists: Wallace Johnson, ABES; Richard Shiben, FCC; Charles Wright, WBYS-AM-FM Canton, Ill.

**Sales forum—part I. How To Achieve New Professionalism in Staffing, Organizing and Motivating Radio Sales Departments.** 9:30-noon. Rooms 22 & 23. Moderator: Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich. **Selling from Our Customers' Point of View: How Advertisers Think About Radio Today:** Miles David, Radio Advertising Bureau; **How To Choose Effective Salespeople Today:** Mark Friedman, Personality Dynamics; **Making Sure Salespeople Target the Right Customer:** Steve Bellinger, WJZ(AM) Decatur, Ill.; **Sales Training That Works Consistently:** Bernie Mann, Mann Media; **Keeping Everybody Up, Sharp and New Business Dedicated:** Bruce Johnson and Pam Lontos, Shamrock Broadcasting.

**General session.** 11-noon. Rotunda. **Deregulation—What's It All About.** Moderator: Erwin Krasnow, NAB. Panelists: Richard Chapin, Stuart Broadcasting; Richard E. Wiley, Kirkland & Ellis; Richard Shiben, FCC.

**Joint workshop** 11 a.m.-12:15 p.m. Room B 2. **Shielding the Newsroom from Legal Risks.** Moderator: Steve Nevas, NAB. Participants: Floyd Abrams, Cahill, Gordon & Reinhall; Bruce Sanford, Baker & Hostetler; Richard Schmidt, Cohn & Marks.

**Radio luncheon.** Noon-2:30 p.m. Hilton ballroom A. Presiding: Cullie Tarleton, NAB radio board vice chairman. Radio Hall of Fame Induction Ceremony. Inductees: President Ronald Reagan, singer Kate Smith. Address: Howard J. Ruff, radio commentator, author and publisher *Ruff Times*.

**Sales forum part II—small market session.** 2:30-5:15 p.m. Room 22. **Four Ways To Improve Your Bottom Line:** Cary Simpson, WTRN(AM)

## Tuesday, April 14

### RADIO SESSIONS

**Four concurrent workshops.** 8-9:15 a.m. **Five Reasons Why Managers and Salespeople Fail ... and What To Do About It.** Room 18. Repeat of Monday noon session.

**The Small Market Manager Wears Five Hats.** Room 19. Moderator: Dean Sorenson, Sorenson Broadcasting. Panelists: Tom Worden, KRSB(AM) Roseburg, Ore.; Jerrell Shepherd, KWIX(AM) Moberly, Mo.; Steve Downes, WGCH(AM) Greenwich, Conn.

**Don't Fire Your PD Until You Attend This Session! Radio Research.** Room 20. Moderator: Roy Shapiro, Westinghouse Broadcasting. Panelists: Gary Stevens, Doubleday Broadcasting; Dr. Martin Frankel, consultant; Carol Mayberry, Katz Radio.

**Promise vs. Performance in EEO.** Room 21. Moderator: Valerie Schulte, NAB. Panelists: Richard Zaragoza, Fisher, Wayland, Cooper and Leader; Edward O'Neil, Wilner & Scheiner; Wade Hargrove, Tharrington, Smith &



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**Sales forum part II—large market session.** 2:30-5:15 p.m. Room 23. *How To Increase the Size of Your Customer Base and Achieve Maximum Growth*. Perry Ury, WTIC-AM-FM Hartford, Conn.; *How To Target Your Sales Staff for Growth Through the Right Management Plan*: Norm Goldsmith, Radio Marketing Concepts; *Consumer Research as a Tool for Creating New Business*: Monty Gran, KOMO(AM) Seattle; *Breaking Big Retail Dollars*: Bill Harris, Sanger-Harris department stores; *Grid Cards That Maximize Growth Opportunities*: Larry Edwards, WMT-AM-FM Cedar Rapids, Iowa.

**Four concurrent workshops.** 2:45-4 p.m.

*What's Your Station Worth?* Room 18. Moderator: Jason Shrinsky, Shrinsky, Weitzman & Eisen; Panelists: Ted Hepburn, Ted Hepburn Co., Richard A. Ferguson, Park City Communications; Alan R. Griffith, Bank of New York.

*Do's and Don'ts for Changing Formats.* Room 19. Moderator: Bill Stakelin, Bluegrass Broadcasting. Panelists: Steven Shannon, KCMO(AM) Kansas City, Mo.; Bobby Rich, Drake-Chenault.

*Getting Numbers With News.* Room 20. Moderator: Norm Woodruff, consultant. Panelists: Bill McMahon, KSDO(AM) San Diego; Harry Barker, KOMS(AM) Redding, Calif.; Wally Ausley, WPTF(AM) Raleigh, N.C.

*What You Are Supposed To Know About FCC Rules & Regulations.* Room 21. Moderator: Barry Umansky, NAB. Panelists: Michael Senkowski, McKenna, Wilkinson & Kintner; Michael H. Bader, Haley, Bader & Potts; Richard Shiben, FCC.

**Workshop.** 4:30-6 p.m. Room 21. *Minority Owner/Manager Seminar*. Moderators: Dwight M. Ellis, NAB; Samuel D. Ewing Jr., Broadcast Capital Fund. Panelists: Eugene D. Jackson, National Black Network; Thomas E. McKinney, Sheridan Broadcasting; Ed Romero, KBNO(AM) Denver; Richard Rakovan, Outlet Broadcasting.

## TV SESSIONS

**Five concurrent workshops.** 8-9:15 a.m.

*Trends in Executive Compensation ... Who's Worth What?* Room B 1. Moderator: Ron Irion, NAB. Panelists: Barry MacLean, Meidinger; Charles M. Metzger.

*STV—Boom or Bust?* Room B 2. Moderator: Robert Cahill, Chartwell Communications. Panelists: Richard F. Wolfson, Wometco Enterprises; John Gwin, Oak Communications; Chip Morris, American Television & Communications.

*Government Relations Roundtable.* Room B 3. Moderator: George Gray, NAB. Panelists: Christopher D. Coursen and Aubrey Sarvis, Senate Communications Subcommittee; David Aylward, House Telecommunications Subcommittee.

*Financial Survival in a Disaster Situation.* Room D 2. Moderator: Gene Bohi, WGHP-TV High Point, N.C. Panelists: Barrett H. Georghegan, WAND(TV) Decatur, Ill.; George Diab, WWAY(TV)

Wilmington, N.C.

*Low Power, High Priority.* Room D 1. Moderator: Jim Popham, NAB. Panelists: Alan C. Campbell, Dow, Lohnes & Albertson; Richard Shiben, FCC; Donald Smullin, KOBI(TV) Medford, Ore.

**General session.** 9:30-10:45 a.m. Room A 1-6. *The State of the Industry*: Tom Cookerly, WJLA-TV Washington; *The Manager's Role in Spearheading New Sales Growth*: Robert Lefko and Dick Severance, Television Bureau of Advertising; *Compensation and Composition of Today's Station Sales Department*: Roger Rice, Television Bureau of Advertising; *The Advertising Council "Finding Solutions"*: Clifford M. Kirtland Jr., Cox Broadcasting.

**Five concurrent workshops.** 11 a.m. 12:15 p.m.

*Satellite Distribution—Problems and Potential.* Room B 1. Moderator: Joel Chaseman, Post-Newsweek Stations. Panelists: Robert Seidenglanz, Compact Video Systems; William F. Baker, Group W; Richard Frank, Paramount Television.

*Shielding the Newsroom from Legal Risks.* Room B 2. See radio 11 a.m. session.

*The Emerging Programing/News Relationship.* Moderator: Steve Currie, NATPE president, KOIN-TV Portland, Ore. Panelists: Chuck Gingold, WABC-TV New York; Bruce Marson, WCVB-TV Boston; Phil Nye, ABC; Alan Perris, WPLG(TV) Miami.

*What's New in Television Promotion.* Room D 2. Moderator: Gail Morrell, Broadcasters Promotion Association president. Panelists: Martha Pell Stanville, American Women in Radio and Television president; Stephen T. Sohmer, CBS Entertainment.

*UHF: Progress in a Changing Environment.* Room D 1. Presentation: Kathryn F. Broman, Springfield Television Corp. Discussion leader: Barry Umansky, NAB. Participants: Jeff Baumann, FCC; Earl Hickerson, General Media Corp.

## ENGINEERING SESSIONS

**Radio workshop** 8-9:30 a.m. Room A 3&6. *Satellites for Radio.* Moderator: Bill Wisniewski, Mutual Broadcasting. Panelists: Richard Langhans, RCA Communications; Guy Beakley, Scientific Atlanta; Joseph Maguire, RKO Radio; Charles W. Kelly Jr., KIUP-AM-KRSJ-FM Durango, Colo.

**Television workshop.** 8-9:30 a.m. Rooms E 1-3. *Rechargeable Batteries.* Moderator: Seymour Yusem, CBS. Panelists: Fred Benjamin, Christie Electric; William D. Mallon, Perrott Engineering Labs; Ken Preston, WNEW-TV Saginaw, Mich.; Timothy E. Stumpp, NBC News.



**Radio workshop.** 9:30-11 a.m. *Radio ENG.* Moderator: Dick Rudman, KFWB(AM) Los Angeles. Panelists: Marc B. Wiskoff, Motorola; M.E. McClanahan, Marti Electronics, Jack Miller, WCAU-AM-FM Philadelphia; Rick Nease, Wheeler Stations.

**Television workshop.** 9:30-11 a.m. Rooms E 1-3. *Regulations Affecting New Facilities Construction.* Moderator: Duffey A. Sasser II, NBC Television Stations. Panelists: LeRoy Belwood, KGRV(TV) San Diego; Richard Schumeyer, Capital Cities; Robert Kennard, KDG Architecture & Planning; Dick Anderson, Metromedia.

**Radio workshop.** 11-noon. Rooms A 3&6. *Audio Processing.* Moderator: Milford Smith, First Media. Panelists: Robert Orban, Orban Associates; Mike Dorrough, Dorrough Electronics; Ronald R. Jones, Circuit Research Labs; Al Law, WYNY(FM) New York.

**Television workshop.** 11-noon. Rooms E 1-3. *Automatic Set-Up Cameras.* Moderator: Joe Kresnicka, WLS-TV Chicago. Panelists: Gary M. Sanderson, Harris Broadcast Properties; Laurence J. Thorpe, RCA Broadcast Systems; Ira Golstone, WCVB-TV Boston; Bill Honeycutt, Times Mirror Broadcasting.

**Engineering luncheon.** Noon-2:15 p.m. Hilton Pavilion. Presiding: Russell B. Pope, Golden Empire Broadcasting. Presentation of the Engineering Achievement Award. Presenter: Lewis Wetzel, NAB. Recipient: Wallace Johnson, ABES. Luncheon address: A. Prose Walker, consultant, Tallahassee, Fla.

**Paper presentations.** 2:15-5:15 p.m.  
2:15. Rooms E 1-3. *Audio Recording and the Broadcaster.* Cecil Henocq, International Tapetronics.  
2:45. Rooms A 3&6. *Audio Switching Systems—Past, Present and Future.* Michael C. Palmer, Arrakis Systems.  
3:15. Rooms E 1-3. *Voltage Transmission for Audio Systems.* Richard L.

Hess, ABC.

3:45. Rooms A 3&6 *Radio Program Automation—System Maintenance.* Dale L. Bostrom, Harris Corp.

4:15. Rooms E 1-3. *The Composite Signal: Key to Quality FM Broadcasting.* Geoffrey N. Mendenhall, Broadcast Electronics.

4:45. Rooms A 3&6. *Audio Time Base Correction.* John Pate, WSM-AM-FM-TV Nashville.

## Wednesday, April 15

**Radio roundtable open discussion.** 8-9:15 a.m. Rooms 21, 22, 23. *New Technology:* Paul Bortz; *Management:* Jim Hooker; *Management/Sales:* Jim Clarke; *Promotion/Image:* Tom Dawson, BPA; *Finding Bucks:* David Croll; *Government Relations—Congress:* Belva Brissett; *Selling AM:* Gary Fisher; *PD a Pro:* Rick Sklar; *Five-Hatted Small Market Manager:* Dean Sorenson; *Earth Stations:* Gary Worth; *Sales:* Miles David; *Small Market Group:* Bill Sims/Wycom Corp.; *New Managers:* Ken Greenwood, Greenwood Development; *A Visit with Congressional Staff:* George Gray, NAB.

**Joint session.** 9:30-11:30 a.m. Rotunda. Presiding: Vincent Wasilewski, NAB.

*The FCC Looks at the Future.* Moderator: John B. Summers, NAB. Panelists: Commissioners Anne P. Jones, James Quello and Abbott Washburn. Presentation of the Grover Cobb Award. Presented by: William Turner, TARPAC. Recipient: William Carlisle (1923-1980) NAB vice president, government relations.

**Joint luncheon.** 11:30 a.m.-2:30 p.m. Presiding: Thomas E. Bolger, Forward Communications. Invocation: Father Harry Schlitt. Address: Acting FCC Chairman Robert E. Lee. Followed by Bob Hope extravaganza.

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Continued from page 51

offered. Representative George Danielson (D-Calif.) and a spokesman for Representative Robert Kastenmeier (D-Wis.) indicated that they plan to accept honoraria and feel no misgivings about doing so. A spokesman for House Minority Leader Representative Robert Michel (R-Ill.) said Michel will accept an honorarium if he has not, by the time of the convention, passed the limit congressmen are entitled by law to receive in such fees.

Election reform laws passed in 1976 forbid senators from receiving more than \$25,000 annually in honoraria or more than \$2,000 for a single speaking engagement. Congressmen are limited to \$1,000 per appearance and 15% of their annual salary, approximately \$9,100.

Honoraria for appearances at the NAB convention are delivered to congressmen after the event. Months prior to the convention, NAB mails hundreds of invitations to congressmen, FCC commissioners and other figures involved in policymaking in Washington. Congressmen who accept are contacted later, once NAB staff have developed the agenda, and informed that an honorarium will be offered. Law forbids FCC commissioners from accepting fees.

Funds for the honoraria are drawn from each year's convention fund. This differs

from NAB's practice for other events, many of them state and local conventions, for which it often sponsors congressional appearances. Funds for those honoraria are drawn from the political action committee because, according to Denison, those events don't generate enough revenue to provide expenses and honoraria to congressmen.

Although Denison is not officially involved in recruiting congressmen for appearances at the NAB annual convention, his familiarity with many members of Congress, 99 of whom received campaign contributions from NAB in 1980, tends to involve him peripherally in convention preparations.

"The honoraria don't play that big a part, contrary to what some people may think," said Denison. "Congressmen appear at the convention because they're experts on legislation that pertains to broadcasting."

Members of Congress are not, of course, the only guest speakers who will receive fees for joining NAB's convention this year. Columnist George Will is likely to receive his going rate for out-of-town appearances (between \$5,000 and \$6,000), according to his spokesperson. Commentator Howard Ruff, on the other hand, is not expected to be paid, according to his spokesman, because he will receive an award in connection with his appearance.

The congressmen are, however, the only panelists who will be paid for appearances.

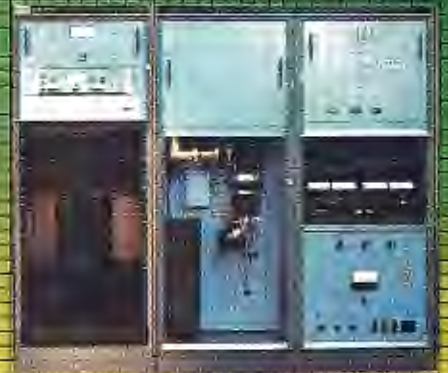
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## Family-viewing can of worms is reopened

**Ferguson complies with appeals court order and sends case back to commission; eventual FCC decision can be appealed**

The family-viewing case, which began in 1975 and which has been inactive for six months, is coming back to life, and it could be a long one. Last week in a U.S. district court in Los Angeles, the original judge in the proceeding, in conformity with an appeals court opinion overturning his decision, referred a portion of the case to the FCC. The FCC's decision, whatever it is, will itself be subject to appeal.

At issue is the action by the three networks in 1975 in adopting a policy of restricting the first two hours of prime time to material suitable for the entire family, and the National Association of Broadcasters' inclusion of the concept in its television code.

Hollywood writing, directing and acting guilds, as well as a number of individual writers, producers and directors and Tandem Productions, sued the commission, its members individually and the NAB. They claimed that the networks had acted in part at least as a result of pressure applied by then-FCC Chairman Richard E. Wiley, and that Wiley and the networks combined to coerce the NAB into adopting family viewing as part of its code. In sum, they said, the commission and broadcasting industry parties had combined to violate their First Amendment right to create programming, and the commission had violated the Administrative Procedure Act, as well.

Judge Warren J. Ferguson, then a dis-

trict court judge but now a member of the U.S. Court of Appeals for the Ninth Circuit, ruled in favor of the plaintiffs; indeed he agreed with them on virtually every point (BROADCASTING, Nov. 8, 1976).

But a three-judge panel of the court of appeals for the Ninth Circuit agreed with the defendants that the case had been brought to the wrong forum; it unanimously held that the case, as a matter of original jurisdiction, belonged at the FCC. Thus, it directed the district court to refer the case against the FCC defendants to the commission. It also said the lower court should hold in abeyance the complaints against the networks and the NAB until the commission passed on the matter and any judicial review of the commission's decision was completed. The circuit's 12 judges later denied the plaintiffs' petition for rehearing, and the Supreme Court in October denied their request for review (BROADCASTING, Oct. 12, 1980).

So last week, lawyers for the Hollywood complainants, the FCC, the networks and the NAB were back in the U.S. district courtroom, with Ferguson sitting as a district court judge, to discuss the order in which Ferguson would send the case back to the commission.

The order itself is simple; it refers the complaints against the government to the commission, and says the action on claims against the private parties will be deferred pending judicial review of the FCC's decision on the matter referred to it. Ferguson orally directed the commission to issue a status report on the matter in 90 days.

There was some disagreement last week as to the extent of the issue referred to the commission. The networks contend that since the appeals court had vacated Ferguson's decision, the entire matter was before the commission—his factual findings as well as his legal conclusions. They asked the court simply to refer the entire matter to the FCC, and allow it to determine the procedures it will follow.

The plaintiffs, however, argued in court that the referral is narrow—that only the question of whether what the commission and the networks and the NAB did in terms of allegedly influencing programming was illegal; they say the commission should accept Ferguson's findings regarding the pressure he says was applied by Wiley.

It wasn't clear last week how the commission would proceed. However, one lawyer said the staff would probably recommend that the commission move swiftly to invite comments on that question, as well as on the merits of the plaintiffs' claims.

Although the hearing in Ferguson's court was called to consider the language of the order referring the matter to the commission, it was clear Ferguson was also interested in explaining his theory of the case, and his reason for ruling as he did. He said his aim was to enlarge broadcasters' First Amendment rights by making clear they need not succumb to government pressure; indeed, he suggested that the networks, in contending they had acted to head off formal government action by the commission or Congress, had demonstrated a lack of concern for the First Amendment.

Those observations were challenged by Timothy Dyk, counsel for CBS. He said that network's concern for its First Amendment rights has been demonstrated by the large sums it has spent defending them in court—not always successfully. He also said the networks have a right to engage in self-regulation as a means of heading off government action.

## Anti-pay-piracy bill being readied for House

**Legislation, based on last year's Preyer effort, would fine firms up to \$1 million for unauthorized reception and resale of pay programming; NCTA, MPAA, Time among those supporting bill**

Legislation, prescribing civil and criminal penalties as high as \$1 million for the unauthorized reception of pay television may be introduced in Congress by early June.

Representatives of the pay television industry have come to general agreement on language for a bill, aimed at stopping the manufacturers, distributors and users of radio equipment designed to intercept the pay television broadcasts of MDS and STV operators and the point-to-multipoint satellite transmissions of the pay cable net-

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works. They are now looking for sponsors in the House and Senate.

The drafters of the legislation, which is modeled on a bill introduced without success last year by former Representative Richardson Preyer (D-N.C.), represent several facets of the pay industry: the National Association of MDS Service Companies (NAMSCO); the National Cable Television Association; the Motion Picture Association of America; Microband Inc., a major MDS operator, and Time Inc., which includes Home Box Office among its diverse media holdings.

Charles Walsh, an attorney for NAMSCO, said the legislation would clear up existing ambiguities in the Communications Act. If the legislation were adopted, he said, there would "no longer be any misunderstandings that interception was a crime or a violation of a private right that will be prosecuted criminally or civilly." Experience has shown that successful prosecutions of pay television pirates in various cities has discouraged the practice there, Walsh added.

None of the Washington attorneys working on the legislation wanted to put a time frame on it, but Fritz Attaway of MPAA guessed that it could be introduced within two months and hoped that it would pass both houses of Congress within the year. He said he expects "very little credible opposition" to it.

Walsh is also fairly confident that the bill, once introduced, will move quickly through Congress. The issue has "enough emotion and enough pizzazz" to attract attention and prompt action, he said. People are beginning to realize, he said, that without effective safeguards, pay programming could start drying up. "They foresee the time when the motion picture industry is not going to release its product to a medium it believes is insecure."

Walsh also suggested the bill might attract support from the data communications industry, which might have an even greater desire to protect its transmissions from unauthorized reception than does the entertainment industry. "Efforts are being made to develop regular communications with those companies," Walsh said.

The search for a House sponsor is focused on the House Telecommunica-

tions Subcommittee. The industry representatives have met with various subcommittee members and their staffs about particular provisions of the legislation and about sponsorship. According to one source, Henry Waxman (D-Calif.) seems the likeliest candidate. He has shown interest in the problem in the past and many of his constituents—his district encompasses Hollywood and West Hollywood—are involved in motion picture.

The representatives are not releasing the language of their new bill, but they admit that it is similar to the ill-fated H.R. 7747 introduced by Preyer last July. The bill was passed with some modification by the House Commerce Committee, but died with the House rewrite bill (H.R. 6121) to which it had been attached. Preyer, who lost his bid for re-election in November, is not around to resurrect the bill.

Under the provisions of Preyer's bill, a person who carried out or attempted to carry out an "unauthorized reception of a subscription telecommunication . . . [or] uses the subscription telecommunication for his own commercial advantage" would have been subject to civil and criminal penalties. And the penalties were stiff. Under the civil subsection, individuals intercepting signals for their own benefit would be liable for damages of \$100 per day, up to \$1,000, and court costs. Individuals or companies making commercial use of the intercepted material would be liable for court costs and "such punitive damages as [the court] considers appropriate." Under the criminal subsection, individuals guilty of unauthorized reception could be fined up to \$25,000 and imprisoned for no more than a year. Individuals guilty of intercepting programming for commercial gain would be subject to fines up to \$250,000 and imprisonment up to 18 months. Companies found guilty of the same offense could be fined \$1 million.

One of the forces that actively opposed the Preyer bill last year when it was introduced was the Society for Private and Commercial Earth Stations (SPACE), an association of manufacturers, distributors and users of stand-alone satellite earth stations. But there is a chance that SPACE may not oppose legislation this time around.

According to Richard Brown, SPACE's general counsel, if all the pay cable networks would agree to allow individual earth station owners and satellite master antenna television system (SMATV) operators to buy their programming at a reasonable "marketplace" rate, SPACE would not oppose the legislation.

## Radio dereg survives stay request and goes into effect

**Court rejects petition by UCC while NAB seeks clarification from FCC on several points**

The FCC's order deregulating radio went into effect as scheduled on Thursday, despite efforts of the United Church of Christ to stay the order. But it wasn't only the church that found some fault with the order; the National Association of Broadcasters, while supporting its "general thrust," asked the commission for partial reconsideration. It said it wants to "insure that the themes of broader licensee discretion, less government involvement and reduced paperwork" are implemented as fully as possible.

The church, which has appealed the deregulation order to the U.S. Court of Appeals in Washington, had filed a motion with the court on Monday, requesting a stay. The court on Tuesday issued a brief statement denying the motion, without even waiting for the commission's response. The church filed its motion with the court after the commission, on March 27, rejected a stay request the church had filed with it.

NAB sought clarification and modification of the deregulation order in three areas:

- The "generalized obligation of commercial radio stations to offer programming responsive to public issues" should be clarified. The NAB said the commission should, for instance, state specifically what weight it will attach to issue-oriented programs carried at "higher listenership" hours as opposed to other hours of the broadcast day, and make clear when broadcasters can rely on the programming of other stations in making up their own program schedule.

- The order should be modified to reduce the paperwork required by modifying or eliminating the requirement that a licensee document the manner in which it determined a particular issue in the list of issues with which it said had dealt was one facing the community. The NAB said it agreed with Commissioner Anne Jones's statement that the requirement was "residual ascertainment" and could lead to a restoration of formal ascertainment which, she said, "should be buried forever."

- The licensee should not be required

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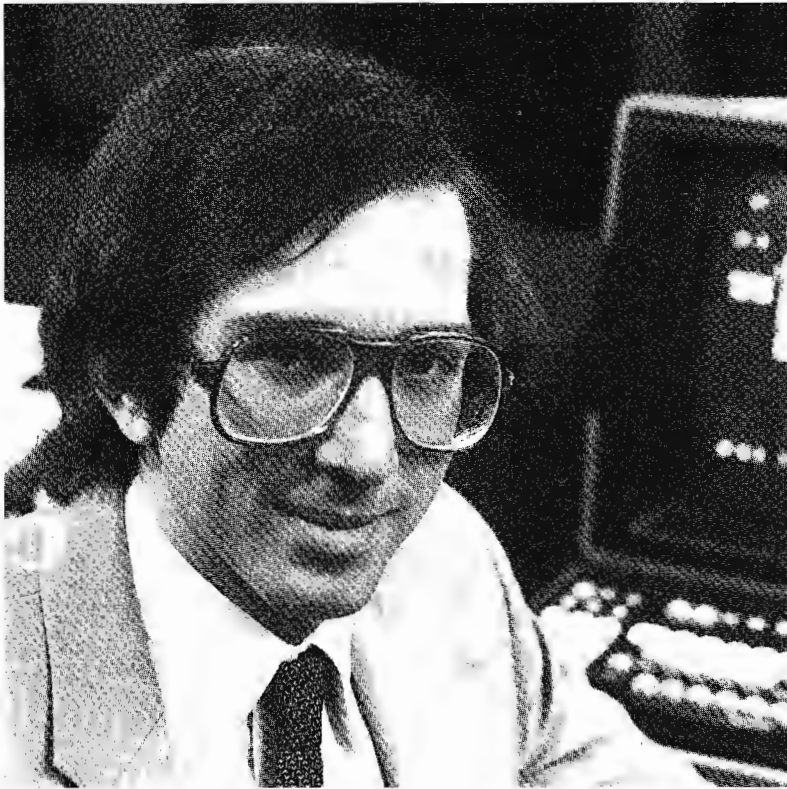
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to demonstrate the "reasonableness" of its programming decisions, as the order states it would, in responding to complaints about programming. The NAB said such a requirement "marks a clear departure from past FCC precedent and the most basic tenets of the First Amendment."

## FCC overturns ALJ decision denying renewal to KDRG(AM)

**It levies \$2,000 fine instead; commission upholds denials of two FM's—WLIR and WDRK**

The FCC has overturned an initial administrative law judge (ALJ) decision denying license renewal to Deer Lodge Broadcasting Inc., licensee of KDRG(AM) Deer Lodge, Mont., but imposed a \$2,000 fine on that licensee for various rule violations. In two other cases, the commission upheld initial ALJ rulings, denying renewal of the licenses of Stereo Broadcasters Inc. for WLIR(FM) Garden City, N.Y., and Lewel Broadcasting Inc. for WDRK(FM) Greenville, Ohio. The decisions were rendered last Tuesday (March 31) after the commission heard oral arguments concerning the three cases.

In the Deer Lodge case, ALJ Daniel M. Head denied renewal in May 1979, citing violations including misrepresentation and fabricated entries in KDRG's operating logs. However, the commission decided—on a motion offered by Commissioner James Quello—that license denial would constitute an excessively harsh penalty, especially in light of the fact that Deer Lodge, a small community with a population of about 4,500, would be left with no broadcast service. The imposition of a \$2,000 fine, the commission reasoned, would be enough to assure future com-

pliance with FCC rules.

The license for WLIR was initially denied by ALJ James F. Tierney in November 1977 on charges of misrepresentation, violations of the commission's technical rules, unauthorized transfer of control of the station and inadequate control or supervision over the station. Subsequent to Tierney's ruling, Stereo petitioned the Washington appeals court to review the case, but the court has not rendered a verdict. Based on the record, the commission said that the license denial was fully justified.

In the WDRK case, ALJ John H. Conlin initially denied Lewel's license on charges of misrepresentation, keeping false logs and unattended operation of the station. The same decision granted the competing application of Korin Broadcasting Co. for a new FM at Greenville.

Both Stereo and Lewel have the option of petitioning the commission for reconsideration. In addition, Lewel can follow Stereo's lead and seek review in court. In any event, both may continue to operate until all appeals have been exhausted, or longer, if they win a reversal in that process.

## Jones calls for czar to oversee communications fray

FCC Commissioner Anne Jones thinks a "national communications czar" with near cabinet-level rank should take a very broad look at regulating decisions.

She told a Harvard seminar last week that various communications departments, agencies and commissions often work at cross-purposes and that someone "independent and above the fray" who "has the President's ear" should oversee "such a crucial part of national policy."

There are "big, big social and political decisions to be made," Jones said, "and

I'm not sure that we on the FCC or any seven people should be making those decisions."

She foresees the FCC eventually restructured into one bureau concerned with information delivery into the home ("separate bureaus are nonsense") and the commission's only role that of a "traffic cop" overseeing spectrum usage. "Over-the-air TV will be obsolete," she predicted. "Television and telephone are all coming together."

One thing a czar could do is "second-guess" the FCC and other communications agencies, Jones said. "That sort of oversight is needed," she said, because of what she called the rivalry between the commission and other groups.

Other views she expressed during a wide-ranging dialogue with information policy students, teachers and consultants:

- The FCC worries too much about multiple and crossownership.

- The "greed" of local cable TV franchise applicants may produce a loud enough "hue and cry" to dump the matter at the FCC's door.

- She is "amazed" at how many issues get only the "one true" recommendation from the FCC staff. "The staff has preconceived notions, and will supply the policy research that supports its decisions. I don't have the time and the staff to second-guess staff recommendations." She excepted the Broadcast Bureau from this criticism, saying she gets a list of options from staffers there.

## Washington Watch

**NCTA announcements.** National Cable Television Association has named Wendell H. Bailey Jr. vice president, science and technology. He replaces Chris Weaver, who left under fire last January. Bailey, 34, will join NCTA April 6 directly from post of manager of engineering, planning and coordination, MCI Telecommunications Inc., Washington-based company Bailey describes as "long-distance common carrier." His experience designing and implementing telephone systems for MCI and before that for AT&T (1966-1973), he feels, qualifies him for new job in cable. "Transmission is transmission," he says, "the technology is not all that dissimilar." Bailey also thinks his role in MCI's never-ending battle against AT&T, which is now threatening to intrude in areas (information services) cable has staked out for itself, is valuable asset. NCTA has also hired two attorneys for legal department: Robert St. John Roper, former assistant U.S. attorney for Washington and Virgin Islands, and James Jamison, former legal assistant to former FCC Commissioner Tyrone Brown.

□  
**Dismissed, but . . .** FCC's Broadcast Bureau, under delegated authority, has denied petition by Association of Maximum Service Telecasters (AMST) for issuance of further notice of proposed rulemaking in VHF drop-in proceeding (BC Doc. 80-499) in light of AMST's "counterproposal" which would utilize full-spaced UHF allotments in lieu of bobtailed VHF's (BROADCASTING, March 2). However, commission said that AMST counterproposal "clearly warrants consideration," in drop-in proceeding and encouraged interested parties to "focus their reply comments" on it. Comment deadline in proceeding is April 15; reply comments are due June 15.

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## Gearing up for 'theme week' at ABC Video

**Joint venture makes production announcements for April 12 start; promotion campaign scheduled; CBS Cable makes disclosures of its own**

ABC Video Enterprises chief Herb Granath called a press conference last Wednesday at New York's 21 Club, where he detailed some program plans for the soon-to-premiere ARTS cultural cable service, and elaborated on his view of the business of running such a service. (ARTS is billed as a "joint creation" of ABC and Warner Amex Satellite Entertainment Corp., and its operation is to be subsequently assumed by the joint venture that ABC Video Enterprises and Hearst Corp. have established. Consequently, top brass of all three companies were on hand for last week's conference.)

Granath first announced the formation of a production team that will be headed by executive producer David A. Lown and will include Curtis W. Davis as producer/writer and Hal Hutkoff as director of production operations and producer of promotional material. Also noted was the appointment of Elizabeth Conrad as assistant to the executive producer.

The team is charged with the responsibility of generating the ARTS schedule "by selecting performing and visual arts material from the international repository of acquired and originally produced programming" ABC Video Enterprises has on hand. (That's said to be two year's worth of product.)

Specific programs Granath announced are a production of *Macbeth*, co-produced by ABC Video Enterprises and the Lincoln Center Theater Company, starring Philip Anglim and Maureen Anderman; *Visions & Images: American Photographers on Photography*, produced by Barbaralee Diamonstein and David Gordon, which will be a series of 10 half-hours; another Gordon and Diamonstein production, *Interior Design: The New Freedom*, and three 90-minute ballet programs produced by Joseph Wishy. All are to be incorporated in the previously announced "theme-week" format of the service, which will premiere April 12 (BROADCASTING, March 16).

Something Granath wasn't able to announce at the conference was any name for a "charter underwriter," seven of which ABC is seeking to sponsor the basic cable ARTS. Granath said he was near closing on some deals, and guaranteed

## Monitor

**Strike talk.** Hollywood insiders now see April 10 as likely start date for strike by members of Writers Guild of America. On March 27, WGA formally gave producers until that date to present final contract offer. WGA, which has been without contract since March 1, issued statement saying it did "not intend to conduct business as usual at the bargaining table while management undercuts us by advancing schedules and pressuring [our] members to develop material for the new season." Producers' chief negotiator, Billy Hunt, said he was "not surprised" by charges, which include allegations that program suppliers are stockpiling scripts in anticipation of walk-out. Two sides are reportedly still far apart on such key issues as pay TV payments, and likelihood of strike vote at WGA membership meeting scheduled for April 10 is growing, according to spokesmen on both sides of bargaining table.

**NBC gets wildlife.** NBC International has acquired international (non-U.S. and non-Canadian) rights to *Wildlife* series from Free to Live Productions, Toronto. Available in September, 22 half-hours track scientific research activities in conservation of threatened and endangered wildlife.

**Partnership.** Doyle Dane International Inc., New York, and Caravett Communications Inc., New York, have entered into joint venture to develop, produce and distribute cable TV, videodisk and videocassette programming. Caravett has been producing cassette and disk material for educational, industrial and consumer markets.

there would be at least one underwriter on the premiere week. The ABC executive also indicated he expects the service's advertising format to expand slowly from a billboard approach to "infomercials."

Discussing the economics of running an advertiser-supported basic-cable cultural channel, Granath emphasized that big revenues weren't to be expected at first. The European product ABC has acquired was obtained "at a good price," he noted, because its costs have already been amortized through runs on networks abroad. (According to one source, ABC has paid \$10,000 for performances of opera star Luciano Pavarotti singing at La Scala. A performance of the tenor at the Metropolitan Opera House might cost \$500,000). Original productions, Granath said, will have to stand on their own—which is why ABC is looking to merchandise product in other media. For example, deals have been signed for home video distribution through RCA, CBS and Warner video units, and the photography series mentioned above will be issued in a book from Rizzoli, the art publisher.

Granath also indicated that ARTS will be launched with a major marketing campaign, which will include spots on the CBS, NBC, Mutual and two ABC radio networks and the Cable News Network and advertising in cable guides.

Asked about competition from the similar service promised by CBS, Granath suggested that CBS Cable will have a slow start due to its presumed carriage on

## Watch out for Selcom in the South

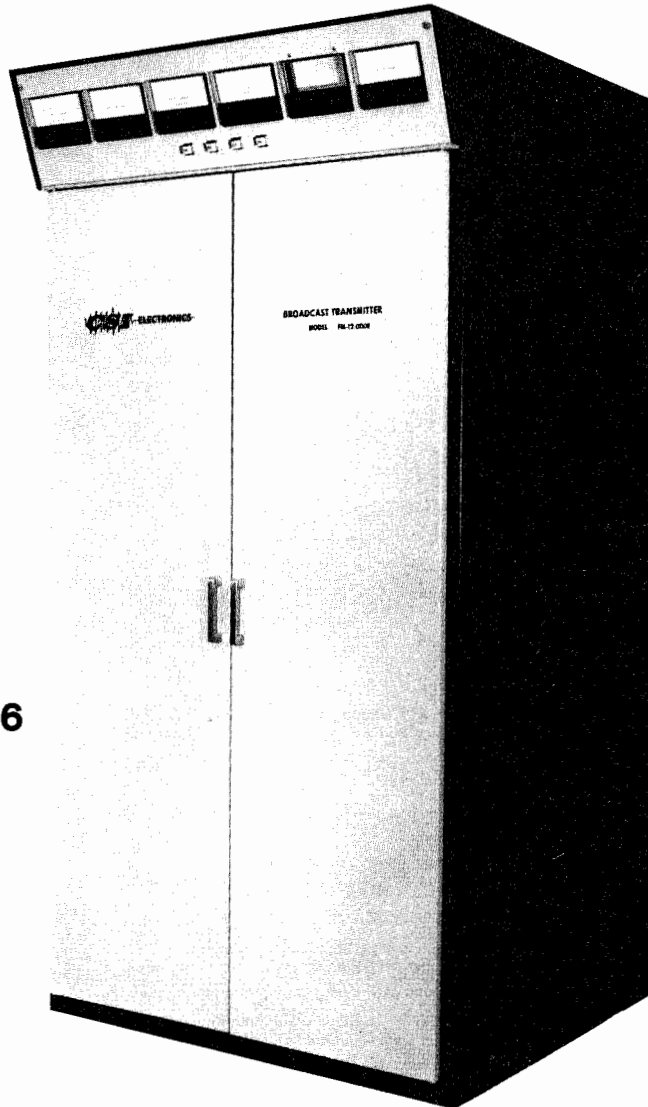
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Westar, and not the primary cable satellite, Satcom I.

The CBS cultural channel had some announcements of its own last week. CBS said its service will present a five-year jazz series composed of 25 original productions, the first of which, *A Tribute to Count Basie*, commenced production several days ago. CBS Cable vice president, programing, Jack Willis, said the series will be designed to provide a "broad overview" of jazz including "its New Orleans roots, the Kansas City swing era, the post-war bebop period and modern day/jazz fusion eclectics."

Among other programs announced by CBS Cable President Dick Cox were *The Letters of Calamity Jane*, a one-woman show starring Jane Alexander; *A Look at Liv*, an hour program on Liv Ullman; *When I Think of Russia*, a documentary focusing on prominent Russian emigres, and *The World of...* said to be a "series profiling internationally famous men... revealing how women have shaped their lives and destinies."

## Lear urges support for fight against TV censorship

Television producer Norman Lear says pressure from the religious New Right has "networks running and hiding their heads, as they have historically done."

Chatting in Boston before receiving his second First Amendment award in three days, Lear said network producers have told him they feel pressure to ease up on the kind of shows that the Rev. Jerry Falwell's Moral Majority and the Coalition for Better Television consider morally offensive.

Lear, who organized People for the American Way to combat the religious New Right, said he himself has had no censorship problems—as he turns from such prime-time projects as *All in the Family* and *Maude* to cable and subscription television, a children's series and

films.

A California group has honored Lear's anticensorship efforts with the William O. Douglas First Amendment Award, (BROADCASTING, March 30) and Boston's Ford Hall Forum gave him its first First Amendment Award for working to preserve free expression.

The networks are pleading the First Amendment, "as indeed they should," Lear said before his Boston acceptance speech at Northeastern University, "but they have a lot to answer for."

While admitting "there's too much sex, smarm and violence" on television, Lear said TV is an "easy mark" for attackers with other motives. The PTA, he said, found it could get media attention and more members by criticizing program content, and the American Medical Association was "mischievous and insincere" in rapping TV while ignoring its own problems.

Falwell would like his "constituents" to believe that Lear started People for the American Way to protect his own "parochial business interests," said the producer, "but there's far, far more at stake" than television.

He said his group's board members have made 94 radio and TV appearances and will this summer start a new series of commercials, directed by award-winning "Melvin and Howard" director Jonathan Demme, aimed at getting another side of

## Ratings Roundup

NBC-TV's competitive position further deteriorated for the week ended March 29 as the network turned in its worst prime-time ratings performance of the season: a 14.4 rating and 24 share.

CBS-TV, as usual, was the victor that week with a 19.9/33. ABC-TV placed second with a 17.4/28.

Among the week's 65 programs, CBS dominated the top of the ranking list, securing the top six positions and 13 of the top 20. ABC's foothold was in the middle ground, taking 13 of the shows in positions 20-40. NBC also had 13 shows, but in the bottom 25.

During the week, NBC managed to pull out one nightly win, on Wednesday with a 18.1/30. And it was on that night only that NBC broke the 30-share mark with individual shows: *Real People*, *Diff'rent Strokes* and *Facts of Life*. NBC's average on Wednesday was pulled down, however, by the first of two special episodes of *Hill Street Blues* (13.4/24).

ABC also had only one winning night: Saturday, with *Eight is Enough*, *Love Boat* and *Fantasy Island* averaging a 19.7/35. A key difference between ABC and NBC, however, was that ABC pulled second place on each of the five nights won by CBS.

While trouble continued with NBC series, the week's long-form offerings compounded the network's problems. Monday's movie, *The Monkey Mission*, scored only a 12.6/20; Thursday's *Command Performance: The Stars Salute the President*, a meager 14.7/24; Saturday's two-hour *Hill Street Blues* came in at 11.8/21, and Sunday's theatrical movie "The Duchess and the Dirtwater Fox" brought a 14.3/23.

Long-form also hurt CBS and ABC but

at least there was a night when each earned 30-plus shares. CBS scored a 24.7/39 with "Gone with the Wind" part II on Tuesday, helping to offset Wednesday's three-hour *Berlin Tunnel 21* (15.9/26) and Saturday's 90-minute CBS News special, *Inside Hollywood: The Movies* (11.2/19). ABC had a 19.4/31 on Sunday with the movie, "Live and Let Die," to average into its 90-minute "Benji" opener (12.9/21) and Friday's movie "Mr. Majestyk" (11.5/19).

### The First 20

1. <i>Dallas</i>	CBS	32.1/54
2. <i>60 Minutes</i>	CBS	28.5/48
3. <i>Dukes of Hazzard</i>	CBS	27.1/46
4. <i>M*A*S*H</i>	CBS	26.2/38
5. <i>The Jeffersons</i>	CBS	25.2/38
6. "Gone With the Wind (movie, part II)	CBS	24.7/39
7. <i>Love Boat</i>	ABC	23.8/41
8. <i>House Calls</i>	CBS	23.1/35
9. <i>Magnum, P.I.</i>	CBS	22.2/35
10. <i>Diff'rent Strokes</i>	NBC	21.6/34
11. <i>That's Incredible</i>	ABC	21.0/31
12. <i>Alice</i>	CBS	20.9/32
13. <i>Greatest American Hero</i>	ABC	20.7/32
14. <i>Real People</i>	NBC	20.7/32
15. <i>Trapper John, M.D.</i>	CBS	20.5/35
16. <i>Archie Bunker's Place</i>	CBS	20.5/32
17. <i>Knots Landing</i>	CBS	20.4/34
18. <i>Knots Landing</i> (special episode)	CBS	20.4/32
19. <i>Happy Days</i>	ABC	20.2/32
20. <i>Three's Company</i>	ABC	20.1/30

### The Bottom Five

61. <i>Hill Street Blues</i> (special episode)	NBC	11.8/21
62. <i>Mr. Majestyk</i> (movie)	ABC	11.5/19
63. <i>Inside Hollywood: The Movie Business</i> (news special)	CBS	11.2/19
64. <i>Nero Wolfe</i>	NBC	9.3/16
65. <i>NBC Magazine</i>	NBC	7.8/13

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the story to the 130 million Americans a week who Lear estimates hear local or national TV and radio evangelicals.

In his speech, Lear pronounced himself uncomfortable with "many of the excesses that take place in the name of the First Amendment," but said they must be tolerated "because the First Amendment speaks in absolute terms."

Lear and the New Right seem to agree on one thing: America's morality and ethics are declining. Lear blames this on fixation with the bottom line.

"Television is a prime example of this destruction phenomenon," Lear asserted. "The fires of competition between the networks have resulted in an unparalleled and hysterical competition for ratings—ratings which translate to profits." And so "no one will take the chance with an original and innovative idea," he continued. "When the name of the game is to win fast, you don't take chances."

Lear doesn't think network programmers are stupid. They are "simply trapped in the system for short-term gain. And they know they will have to pay for it in the long term" just as Detroit's car industry, Lear said, has suffered, neglecting future planning for year-to-year profits.

Lear's conclusion: "We love the Constitution. We love the Bill of Rights. And we love the American experiment. So let's cut the lunacy with the bottom line and get on with it."

**All but one.** World Communications will be handling radio interconnection—via satellite and telephone lines—for all road games of 25 of 26 professional baseball teams. Exception is Houston Astros organization, which will handle job itself. World also has had heavy schedule of preseason games emanating from Florida. It will handle some preseason games of all clubs and all games of Boston Red Sox, Los Angeles Dodgers, Cincinnati Reds, Milwaukee Brewers and San Diego Padres. Spokesman said workload amounted to 250 games in March alone.

**'Playboy' goes radio.** Playboy Enterprises makes radio programing debut in second quarter with feature, *The Playboy Adviser*, co-produced by Westwood One. To be distributed nationally on barter basis to contemporary stations, 90-second program will be hosted by radio personality Eric Chase. Labeled as "tongue-in-cheek," show is designed for 18-34 age group, both men and women.

**Radio looks at TV.** Hollywood-based Winterwood Productions is new radio syndicator formed by TV critic Ron Hendren to distribute his *TV Tonight* reviews of that evening's TV programing. Series of one-minute spots runs five nights per week. *Susan Sessions' Inside Hollywood* is new Hollywood news feature to be added by Winterwood.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Kiss On My List* by Hall & Oates on RCA; (2) *Morning Train* by Sheena Easton on EMI-America; (3) *While You See A Chance* by Steve Winwood on Island; (4) *Keep On Loving You* by REO Speedwagon on Epic; (5) *The Best Of Times* by Styx on A&M. The top five in **country radio airplay**: (1) *Old Flame* by Alabama on RCA; (2) *A Headache Tomorrow* by Mickey Gilley on Epic; (3) *Pickin' Up Strangers* by Johnny Lee on Full Moon/Asylum; (4) *Falling Again* by Don Williams on MCA; (5) *You're The Reason* by Frizzell & West on Warner/Viva.

## 'Barney Miller' gets a reprieve

In an about-face, the executive producer of ABC-TV's popular *Barney Miller* comedy series decided last week to continue production of the program for another season. Danny Arnold, co-creator of the seven-year-old series, told a news conference on the *Barney Miller* rehearsal stage in Hollywood last Wednesday (April 1): "The show will continue." Arnold's change of heart came just six days after his announcement to cast members that he had decided to halt production at the end of this season, because in his opinion the chances of maintaining high quality could not be assured ("In Brief," March 30).

"It appeared that we would be unable to retain some of the creative talent that had been part of our successful team," said Arnold. "Replacing that talent appeared to be unrealistic. Those few possibilities I felt were capable were also unavailable. Under those circumstances, I was unwilling to risk producing a show that might not meet the standards for excellence, originality and creative expression that have been the hallmark of our program."

Asked if his reversal was in response to network pressure, Arnold acknowledged that ABC "did not want to see the show end...but there was pressure from everybody, including the public and the cast, to continue." The show has been a consistent ratings winner for ABC since its introduction as a midseason replacement on Jan. 23, 1975. Sources at ABC had expressed "shock" at the decision by Arnold to dis-

continue production. The network had been expected to renew the comedy for the 1981-82 season. It is produced by Four D Productions.

Actor Hal Linden, who has the title role as the captain of a team of New York City detectives, expressed "mixed feelings" about both the prospect of cancellations and renewal. "If you're going to do TV, I'd just as soon do *Barney Miller* as anything else...On the other hand, there is a kind of elation in opening yourself up to the world of other possibilities." Linden would not predict whether next season would be his last with the program, saying only: "I will play the options as they come."

In his comments, Arnold suggested that the pending departure of writer/producer Tony Sheehan, who had decided not to return to the series next fall, was the real reason for his original decision. "With [writers] Frank Dungan and Jeff Stein as the nucleus [of the present creative staff], we have a chance," said Arnold. "We have agreed to work together to find a way to keep *Barney Miller* on the air for next season."

Arnold has declined to discuss the legal implications of not continuing the show, which is 25% owned by co-creator Theodore Flicker. Arnold is appealing a 1974 lawsuit through which Flicker became legally entitled to part of the series. Flicker told reporters last week he would be "seriously concerned" if production of the program was halted.

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# Stock Index

Exchange and Company	Closing Wed. April 1	Closing Wed. March 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	32 5/8	32 7/8	- 1/4	- .76	6	913
N Capital Cities	70 1/2	67	+3 1/2	+4.47	14	928
N CBS	55 5/8	57 1/8	-1 1/2	- 2.62	8	1,550
N Cox	70 1/2	67 1/2	+3	+ 4.44	11	952
A Gross Telecasting	28	28 1/2	- 1/2	- 1.75	8	22
O LIN	35 1/4	33 3/4	+1 1/2	+ 4.44	12	195
N Metromedia	100 3/4	99	+1 3/4	+ 1.76	11	451
O Mooney	9 1/2	9 3/4	- 1/4	- 2.56	13	4
O Scripps-Howard*	47 1/2	47 1/2			7	122
N Storer	38	35 1/8	+2 7/8	+ 8.18	12	499
N Taft	27 7/8	27	+ 7/8	+ 3.24	8	273

Exchange and Company	Closing Wed. April 1	Closing Wed. March 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	27 7/8	27	+ 7/8	+ 3.24	22	92
A Affiliated Pubs.	27 5/8	26 7/8	+ 3/4	+ 2.79	11	142
N American Family	8 3/4	8 7/8	- 1/8	- 1.40	4	108
N John Blair	20 3/4	20 1/2	+ 1/4	+ 1.21	7	77
N Charter Co.	12 3/4	14 1/4	-1 1/2	-10.52	1	348
N Chris-Craft	37 5/8	35 3/4	+1 7/8	+ 5.24	18	118
N Coca-Cola New York	9 5/8	9 3/4	- 1/8	- 1.28	22	169
N Cowles	35	34 1/4	+ 3/4	+ 2.18	23	138
N Dun & Bradstreet	64 3/8	62 3/8	+2	+ 3.20	19	1,795
N Fairchild Ind.	26 3/4	26 3/4			8	305
N Fuqua	13 3/4	13 5/8	+ 1/8	+ .91	3	175
N Gannett Co.	40 1/4	40 1/4			10	2,176
N General Tire	25 3/4	25	+ 3/4	+ 3.00	11	620
O Gray Commun.	56	56 1/2	- 1/2	- .88	11	27
N Harte-Hanks	31	31			15	295
O Heritage Commun.	15 7/8	15 7/8			8	85
N Insilco Corp.	22 1/4	23 1/4	-1	- 4.30	9	239
N Jefferson-Pilot	29 1/4	28 3/8	+ 7/8	+ 3.08	6	641
O Marvin Josephson	12	12 1/4	- 1/4	- 2.04	8	28
N Knight-Ridder	33 1/4	32 1/8	+1 1/8	+ 3.50	12	1,076
N Lee Enterprises	25 7/8	25 1/2	+ 3/8	+ 1.47	12	184
N Liberty	17 1/4	16 1/8	+1 1/8	+ 6.97	7	219
N McGraw-Hill	44 3/4	46 1/8	-1 3/8	- 2.98	14	1,111
A Media General	34 3/8	34 3/4	- 3/8	- 1.07	9	248
N Meredith	60 1/4	57 1/4	+3	+ 5.24	9	189
O Multimedia	32 1/2	32 1/8	+ 3/8	+ 1.16	17	327
A New York Times Co.	32 5/8	29 3/4	+2 7/8	+ 9.66	10	391
N Outlet Co.	33 1/2	35 1/2	-2	- 5.63	49	84
A Post Corp.	26 3/4	24 1/2	+2 1/4	+ 9.18	13	48
N Rollins	20 1/8	19 7/8	+ 1/4	+ 1.25	8	549
N San Juan Racing	18 1/2	18 5/8	- 1/8	- .67	21	46
N Schering-Plough	36 1/8	34 7/8	+1 1/4	+ 3.58	8	1,918
O Stauffer Commun*	46	46			11	46
A Tech Operations	21 3/4	21 7/8	- 1/8	- .57	23	23
N Times Mirror Co.	49 1/8	48	+1 1/8	+ 2.34	12	1,675
O Turner Bcstg	19 1/2	18 1/2	+1	+ 5.40		195
A Washington Post	26 1/4	25 1/8	+1 1/8	+ 4.47	10	368
N Wometco	21	18 1/8	+2 7/8	+15.86	9	278

Exchange and Company	Closing Wed. April 1	Closing Wed. March 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	15 3/4	16 1/8	- 3/8	- 2.32	11	47
N American Express	45 1/2	46 1/2	-1	- 2.15	9	3,243
O Burnup & Sims	15	13 7/8	+1 1/8	+ 8.10	19	134
O Comcast	33 1/2	31 1/4	+2 1/4	+ 7.20	38	86
O Entron*	5	5			5	4
N General Instrument	99	99 3/8	- 3/8	- .37	17	871
O Rogers Cablesystems	11 1/8	10 1/4	+ 7/8	+ 8.53	21	211
O Tele-Communications	28 7/8	31 3/8	-2 1/2	- 7.96	28	687
N Teleprompter	33 7/8	34 3/4	- 7/8	- 2.51	28	576
N Time Inc.	67 3/4	65 1/2	+2 1/4	+ 3.43	13	1,906
O Tocom	16	15 3/4	+ 1/4	+ 1.58		52
O UA-Columbia Cable	70 3/4	72 3/4	-2	- 2.74	52	237
O United Cable TV	29 3/8	28 1/8	+1 1/4	+ 4.44	20	287
N Viacom	59 1/4	56 1/4	+3	+ 5.33	22	264

Exchange and Company	Closing Wed. April 1	Closing Wed. March 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods...	4 1/4	4 3/8	- 1/8	- 2.85	4	13
N Columbia Pictures	44	44			13	446
N Disney	61	63 5/8	-2 5/8	- 4.12	15	1,985
N Filmways	6 3/4	7	- 1/4	- 3.57		42
O Four Star*	1 1/2	1 1/2			15	
N Getty Oil Corp.	72 1/2	75 1/4	-2 3/4	- 3.65	8	5,956
N Gulf + Western	17 3/4	16 3/4	+1	+ 5.97	4	1,325
N MCA	55 3/4	55 1/2	+ 1/4	+ .45	9	1,310
O Medcom	7	7			25	12
N MGM Film	10 3/8	10 1/8	+ 1/4	+ 2.46	7	337
O Reeves Commun.	39 3/4	40 1/2	- 3/4	- 1.85	28	144
O Telepictures	6 3/4	5 7/8	+ 7/8	+14.89	31	16
N Transamerica	20 7/8	21 1/4	- 3/8	- 1.76	6	1,364
N 20th Century-Fox	57 3/4	62	-4 1/4	- 6.85	9	622
O Video Corp. of Amer.	14 1/4	15 1/2	-1 1/4	- 8.06	30	14
N Warner	46 3/8	47 1/4	- 7/8	- 1.85	11	2,725
A Wrather	27 7/8	27 5/8	+ 1/4	+ .90		64

Exchange and Company	Closing Wed. April 1	Closing Wed. March 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	42 1/2	42	+ 1/2	+ 1.19	9	106
O Compact Video	20 7/8	21 3/8	- 1/2	- 2.33	19	61
N Comsat	49 1/2	50 1/4	- 3/4	- 1.49	10	396
O Doyle Dane Bernbach	16 1/2	17 1/4	- 3/4	- 4.34	5	20
N Foote Cone & Belding	37 1/4	37	+ 1/4	+ .67	9	101
O Grey Advertising	63	60	+3	+ 5.00	6	38
N Interpublic Group	32 1/2	31 5/8	+ 7/8	+ 2.76	7	145
N JWT Group	37	38	-1	- 2.63	8	113
O MCI Communications	13 7/8	13 3/4	+ 1/8	+ .90	69	507
A MovieLab	6	6 1/4	- 1/4	- 4.00	5	9
A MPO Videotronics	6 1/2	5 1/2	+1	+18.18	18	3
O A.C. Nielsen	40 1/4	38 7/8	+1 3/8	+ 3.53	17	451
O Ogilvy & Mather	29	27 1/4	+1 3/4	+ 6.42	9	120
O Telemation	2	2			12	2
O TPC Communications	5 3/4	5 7/8	- 1/8	- 2.12	41	5
N Western Union	24	23 3/4	+ 1/4	+ 1.05		364

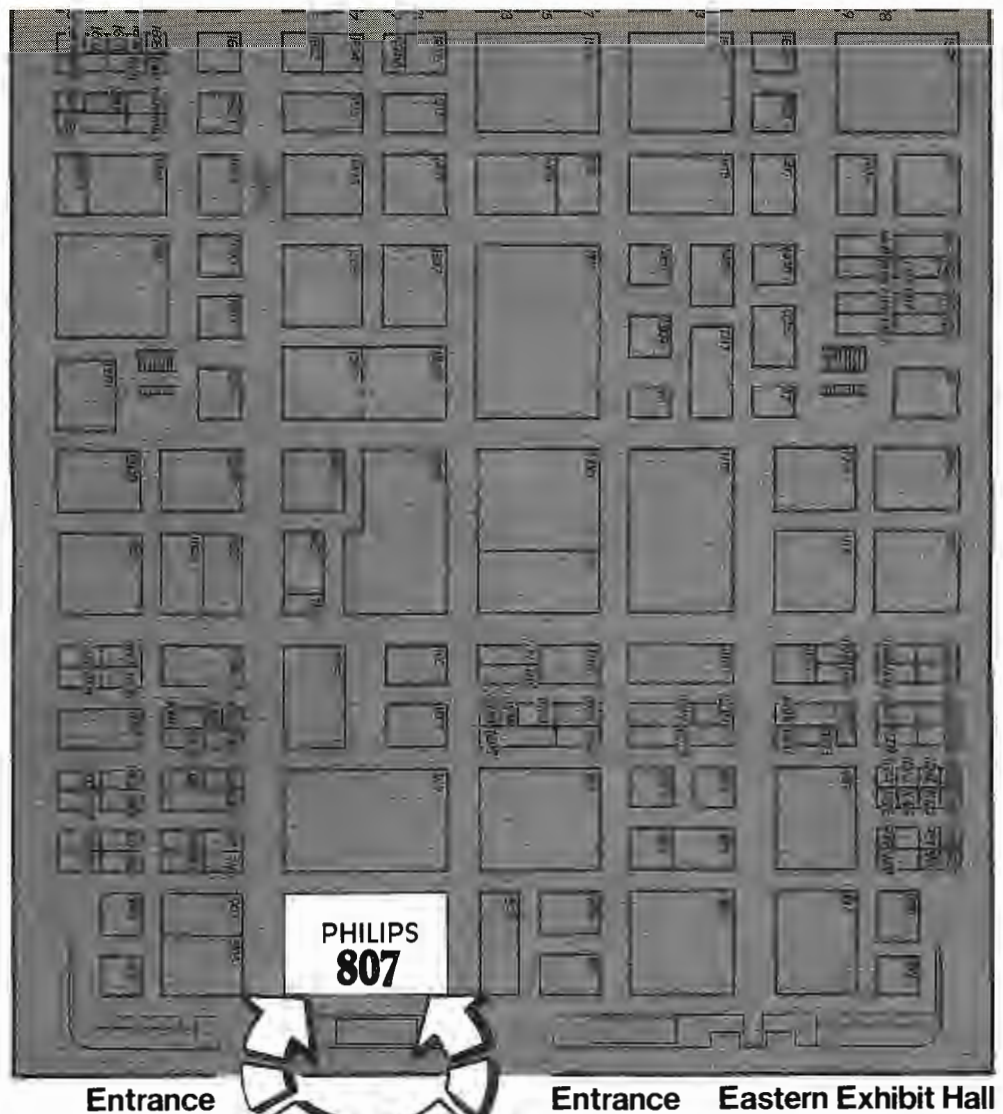
Exchange and Company	Closing Wed. April 1	Closing Wed. March 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	15 3/8	15 1/8	+ 1/4	+ 1.65		25
N Arvin Industries	16 1/4	15 7/8	+ 3/8	+ 2.36	8	126
A Cetec	7 1/4	7	+ 1/4	+ 3.57	9	15
O Chyron	12 1/4	12 1/4			20	15
A Cohu	9 3/8	10	- 5/8	- 6.25	13	15
N Conrac	20 7/8	19 5/8	+1 1/4	+ 6.36	9	44
N Eastman Kodak	83	81 1/8	+1 7/8	+ 2.31	13	13,395
O Elec Missile & Comm.	7	7			88	19
N General Electric	67 1/4	67 1/4			11	15,243
N Harris Corp.	55 3/4	54	+1 3/4	+ 3.24	21	1,715
O Intl. Video*	5/8	5/8				1
O Microdyne	25 1/4	23	+2 1/4	+ 9.78	19	67
N M/A Com. Inc.	29 1/8	29 3/8	- 1/4	- .85	26	972
N 3M	63 3/8	64 1/4	- 7/8	- 1.36	11	7,381
N Motorola	72 3/8	71	+1 3/8	+ 1.93	13	2,065
O Nippon Electric	79	77 1/8	+1 7/8	+ 2.43	60	2,594
N N. American Philips	49 1/2	47	+2 1/2	+ 5.31	8	595
N Oak Industries	59 5/8	59 5/8			20	324
A Orrox Corp.	9	8 7/8	+ 1/8	+ 1.40	29	14
N RCA	25 3/4	26 3/4	-1	- 3.73	7	1,930
N Rockwell Intl.	35 5/8	38 1/4	-2 5/8	- 6.86	9	2,672
A RSC Industries	5 5/8	5 1/8	+ 1/2	+ 9.75	14	13
N Scientific-Atlanta	27 3/8	29 1/4	-1 7/8	- 6.41	24	580
N Sony Corp.	18 5/8	19 1/8	- 1/2	- 2.61	31	4,016
N Tektronix	53 3/4	54 7/8	-1 1/8	- 2.05	12	981
A Texscan	34 3/4	33 5/8	+1 1/8	+ 3.34	68	51
N Varian Associates	25 7/8	25 7/8			12	199
N Westinghouse	31 1/2	31 1/2			8	2,676
N Zenith	18	18 3/8	- 3/8	- 2.04	16	339

Standard & Poor's 400 Industrial Average 154.39 154.20 + .19

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents.





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## House staff report calls TV system successful

**Although unreleased study is criticized, it finds 59% of surveyed members satisfied with present setup, rest want more elaborate operation; growing audience for C-SPAN is noted**

An unreleased staff report of the Committee for House Administration has found that the House television system has "proved highly successful" in fulfilling its primary purpose—providing House members in their offices with continuous live coverage of floor proceedings. It has also found a small, "but obviously growing" audience watching excerpts of television broadcasts or full gavel-to-gavel coverage on cable systems receiving the Cable Satellite Public Affairs Network (C-SPAN).

The report, initiated at the request of House Speaker Thomas P. (Tip) O'Neill and written by Neil Gregory, an Administration Committee staffer, also found that some members were "playing to the cameras"; suggested examining some House rules in light of television's presence, and presented a brief history of radio and television coverage in the House and Senate.

The only criticism the report makes is that the system may be underutilized.

Gregory submitted the report on Sept. 30, 1980 to the Speaker's Advisory Committee on Broadcasting, which was supposed to forward it to the Speaker's office. However, the Advisory Committee, unhappy with the way the report was researched and documented, has decided not to release it. "The report is basically dead. It's not going to go anywhere unless somebody else wants to pick it up," said Joan Teague, the committee's staff coordinator.

Representative Charles Rose (D-N.C.), the chairman of the Advisory Committee, said because of Gregory's inadequate research, the report does not tell "the total story" and much of what is contained in the report is Gregory's personal opinion. "This report is about as relevant as Jimmy Carter's opinion on the peanut program," he said.

Nonetheless, the Senate Rules committee which received a copy of the report was impressed enough to ask Gregory to appear as a witness at its hearings on television for the Senate. (Those hearings had

been scheduled for last Wednesday, but were postponed until after the Easter recess.)

When Gregory appears before the committee he will do so as a private citizen. Gregory said he was a victim of a budget cutback and that his departure from the House staff had nothing to do with the report.

The 27-page report, although lacking footnotes as Rose and Teague noted, does attribute most of its statements and conclusions to either a December 1979 survey (conducted by questionnaire) or to subsequent interviews with members and their staff. The report noted that the questionnaire produced an "unusually high return—297 members responded, with 91% indicating" that they had personally completed it.

Admitting there is no "hard data" available to ascertain the number of congressmen who watch the televised proceedings or how much time they spend watching, the report said "an overwhelming majority of the television sets . . . are tuned to the broadcasts," which members watch, with volume turned down, "from the corners of their eyes."

The report said some members admit "some of their colleagues seem at times to be 'playing to the cameras'"—delivering speeches that would have been simply inserted in the *Congressional Record* prior to the turn-on of the television system in February 1979—but most of the members interviewed felt the broadcasts were "an important service, a device that allowed them more flexibility in allocating their time."

The survey did not ask whether the congressmen approved of the concept of televised proceedings, the report said, but it indicated 59% were satisfied with the system's present operation. The remaining survey respondents wanted a more elabor-

ate television set-up, capable of split-screen, wide-angle and reaction shots.

Although 23% of those surveyed said they spent less time on the floor since the advent of television, a significant majority (68%) said the cameras had had no effect on their floor attendance.

A survey question on television's impact on floor debate was inconclusive: 20% of those surveyed said debate was less substantive and 15% said it was more so. A vast majority, 88%, of the respondents said they have made no speeches that would not have been made without the presence of the cameras, but almost as many, 77%, felt that their colleagues were giving more speeches.

The survey showed respondents evenly divided over the suggestion that committee hearings be "broadcast" over a house system, but rejected the idea (47% to 27%) that a hearing room, equipped for television, be set up for use by all committees.

As evidence of the television cameras' impact on House speechmaking, the report prepared a chart comparing the number of one-minute speeches (speeches members are allowed to make on any subject at the beginning of each legislative day). According to the chart's data, an average of nine one-minute speeches were made in March 1978. Subsequent to the turn-on of the television system, the chart showed, the average number of speeches jumped to 13 in March 1979 and to 15 in March 1980.

At the same time the House turned on its closed-circuit system, C-SPAN began picking up the House feeds and transmitting them live to cable systems across the country via satellite. (According to C-SPAN, its signal now reaches 7.5 million cable subscribers on more than 1,000 systems.)

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many of the 7.5 million subscribers actually watch C-SPAN, the report noted, but members of the House "report an increased volume of mail commenting on

the broadcasts, with some letters beginning, 'I saw you on TV, and . . .'" The report's survey found 22% of the responding members recalled some correspondence

making reference to the House television broadcasts, and subsequent interviews, the report said, indicate the percentage may be higher.

All the credit for such correspondence, the report noted, can not be given to C-SPAN since the major television networks as well as local stations have picked up excerpts of the proceedings for newscasts and lengthier segments for public affairs programs.

But C-SPAN and cable apparently are the primary public outlet for the proceedings. "The overall audience is small but obviously growing as the cable industry grows and diversifies," the report said. New systems are being built with scores of channels and old systems are expanding channel capacity, the report said. "This guarantees C-SPAN and the House proceedings an ever-expanding audience since cable system operators will be hard pressed to fill the available channels."

The report's criticism focused on possible underutilization of what is essentially a mini-cable system. In interviews, the report said, several members suggested that the "system represents an expensive investment with a potential that is not being fully utilized. Practically none of those interviewed were aware of the video schedule of Capitol Hill events that has been intermittently carried on the system, the report said, "although almost all felt that announcements should be given over the system." The report also noted that since the system rebroadcasts all Baltimore and Washington broadcast stations, there is full redundancy of network programming.

The report recommended the House Rules Committee take a look at three areas directly affected by the television system: the possible discrepancy between the videotape record and the *Journal of the House*, the existing prohibition against the use of videotapes for commercial or political purposes and the use of audio-visual aids during speeches on the floor.

The report said discrepancies between videotapes and the *Journal*, the daily synopsis of floor events, would be remote, but the possibility exists "with resulting confusion and embarrassment for the House." The report said there is some sentiment for the publication of verbatim transcripts. "It is possible that an increased television audience might give impetus to the idea," the report said.

The prohibition against members using tapes of the House proceedings raises serious First Amendment questions, but there are remedies available through the Communications Act, the copyright laws and federal election laws, the report said.

Members have been using exhibits to make points in their speeches since the time of Jefferson, the report said. But with the advent of cameras in the House, the House needs to decide what items can be brought to the floor. "To object after an item has been exhibited to the television cameras is really to no avail." The report also suggested the Rules Committee should consider allowing members to use film or videotape as exhibits.

## BottomLine

**Gannett in Knoxville.** Gannett Co. and seven Tennessee investors, including Senator Howard Baker (R-Tenn.) and Tennessee Governor Lamar Alexander, have agreed to buy *The Knoxville Journal* from Roy N. Lotspeich Publishing Co. Price is undisclosed, but Gannett spokesman said company must file terms of sale with Federal Trade Commission, as required when merger price exceeds \$15 million. Agreement gives Gannett 93% ownership and investors 7% with option to buy up to 20% of stock.

**GE slapped.** General Electric Co. has been convicted in federal court of paying \$1.25-million bribe in 1974 to official of Puerto Rico's Water Resources Authority to secure \$92-million contract to build power plant. Convicted of bribery along with GE was Twombly Inc., contracting firm of Woodcliff Lake, N.J. And three other defendants were convicted of other charges in case—Schenectady Turbine Services Ltd. and two officials of GE and one of Schenectady, U.S. District Judge Anne Thompson, who presided at jury trial, set April 3 as date to hear defense motions for new trial or judgment of acquittal. FCC official said effect of conviction on GE as broadcast licensee—it owns three AM, five FM and three television stations—is uncertain. "We'd have to look at it to see what if any significance it has," he said.

**Fine point.** In describing 1980 compensation for certain Viacom executives ("In Brief," March 23), BROADCASTING should have noted that substantial portion of compensation was not actually paid, but was accrued and is contingent on Viacom's achieving continued profit performance above certain minimum levels over next several years.

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## Gulf-SJR deal and spin-offs are filed at FCC

**Infinity will pay \$15.5 million for WKTU, \$8.5 million for WJIT, \$8 million for WYSP**

Gulf United Corp. and San Juan Racing Association have applied to the FCC for approval of the planned \$33.5 million (net) acquisition by Gulf of most of the San Juan broadcast properties (BROADCASTING, May 26, 1980). Also filed were spin-off applications providing for the sale of San Juan's WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia to Infinity Broadcasting Corp. for an aggregate \$32 million (BROADCASTING, Dec. 8, 1980), as well as the spin-off of San Juan's WUST(AM) Washington to Department of Transportation executive James McQueen for \$1.5 million.

Of the \$32 million Infinity will pay for the three stations, \$15.5 million will be for WKTU, a record price for a single radio station; \$8.5 million for WJIT, the remaining \$8 million for WYSP. Alan Henry, president of Gulf's broadcast division, said that those breakdowns are "internal allocations" only—required because Infinity is using outside financing to acquire the three station package—and that in terms of the actual market values of the stations involved, the figures are "meaningless."

WKTU is the top rated radio station in New York City, with an urban contemporary format. It was purchased by San Juan in 1975 for \$2 million, meaning San Juan's gross gain on the sale is 775%.

Infinity is owned by Richard Ullman (30%), Gerrald Carrus and Michael Weiner (23% each) and others. They own WBCN(FM) Boston, WIVY-FM Jacksonville, Fla., and KOME(FM) San Jose, Calif. Herman Badillo, former New York deputy mayor and congressman, is acquiring 20% of the Infinity subsidiary set up to buy WJIT, a Spanish-language station, with an option to buy the remaining 80% at an unspecified future date.

When the merger is completed, Gulf United—a publicly traded, Dallas-based insurance conglomerate and group station owner (Grant Fitts, chairman)—will acquire from San Juan the following stations: WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, KRLY(FM) Houston and WJMD(FM) Bethesda, Md. (Washington). It already owns WVOJ(AM) Jacksonville and WTSP-TV Largo, both Florida; WNDE(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Allentown, Pa.; WWNR(AM) Beckley, W. Va.; WGHP-TV High

Point, N.C., and KTXQ(FM) Fort Worth. San Juan—a New York-based publicly traded company (Hyman Glickstein,

chairman and president)—will retain only KNUS(FM) Dallas. Cecil L. Richards Inc. brokered the initial deal.

## Changing Hands

PROPOSED

■ WAVE(AM) Louisville, Ky.: Sold by Orion Broadcasting to Henson Broadcasting for \$2.75 million. (Price was originally reported to be in \$4-million range ["In Brief," March 23].) Station is last of four to be spun off from Orion properties so that Orion's merger into Cosmos Broadcasting Corp., Columbia, S.C., will comply with FCC multiple ownership rules. Seller is principally owned by estate of George W. Norton and family. Norton's nephew, T. Ballard Morton, is president. It has also spun off WFRV-TV Green Bay, Wis., and satellite, WJMN-TV Escanaba, Mich. (BROADCASTING, Jan. 26) and WMT-TV Cedar Rapids, Iowa (BROADCASTING,

March 9). When merger is complete, Orion, as wholly owned subsidiary of Cosmos, will retain WAVE-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WMT-AM-FM Cedar Rapids. Cosmos, based in Columbia, S.C., is broadcasting subsidiary of closely held Liberty Corp., insurance company based in Greenville, S.C. It owns WIS-AM-FM-TV Columbia; WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans, and WTOL-TV Toledo, Ohio. Henson Broadcasting, buyer of WAVE, is owned by Clarence E. Henson and family and also owns WLRS(FM) Louisville, WXVW(AM) Jeffersonville and WORX-AM-FM Madison, both Indiana, and KISO(AM)-KLOZ(FM) El Paso, Tex. It an-

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## Intermedia

**NYC STV nixed.** Hollywood-based Jerry Perenchio and Tandem Productions, which acquired Spanish-language station WJUU-TV Linden, N.J., in 1979, have decided not to proceed with plans to introduce STV programming to outlet. Owners are involved in STV in two other markets, but reportedly decided it would be too difficult to compete with cable and existing STV services in the greater New York City market to justify dropping station's existing format. Station is top-rated Spanish-language station in metro area.

**Suburban award.** Cablevision of Chicago, subsidiary of Chuck Dolan's Cablevision Systems, has won franchise for Evanston suburb. Dolan says company will provide 52 channels, dual-trunk system with addressable home terminals; expects to pass 29,000 homes in city with 70,000 population.

nounced it will spin off Jeffersonville and Madison AM's to local groups headed by station managers (see below). WAVE is on 970 khz with 5 kw full time.

■ **KNIN(AM) Wichita Falls, Tex.:** Sold by Wichita Broadcasting Corp. to KNIN Broadcasting Inc. for \$1.15 million. Seller is owned by Bob H. Walker, who has no other broadcast interests. Seller is owned by Richard J. Moran (99%) and Richard DeButts (1%). Moran is chairman of board of Moran Energy Inc., Wichita Falls-based oil and gas exploration firm. DeButts is station manager at KNIN. They have no other broadcast interests. KNIN is on 990 khz with 10 kw day and 1 kw night.

■ **KAFY(AM) Bakersfield, Calif.:** Sold by Sunset Broadcasting Corp. to Oro Spanish Broadcasting Inc. for \$1.1 million. Seller is principally owned by Daren F. McGavren, who has no other broadcast interests although he was founder of McGavren-Guild, New York-based station representative firm. Buyer is owned by Rene De La Rosa, who also owns KIQI(AM) San Francisco. KAFY is on 550 khz with 1 kw full time. Broker: W. John Grandy.

■ **WGVL(FM) Gainesville, Fla.:** Sold by Gerler Broadcasting Co. to Sunshine Wireless Co. of Florida for \$950,000. Seller is owned by Irving A. Uram (60%) and his mother, Sarah K. Uram (40%). They have no other broadcast interests. Buyer is owned by Eric T. Esbensen (50%) and Donald and Richard Berlanti, brothers (25% each). They also own WKQS(FM)

Boca Raton and WLQY(AM) Hollywood, both Florida, and KLVV(AM)-KRQK(FM) Lompoc, Calif. WGVL is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin & Associates.

■ **KAAA(AM)-KZZZ(FM) Kingman, Ariz.:** Sold by Sun Mountain Broadcasting Inc. to Mojave Sun Broadcasting Inc. for \$850,000. Seller is owned by Charles D. Langerveld and his wife, Janet K. (100% jointly), who have no other broadcast interests. Buyer is owned by William Mack and Steve Trono (50% each). Mack owns 95% of WPOW(AM) Powell, Wyo. Trono is Albuquerque, N.M.-based communications consultant and has no other broadcast interests. KAAA is on 1230 khz with 1 kw day and 250 w night. KZZZ is on 92.7 mhz with 3 kw and antenna 70 feet below average terrain.

■ **WXVW(AM) Jeffersonville, Ind.:** Sold by Henson Broadcasting to Charles J. Jenkins Jr. and others for price in \$700,000-\$800,000 range. Seller has also sold, subject to FCC approval, WORX(AM) Madison, Wis. (see below) and has purchased, subject to FCC approval, WAVE(AM) Louisville, Ky. (see above). Jenkins is vice president and general manager of WXVW and is putting together local group of investors to participate in purchase of WXVW. He has no other broadcast interests. WXVW is on 1450 khz with 1 kw day and 250 w night.

■ **WORX(AM) Madison, Wis.:** Sold by Henson Broadcasting Co. to Richard D.

Witty and others for price in \$700,000 to \$800,000 range. Seller has also sold, subject to FCC approval, WXVW(AM) Jeffersonville, Ind. (see above) and has purchased, subject to FCC approval, WAVE(AM) Louisville, Ky. (see above). Witty is vice president and general manager of WORX. He is putting together local group of investors to participate in purchase of WORX. Witty has no other broadcast interests. WORX is 1 kw daytimer on 1270 khz.

■ **KYDE(AM) Pine Bluff, Ark.:** Sold by Smith, Davis, Shields Inc. to Southwest Communications Inc. for \$307,000. Seller is owned by Warren B. Smith, his son-in-law, John J. Shields, and Smith's brother-in-law, Don J. Davis (one-third each). Shields owns KPOC(AM)-KCYN(FM) Pochontas, Ark., and 2% of KFLO(AM) Shreveport, La. Smith and Davis have no other broadcast interests. Buyer is owned by George S. Ivory Jr., James E. Moore Jr., and Alonzo D. Williams (one-third each). Ivory is director of Arkansas Regional Minority Council. Moore is Little Rock, Ark., dentist. Williams is Little Rock physician and owns 24% of KDEM-AM-FM DeWitt, Ark. KYDE is on 1590 khz with 2 kw day.

■ **KDSN(AM) Denison, Iowa:** Sold by Denison Broadcasting Co. to Crawford Communications for \$300,000. Seller is owned by Walter Morrison and Don Uker (50% each). Uker owns 10% of KCBC(AM) Des Moines, Iowa. Morrison has no other broadcast interests. Buyer is owned by Kenneth D. Anderson (66.67%) and Wayne A. Specht (33.33%). Anderson is Chicago-based communications consultant. Specht is former program director of KDSN-AM-FM. They have no other broadcast interests. KDSN is on 1530 khz with 500 kw day.

■ **WYDK(AM) Yadkinville, N.C.:** Sold by B&B Broadcasting Corp. to Alan L. Soper and wife, Jeanette, for \$210,000. Seller is owned by Washington law firm partners, Forbes Blair (50%) and Donald Bilger (40%) and latter's son, Donald E. II (10%). They have no other broadcast interests. Buyers own and operate WODI(AM) Brookneal, Va. WYDK is 1 kw daytimer on 1480 khz. Broker: Walker Media & Management Inc.

### APPROVED

■ **KXXK(FM) Galveston, Tex.:** Sold by Beacon Broadcasting to Marr Broadcasting Co. for \$650,000. Seller is owned by William Marr III, John Walker and Glendon Johnson (16.2% each) and 17 others. They have no other broadcast interests. Buyer is owned by Michael Benages (51%), Jaime Santillana and Enrique Lopez (17% each), and Allan Levine (15%). Benages and Levine are Chicago attorneys. Santillana and Lopez are Chicago radio and television producers specializing in Hispanic programming and are principals in Focus Broadcasting, CP holder for new UHF in Joliet, Ill. KXXK is on 106.5 mhz with 26 kw and antenna 195 feet above average terrain.

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## Present users stake claim to DBS space

Share transponder use, assign DBS to other slots among comments

Despite the FCC's last minute extension of the comment deadlines regarding the formation of a "permanent" direct broadcast satellite (DBS) policy in the U.S. (BROADCASTING, March 30) at the request of the National Association of Broadcasters, three parties filed by the original March 31 deadline. A common concern expressed by all three—the Public Service Satellite Consortium (PSSC), The Aerospace & Flight Test Radio Coordinating Council (AFTRCC) and Home Box Office Inc. (HBO)—was that DBS not be allowed to dominate the 12 ghz band at the expense of the existing fixed terrestrial and satellite services in that band.

PSSC noted in its comments that "historically, certain types of educational and public service programs have been at a competitive disadvantage in gaining a foothold with regard to channel

availability, because the target audiences for such programs are smaller and more diverse . . . than is the mass audience for entertainment programming."

Therefore, PSSC urges the commission to set aside a certain percentage of time on a minimum number of DBS transponders for educational and public service programming.

Regarding the potential for interference problems in the shared use of the 12 ghz band by terrestrial microwave systems and DBS receivers, PSSC noted that at least five of its members and many other nonprofit groups such as hospitals and educational institutions utilize microwave communications systems. It said those groups would "suffer substantially from the prospect of a 12 ghz receive system for DBS." It therefore suggests that some other frequency range be allocated for the down-linking of DBS.

It said that if shared use of the 12.2-12.7 ghz band for terrestrial and satellite services proves infeasible, any forced relocation of existing services "should be completely reimbursed by whatever DBS operator or operators are initially

licensed."

Regarding the selection of potential DBS operators, PSSC rejected the use of lotteries or paper hearings. It said that with a novel and "potentially critical" service such as DBS, the commission "should take special care to initiate a comparative evaluation process that guarantees not only a reasonable marketplace resolution but also guarantees a system optimally responsive to public service needs and requirements."

Regarding technical standards, PSSC called on the commission to adopt the present NTSC system for DBS transmission systems, but said that technical standards for DBS receivers need not be adopted. It also said that a single high-definition television signal standard should be adopted, "via accepted industry committees and engineering practices."

It said that DBS should be regulated as a common carrier or "shared user" because the "potential monopolistic power of a single, private DBS operator could severely retard delivery of public services and education as well as other types of programs despite the 'good will' of the operators."

HBO said it agreed with the FCC staff postulation that competitive market conditions will make suppliers responsive to consumer programming interests and that there was therefore no need for program content regulation of DBS systems.

As far as DBS copyright liability is concerned, HBO said it should be "no more or less than" that imposed on other program delivering entities.

It called on the commission to interpret a DBS-transmitted signal as one protected by Section 605 of the Communications Act, which prohibits the interception of radio communications, except those intended for "the use of the general public."

In addressing the issue of DBS frequency allocation, HBO—like PSSC and AFTRCC—called on the commission to carefully consider the "rapid development of [fixed satellite services] in response to growing consumer demand and the uncertain future of DBS." It said the allocations question would be better addressed in a second notice of inquiry.

AFTRCC questioned the need for "yet another entertainment delivery vehicle"—at least at the expense of entities already established in the 12 ghz band which are "vital to the national defense manufacturing process." Along those lines, it cited a passage from an FCC Office of Plans and Policies study on DBS which concluded that by the time DBS goes into operation all parts of the country will have access to cable TV, subscription television, multipoint distribution services, videodisks or videocassettes.

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# THE FIRST 50 YEARS



## OF BROADCASTING

There were fireworks for broadcasters on Capitol Hill, at the FCC and in the courts throughout 1955.

Although the Senate had shifted from Republican to Democratic control, Chairman Warren G. Magnuson (D-Wash.) promised to continue the Senate Commerce Committee's investigation of TV networks and UHF-VHF problems that had started in the summer of 1954 under then-Chairman John W. Bricker (R-Ohio).

To study such network practices as affiliate relations, option time and program syndication, the FCC appointed a task force of Chairman George C. McConaughy and Commissioners Rosel Hyde, Robert Bartley and John C. Doerfer.

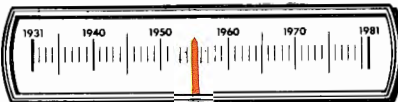
To decide whether Edward Lamb's WICU(TV) Erie, Pa. should be renewed, the FCC continued to call witnesses and sift through increasingly inconsistent testimony about Lamb's alleged Communist connections.

To complete an antitrust suit against some Hollywood major motion picture producers that were withholding movies from TV, the Justice Department submitted final arguments in what was to be a losing cause.

To analyze a possible connection between TV programming and juvenile delinquency, Senator Estes Kefauver (D-Tenn.) called a long list of witnesses to testify before his Juvenile Delinquency Subcommittee.

The Magnuson committee in February promised to conduct "the toughest investigation of broadcasting in 21 years" when it released a memorandum of suggested reforms proposed by Harry M. Plotkin, one-time assistant general counsel of the FCC who served as minority counsel to the Bricker committee. The FCC and the Justice Department were ordered to report on how they intended to implement the Plotkin reforms. The committee set public hearings for FCC and Justice Department testimony, appointed Senator Clarence C. Dill, author of the Communications Act of 1934, to suggest needed revisions of that act and appropriated \$75,000 for "highly trained professional people" to conduct inquiries.

Some of the reform measures in the controversial Plotkin memorandum included: the elimination of network option time on the theory that it gave network advertisers an advan-



*In England, Winston Churchill resigned and Anthony Eden succeeded him April 6. Argentina's president-dictator, Juan Peron, was ousted Sept. 19 after a military revolt. The Federal Republic of West Germany became a sovereign state May 5. In the United States, President Eisenhower suffered a coronary thrombosis in Denver Sept. 24. On Dec. 1, Martin Luther King Jr. came to greater national attention as he led a black boycott of the Montgomery, Ala., bus system. On Dec. 5, the American Federation of Labor and the Congress of Industrial Organizations merged into a 15-million-member AFL-CIO under President George Meany. Hollywood turned to its erstwhile enemy, television, for source material and came up with the Academy Award winner as the best picture of the year, "Marty." And in BROADCASTING ...*

tage over spot advertisers and that it mitigated against a variety of program sources; the discouragement of station representation by networks; the forcing of an FCC study of AT&T line charges; a review of multiple station ownership rules with a possibility of reverting to the prewar limit of three; and a study of the separation of the ownership of radio and television networks.

CBS proved to be one of the strongest critics, declaring "that many of the proposals of the Plotkin memorandum, insofar as it deals with network television, are mistaken, unpractical and unwise. If these proposals were to be adopted, network television as it is known today would be

gravely crippled and the public's investment of \$13.5 billion in receivers would be substantially depreciated."

While the controversy raged over the Plotkin measures, Senator Bricker released the Jones Report, a companion piece compiled by Robert F. Jones (former Republican special counsel to the committee and a one-time FCC commissioner). Jones found network practices deplorable and UHF in serious financial trouble, but recommended little immediate action until further study. Several of Jones's recommendations included further study of Senator Bricker's network regulation proposal, further study to find a way to place UHF on a better footing with VHF, the abandonment of a proposal to shift all VHF to UHF, and more uniform and consistent affiliation policies by networks. Warning "that a little knowledge is a dangerous thing," Jones recognized the UHF problem without advocating a particular reform. "Any action to make UHF service competitive with VHF," he reasoned, "would require a wholesale reassignment of VHF channels and entail staggering capital expenditures by VHF permittees and licensees. Deintermixture also would entail staggering capital expenditures for every VHF station located in proposed UHF-only cities and by millions of VHF-only set owners in the proposed deintermixed UHF-only areas."

But those opening fireworks heralded a hearing that never got off the ground in 1955; Magnuson finally rescheduled it in January of 1956.

UHF's problems and proposed solutions persisted. An FCC staff report in March recommended a VHF television freeze

until a solution could be found to the UHF situation. "The scheme," BROADCASTING editorialized, "is hare-brained. Its proclaimed purpose is to maintain the *status quo* of the UHF situation during the interim when the commission is considering possible remedial action. . . . The FCC is under pressure from Congress to do something for UHF. But it can't pass miracles. It should be evident that neither UHF or VHF, standing alone, can provide optimum, saturation service. VHF has the greater coverage and can provide service to rural and remote areas which could not be served economically by UHF's situated in the larger cities. A transition to UHF would mean the loss of even fringe service to those who seek it most—the remote dwellers."

However, the FCC did not suggest a freeze when, in late March, it replied to the Magnuson committee on the Plotkin and Jones memorandums.

While Senator Magnuson's opposition to such a freeze ended that as a remedy, many broadcasters looked to a form of deintermixture as a practical solution. The FCC, despite Commissioner Frieda Hennock's opposition, proposed deintermixture in four cities: Evansville, Ind.; Hartford, Conn.; Madison, Wis.; Peoria, Ill., and (later) in Albany, N.Y. In each city the educational station would switch to VHF, while the commercial stations would become UHF. Hennock objected on the grounds that the UHF problem was national and could only be solved by a "nationwide reallocation plan."

FCC Commissioner Doerfer in July proposed deintermixture for major television markets such as New York, Chicago and Los Angeles, arguing that the big markets were the places to test UHF's capabilities. According to his plan, New York's seven VHF stations would become UHF. "Admittedly the cost of conversion in and

### JOHNNY CARSON SHOW

CBS-TV's summer entry in the most-likely-to-be-discovered-comedian-of-1955 sweepstakes is Johnny Carson. Tall, thin, dark, with outstanding ears and an engaging grin, young Mr. Carson is neither particularly handsome nor homely. When he first appears on his program, alone before the camera, he impresses the viewer as a pleasant person who probably will be fun to know.

Format of the July 14 telecast closely resembled that of a Bob Hope show. There was an opening monologue by the star, a couple of songs by the guest singer—in this case the lovely-to-look-at, easy-to-listen-to Lisa Kirk—a comedy routine, some dialogue with the guest, a quartette number and a hasty closing to get things wound up before the final commercial.

But the program's format was its only resemblance to the Bob Hope show. Mr. Hope is a high pressure comic, spouting gags at machine-gun tempo.

Excerpt, "In Review," July 25

around New York City," Doerfer conceded, "may well approximate \$500 million. But the accumulated costs are not the standards by which to judge the respective equities of the television viewers. Why . . . should a resident in New York City be permitted to enjoy a choice of seven channels without conversion costs and a farmer in Wisconsin, Illinois, Indiana, Connecticut and New York be denied any television service?"

FCC Commissioner Robert E. Lee presented another approach. He recommended that the FCC give up on UHF. Instead, he said, the commission should attempt to obtain more channels for VHF television from existing military allocations and by relaxation of existing FCC regulations on mileage separations. The FCC in October formally requested that the Office of Defense Mobilization exchange some of its VHF frequencies for UHF.

BROADCASTING commented on the

situation and the FCC's seemingly contradictory responses: "In gravity and intricacy the UHF-VHF problem exceeds any other now before the FCC . . . On the one hand, the FCC through its chairman, put in motion an attempt to obtain more VHF channels from the military and, on the other, fixed Oct. 17 as a date to consider all the deintermixture petitions now before it. To some extent those actions appear to contradict each other. The effort to obtain VHF space from the military is the first to be undertaken officially by the FCC. Hence the official action suggests that the commission regards VHF as more desirable than UHF. . . . The UHF petitioners in the deintermixture cases cannot be expected to feel that their pleadings will be considered with special sympathy by a commission that has already implied skepticism about the worth of UHF."

By November the FCC changed direction. Denying the five petitions for deintermixture, the commission decided instead to consider a revision or possibly a retirement of the 1952 Sixth Report and Order, the basis for the current system of frequency allocations, because "... if deintermixture, even on a partial basis, should finally be determined to be a useful method of resolving the overall problems, the particular communities for its application should not be selected merely because of the fortuitous circumstance of whether a VHF station has commenced operation in any particular community." And so the UHF-VHF conundrum persisted.

Meanwhile the FCC, with Richard Mack as the replacement for Frieda Hennock (who failed to receive renomination from President Eisenhower), laid the foundations for a broad investigation that BROADCASTING reported as one that "threatens to be the toughest in 15 years and to embroil advertisers, agencies, station representatives and talent." According to a staff directive, the study focused on, among other things, network affiliation policies, program production and distribution, station representation, common ownership of radio and TV networks, multiple ownership of stations, the economic potential of advertising-supported broadcasting, and the availability of national advertising for network and spot broadcasting. According to a November FCC statement "the network study will concern itself with the broad question of whether the present structure, composition and operation of radio and television networks and their relationships with their affiliates and other components of the industry tend to foster or impede the maintenance of a nationwide competitive radio and television industry."

The long and often melodramatic FCC hearing on the renewal of WICU Erie and the qualification of owner Edward Lamb took another bizarre turn in February. A key FCC witness against Lamb, Marie Natvig, recanted, charging that former FCC counsel Walter R. Powell Jr. had "brainwashed" her into giving false testimony and had threatened her with



PRESIDENT EISENHOWER, who addressed NARTB convention delegates last Tuesday morning, meets Clair R. McCollough (c), Steinman Stations, and Henry Clay, KWKH Shreveport, La., co-chairmen of the 1955 convention.

—Broadcasting, May 31

prosecution for perjury if she deviated from the prescribed script. As a result, Lamb's attorney requested that all of Natvig's testimony, including her allegations of Lamb's Communist ties, be stricken from the record, and that the case be dismissed on the grounds that the FCC failed to substantiate its charges.

Instead, the FCC pursued its case by calling Lamb as a witness. Lamb denied consorting with Communists, and defended his association with the National Lawyers Guild, an organization labeled by the FCC as being Communist-dominated. "I make no bones about it," Lamb commented on his association with the NLG, "I'm proud that it was because of fellows like myself that you had a New Deal and a Fair Deal." The FCC, as BROADCASTING noted, "is in serious trouble in the Edward Lamb license renewal case—perhaps the most serious in its tempestuous history."

FCC Hearing Examiner Herbert Sharfman in December issued an initial decision recommending that Lamb's WICU be renewed. Sharfman explained that "... there is no proof that Lamb personally engaged in any subversive activity. Lamb's possible naivete in allying himself with these groups ... cannot, on this record, be transformed into something more sinister; his professed sympathy with the underdog, his espousal of 'liberal causes' and his prominence in the community undoubtedly made him attractive to certain organizations, and the first two factors must also have made him personally susceptible. But to say that he was starry-eyed is not to conclude that his eyes must also have been shot with malevolent gleams. ..."

The Lamb case ended in 1955, not with a bang but with a reasoned dismissal of the government's charges. "In all FCC history," BROADCASTING commented, "it would be hard to find a case originated, conducted and concluded with such little regard for due process of law, such frenzied political maneuvering and, on the part of Mr. Lamb and his associates, such vigorous utilization of publicity. ... Aside from the incredible performances of witnesses, the conduct of other parties in the hearing was deplorable. ... It would be nice to forget the Lamb case, but we suspect that other licensees may find it difficult to put from their minds the image of potential prosecution at the whimsy of the FCC."

Another investigation involving the film industry came to a close in 1955, that of Justice Department's antitrust suit against major motion picture distributors. For years, television had hungered to get into Hollywood's vaults of past releases to supplement TV programming. The major motion picture producers steadfastly refused to help a medium they felt was directly competitive. They also held that sales to TV would kill reissue and remake potential of their films. While the government pressed its charges of restraint of trade, Jack L. Warner, vice-president in charge of production at Warner Brothers, admitted



MARIE NATVIG

—Broadcasting, Feb. 14



WITNESS LAMB

—Broadcasting, April 11

that from 1948 to 1950 Warner Bros. refused to release any movies to television. "If people can get something for free," Warner testified, "I see no reason why they should want to pay for it." Warner as well as Charles Feldman, Universal-International sales executive, and John Desmond, head of United World Film Corp., argued that not only did a TV showing destroy the reissue and remake value of a film, but that TV had caused over 5,000 theaters to close in the last few years. Chief U.S. District Judge Leon Yankowich upheld the withholding by five motion picture companies (20th Century-Fox Film, Warner Bros., RKO-Radio, Columbia Pictures, Universal) of films from television release, stating that the Sherman Antitrust Act condemns only "unreasonable restraint," and that competition is not "an absolute under American law and economy."

As film became an ever-increasing need for TV programming, networks cultivated other sources. ABC, for example, paid \$1.5 million to the British J. Arthur Rank Company for 100 feature films for use on the network's *Afternoon Film Festival*.

According to a BROADCASTING survey, filmed programming on television (movies and filmed TV shows) in the six months between spring and fall 1955, rose from 32 hours and 38 minutes to 42 hours and 40 minutes each week, or from 36.8% of the stations' air time to 45%. Nonnetwork stations devoted the most time to film, 51 hours and 35 minutes, or 72%, while non-interconnected affiliates ranked second in use of film with 41 hours and 31 minutes, or 64.2% of their time, and interconnected network affiliates utilized the least filmed programming, averaging 30 hours and 24 minutes a week, or 31% of their total time.

DuMont, losing ground in the network competition, announced in January that it had developed a combination live-film network system. DuMont executives, citing statistics that the DuMont network had never shown a profit, blamed the situation in large part on the "excessive" cost of producing live programs and transmitting them by cable to affiliated stations. To reduce those costs, DuMont developed its "Electronicam," a single-unit combination of a motion picture and a television camera. "Our new development," DuMont declared, "is a wedding of electronic equipment and motion-picture cameras. It permits the instantaneous and continuous recording on high quality motion picture film of all programs at greatly reduced cost. In this way it should be possible to eliminate cable costs ... except for occasional uses to carry profitable current events, or live sports or other important live shows."

By April DuMont switched to a predominantly film network that utilized the Electronicam, stressing the rerun possibilities of its high quality film as compared with the lower quality kinescope.

But despite DuMont hopes, its network star continued to dim. By the middle of September, Monday night boxing was the only network show surviving. And a proposal was made to stockholders that the Allen B. DuMont Labs and the broadcast division, which still included two TV stations, become separate divisions.

Another programming concern, resurrected by Senator Estes Kefauver's (D-Tenn.) hearings, centered on a possible causal relationship between television and juvenile delinquency. Most witnesses called for a long-range study, and most broadcasters cited the need for continued self-regulation as opposed to government intervention in programming. Joseph Heffernan of NBC expressed the feeling of the latter group when he declared: "We are opposed to government censorship and to any device by which government is empowered to check the expression of opinion. We believe that in the long run any attempt to regulate program content by decree will prove both unwise and unworkable. In taking this position we feel it



SIGMA DELTA CHI bronze plaque, commemorating KDKA's "historic broadcast" of the 1920 election returns, is presented to Westinghouse officials by Charles C. Clayton (2d r), *St. Louis Globe-Democrat* executive and past SDX president. L to r: Chris J. Witting, president of Westinghouse Broadcasting Co.; L. R. Rawlins, KDKA general manager; Mr. Clayton, and D. H. McGannon, Westinghouse Broadcasting Co. vice president.

## SDX MARKS KDKA AS 'HISTORIC SITE'

National journalistic fraternity commemorates original spot in Pittsburgh where 35 years ago the Harding-Cox election returns were broadcast on the Westinghouse station.

RECOGNITION came to radio as a full-fledged journalistic medium from the nation's largest organization of newsmen in a ceremony last Tuesday marking KDKA Pittsburgh's "historic site" that

table was Mrs. Frank Conrad, widow of the late Westinghouse engineer who was instrumental in launching KDKA and who thus became known as the "father of radio."

Mr. Clayton said the presentation marked the first time SDX had given recognition to radio. He characterized the event as one "whose historic significance probably will be more clearly discerned by future generations."

Describing the event as one which recognizes "the birth of a new and powerful medium of communication," Mr. Clayton stated that

—Broadcasting, Nov. 11

puts more, and not less, responsibility on the broadcaster himself. . . . The adoption of NBC of its code of broadcast standards was a recognition of the responsibility we bear. . . ."

Kefauver's committee in August released a report critical of both television and the FCC. The committee had been unable to prove a direct link between television and juvenile crime, but neither had it been able to find "irrefutable evidence that young people may not be negatively influenced in their present day behavior" by TV crime and violence. Therefore, the Kefauver committee urged that the FCC establish minimum standards for children's programs, increase its monitoring activities, and enforce fines and the revocation of licenses when necessary—a program that evoked cries of censorship from broadcasters and programmers. In addition, the Kefauver committee recommended that all broadcasters join the National Association of Radio and Television Broadcasters and subscribe to its TV code, that the NARTB increase its monitoring function, that the National Science Foundation conduct research into the effects of TV programming on children, that the President appoint a commission to study the effect of mass media on children and that citizens form local listening coun-

cils to keep a close watch over children's programs.

Not all TV programming met with adverse criticism. NBC achieved much praise for its two-hour March presentation of Mary Martin in *Peter Pan*. Over 65 million people—by NBC's count "the greatest audience ever assembled to watch any event on a single network"—saw the \$450,000 color production. Calling the production "a milestone," the *New York Herald Tribune* commented that "having put on *Peter Pan* so brilliantly, the television industry is entitled to take its own bows. But it should remember that shows of this type set a high standard for the future. . . ."

NBC continued to push color by increasing the number of live color shows to 37 for October 1955 from seven in October 1954. In one year the number of TV stations equipped to colorcast network color programs tripled from 60 in midsummer of 1954 to nearly 200 in midsummer of 1955.

CBS-TV scored a coup in June with its airing of *The \$64,000 Question*. Within a month, this show, sponsored by Revlon and offering the largest jackpot of any quiz show, became the most popular program on the air. *Gunsmoke*, a CBS Radio favorite, expanded to TV on Sept. 10. This adult western not only climbed to the top

of the ratings and stayed there, but sparked a trend to adult westerns that was to dominate network programming for years.

ABC, which trailed the other networks in the color race, expanded on its success with Walt Disney by introducing the black-and-white Disney-designed *Mickey Mouse Club*. This late-afternoon series, replete with mouseketeers, cartoons and special features successfully captured a significant share of the audience and contributed to ABC's emergence as a profitable arm of American Broadcasting-Paramount Theatres in 1955. After losses in 1953 and 1954, ABC reported operating income of \$18,117,000 in 1955, an increase of \$10,693,000 over the previous years. ABC-TV gross time billings in 1955 had increased 53%. AB-PT, in releasing this report, clarified its position on color TV by saying that once there is a "sufficient number of color sets to justify public and advertiser interest," ABC would be prepared to broadcast in color.

As television's popularity grew, so did its time sales. By August 32 million homes had television sets. For the year TV time sales rose another 26.6% to \$681.1 million.

Radio also experienced a rise in sales in 1955. The combined net time sales for radio stations and networks equalled \$456,481,000, \$5 million ahead of the 1954 totals, and only slightly below the all-time (1953) high of \$477,206,000. While network sales dropped nearly \$19 million below the 1954 figure, local sales rose almost \$25 million.

The radio networks struggled. Both Mutual and CBS Radio established a single rate for daytime and evening programming. NBC introduced *Monitor*, a weekend, 40 hour magazine format for radio that offered talks, interviews, news and music.

The number of operating television stations at the end of 1955 had risen from 411 to 441 commercial stations and from 11 educational to 18; the number of AM stations on air increased from 2,669 to 2,824, but the number of operating FM stations continued to decline, from 552 in 1954 to 540.

In an attempt to help FM, the FCC in March authorized functional music and related "subsidiary" services by FM stations on both a simplex basis (for one year) and a multiplex basis, effective May 2. This plan would allow an FM station to broadcast its regular programming for the public, and by the use of special equipment, gain added revenue through the multiplexed services which included special programming for supermarkets, restaurants, banks, etc.

In other FM news, RCA-NBC finally reached a settlement in the patent suit that Major Edwin Armstrong had brought against that company six years ago. The \$1-million settlement that RCA agreed to came one year after Armstrong's suicide (see 1954).

In 1955, the perennial issue of pay TV again came before the FCC. The NARTB,

NBC, ABC and CBS vigorously opposed pay TV, but Zenith continued to press for the right to market this service. CBS's Dr. Frank Stanton argued that "CBS opposes pay television because it would highjack the American public into paying for the privilege of looking at its own television sets. This is a betrayal of the 34 million families who have already spent \$13.5 billion for their sets in the expectation that they would be able to use them as much as they wanted without paying for the prerogative of watching." RCA-NBC's David Sarnoff emphatically stated that free and fee TV could not coexist: "We believe that pay television would degrade and ultimately destroy the present system of free television." Observers predicted a long and bitter fight waged before the public and the FCC for pay television's approval or rejection.

Among top-echelon changes that took place as the year wound down:

In November, Donald H. McGannon was named president of Westinghouse Broadcasting Co., succeeding Chris J. Wit-

ting, who became a vice president of the parent Westinghouse Electric Corp. and manager of WEC's consumer products division.

In December, Robert W. Sarnoff was advanced from executive vice president to president of NBC, succeeding Sylvester L. (Pat) Weaver, who became chairman.

BROADCASTING summarized the year as one of "big plans, big gains, big problems. . . . It was a year of peak TV billings and a rise in radio revenues. . . . a year of record station sale prices; a year of congressional concern for radio-TV problems, but with no legislation passed in this field; . . . It was a year when the FCC wrestled with the VHF-UHF coexistence problem in vain, finally calling for industry help in completely overhauling the present allocation plan; a year when DuMont's withdrawal left only three TV networks; a year when "spectaculars" got the biggest audience, but \$64,000 *Question* got top week-in, week-out ratings, and when *Monitor*, *Weekday*, and *New Sounds for You* set new patterns in radio. . . . It was, in short,

another normal year for broadcasters, full of threats and promises that turned out better than many had feared, though perhaps not as well as they hoped."

### Stay Tuned

1. What ad agency designed Adlai Stevenson's "The Man From Libertyville" campaign?
2. Name the three-person NBC anchor team for the '56 presidential convention.
3. Name two congressional investigations that accused the networks of monopolistic practices.
4. What major swap of broadcast stations came under the scrutiny of the Department of Justice?
5. Who was the singing superstar Ed Sullivan presented on TV?

The answers next week,  
in "1956"

## For the Record

As compiled by BROADCASTING March 23 through March 27 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

■ Tucson, Ariz.—Doylan Forney seeks 830 khz, 50 kw-D, 1 kw-N. Address: 19251 Bretton Drive, Detroit, Mich. 48223. Estimated construction costs: \$263,550; first quarter operating cost: \$19,000; revenue: NA. Format: MOR. Principal: Doylan Forney (100%), who holds CP for new FM, Eloy, Ariz. and has application pending for new UHF, Saginaw, Mich. Ann. March 16.

■ La Mesa, Calif.—Pro Broadcasters seeks 830 khz, 10 kw-D, 2.5 kw-N. Address: 7988 Cinthia St., San Diego, Calif. 92041. Estimated construction costs: \$285,000; first-quarter operating cost: \$85,000; first-year revenue: \$500,000. Format: Variety. Principal: Earnel Durden (40%), Willie D. Davis (35%), Cliff Gill (25%). Durden is backfield coach for San Diego Charger, professional football team. Davis is principal owner of KACE(FM) Inglewood, Calif., WAWA(AM) West Allis and WLUM-TV Milwaukee, both Wisconsin, and has recently bought, subject to FCC approval, KQIN(AM) Burien, Wash. Cliff Gill is president of Cliff Gill Enterprises, San Clemente, Calif.-based media broker and part owner of KWVE(FM) San Clemente. Ann. March 16.


■ Los Angeles, Calif.—International Institute of Los Angeles seeks 830 khz, 15 kw-D, 1 kw-N. Address: 435 South Boyle Avenue, Los Angeles 90033. Estimated construction costs: \$244,000; first quarter operating cost: \$38,500. Format: Educational. Principal: Applicant is non profit, educational institution; John R. Phalen is executive director and William G. Thomas is president, board of directors. Ann. March 16.

■ Orange, Calif.—Orange County Broadcasting Corp. seeks 830 khz, 2.5 kw-D, 1 kw-N. Address: P. O. Box 12369 Santa Ana, Calif. 92712. Estimated construction costs: \$235,500; first-quarter operating cost: \$73,000; first-year revenue: \$360,000. Format: Spanish language/popular music. Principals: Ernesto S. Cervera, David J. Hubbard, Joseph C. Somoza (22.98% each), J. Fernando Niebla (17.24%), Manuel E. Sepulveda (10.34%), Robert A. Savedva (3.45%) and Daniel L. Klein (.02%). Cervera is president and owner of Cervera International, Hollywood, Calif.-based producer of advertising commercials. Hubbard is division manager for Olympia Brewing Co., Irvine, Calif. Somoza is major markets manager for Olympia. Niebla is president and 51% owner of Infotec Development Inc., Huntington Beach, Calif.-based developer

of satellite control systems. Sepulveda is staff assistant in district office for U.S. Rep. Jerry Paterson. Savedva is marketing director for Economic Development Corp., Orange, Calif. Sepulveda also owns 1.8% of new commercial TV applicant for Santa Ana. Klein owns 5.4% of WCGV-TV Milwaukee [permittee]. Ann. March 16.

■ San Jacinto, Calif.—Alessandro Broadcasting Inc. seeks 830 khz, 50 kw-D, 5 kw-N. Address: 24721 San Jacinto Ave., San Jacinto 92383. Estimated construction costs: \$350,000; first year operating cost: \$214,000; revenue: \$490,000. Format: General interest. Principals: Daniel Sedillos (19%), and wife, Consuelo (12.5%), Ralph Perciado (18.5%) and Gilbert Hurtado (18.5%), Jude Powers (19%), Michael Rhodes (12.5%). Sedillos own San Jacinto restaurant. Preciado owns San Jacinto dairy farm. Powers is Hemet, Calif., lawyer. Hurtado is Hemet contractor. Rhodes owns Hemet clothing store. They have no other broadcast interests. Filed March 9.

■ San Marcos, Calif.—Western Radio Group seeks 830 khz, 1 kw-U. Address: c/o Jeffrey Chandler, P.O. Box 949, Carlshad, Calif. 92008. Estimated construction costs: \$209,500; first year operating cost: \$256,000; revenue: \$275,000. Format: Tempo Beautiful

<p><b>NAB 1981</b></p>	<p><b>EDWIN TORNBERG &amp; COMPANY, INC.</b></p>
	<p><b>Hospitality Suite DUNES HOTEL</b></p>

Music. Principals: Jeffrey Chandler (70%), William D. Dominguez (25%) and Carrie D. Uhlinger (5%). Chandler is president and 98.5% owner of KKOS(FM) Carlsbad, Calif. Dominguez is president and 70% owner of David Earthcraft Inc., San Marcos, Calif.-based retail store owner. Uhlinger is operations manager of KKOS(FM). Filed Feb. 9.

■ Santee, Calif.—Santee Broadcasting Co. of Indiana seeks 830 khz, 2.5 kw-D, 1 kw-N. Address: 400 Union Federal Building, Indianapolis, Ind. 46204. Estimated construction costs: \$138,000; first quarter operating cost: \$60,000; revenue: \$265,000. Format: Adult Contemporary. Principals: Joseph D. Jones (25%), Thomas W. Mathis and Paul Major (15% each), James W. Beatty, Bernard Landman Jr., Patrick E. Chavis III (10% each), Patricia Welch and Julie Cohen (7% each) and Michael G. Lacy (1%). Jones is director of minority affairs for RKO radio, Los Angeles. Mathis owns KBRV(AM) Soda Springs, Idaho and KDYL(AM)-KTLE(FM) Toole, Utah. Major is television account executive for Taft Broadcasting Co., licensee of WTVN-TV Columbus, Ohio. Beatty and Landman are former principals of Tecumseh Broadcasting Corp. Chavis is part owner of American Cablevision, Indianapolis. Cohen is program director for KDYL(AM)-KTLE(FM). Lacey is part-time announcer at KUSU-FM Logan, Utah. Welch is former minority stockholder of WTLC(FM) Indianapolis. Ann. March 16.

■ St. Marys, W. Va.—Seven Ranges Radio Co. seeks 1570 khz, 1 kw-D. Address: Box 338, Newport, Ohio 45768. Estimated construction costs: \$38,400; first quarter operating cost: \$12,800; first-year revenue: \$65,000. Format: CW/Popular. Principal: Donally R. Eddy and Thomas P. Taggart (50% each). Eddy is salesman for Marietta, Ohio-based electronic and electrical wholesaler. Taggart is chief engineer for WABJ(AM)-WQTE(FM) Adrian, Mich. They each own 50% of new FM applicant for St. Marys, W. Va., and 33% of new FM applicant for Zanesville, Ohio. Ann. March 16.

#### FM applications

■ Bentonville, Ark.—Music Sound Radio Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 4, Highway 72, Bentonville 72712. Estimated construction cost: \$72,000; first-quarter operating cost: \$23,000; revenue: \$95,000. Format: CW. Principals: Joe Bowen, John B. Jarrett III, Luther C. Graham, Keith Kisse (25% each). Jarrett, Graham and Bowen each own 30% of KTOW Sand Springs, Okla. Kisse is former general manager of KLIB(AM) Liberal, Kan., and has no other broadcast interests. Ann. March 18.

■ Memphis, Mo.—Samuel Berkowitz seeks 96.7 mhz, 25 kw, HAAT: 300 ft. Address: R.R. 3, Box 65, Memphis 64555. Estimated construction cost: \$90,000; first-year operating cost: \$170,000; revenue: \$96,000. Format: Music Variety. Principal: Samuel Berkowitz (100%), is teacher with Scotland County Schools, Memphis, and has no other broadcast interests. Ann. March 18.

■ Iilon, N.Y.—Paradise Broadcasting & Communication Systems Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Paradise Road, Central Square, N.Y. 13036. Estimated construction cost: \$72,000; first-quarter operating cost: \$25,000; revenue: \$190,000. Format: Adult Contemporary. Principal: Bernard Boezer (100%). He is professor at State University, Oswego, N.Y., and owns management consulting firm and beef cattle farm. He has no other broadcast interest. Ann. March 18.

■ Mission, Tex.—Mission Broadcast Enterprises seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2, Box 122F, Rio Grande City, Tex. 78582. Estimated construction cost: \$113,500; first-quarter operating cost: \$25,000; revenue: \$100,000. Format: Spanish programming. Principals: Lino Canales Jr. and Gustavo Valadez Jr. (50% each). Valadez also owns Hispanic Media Enterprises, applicant for new FM in Rio Grande City, Tex. Canales is 33% owner of *Etc, Etc, Etc Magazine*, McAllen, Tex., and has no other broadcast interests. Ann. March 18.

■ New Boston, Tex.—Bowie County Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 848, New Boston 75570. Estimated construction cost: \$47,000; first-year operating cost: \$16,700; revenue: \$40,000. Format: Religious. Principal: Richard E. Knox (52.8%), his daughters, Matilda K. Edens and Sandra K. Peters (18.6%) and Sandra's husband, Peter (10%). Knox is manager and 52.8% owner of KNBO(AM) New Boston. Sandra Peters is Greenville, Tex.-based real estate developer. Charles Peters is engineer with Forney Engineering Co., Dallas. Edens is housewife. They have no other broadcast interests. Ann. March 18.

■ Clarksville, Va.—Athens Broadcasting Corp. seeks 98.3 mhz, 3 kw, HAAT: 220 ft. Address: P.O. Box 449, Athens, Tenn. Estimated construction cost: \$55,250; first-quarter operating cost: \$20,000; revenue: \$60,000. Format: Modern Country. Principals: Steve H. Snowden (51%) and wife, Joan C. (34%), Frank T. Foster, John R. Dorris and Charles Westbrook (5% each). Snowden is president and 25% owner of First Central Corp., one bank holding co., Smithville, Tenn., and has interests in fast food franchises. Foster owns office furniture supply business. Dorris owns 22.2% of WWWQ(AM)-WPFM(FM) Panama City, Fla., and is director and chief financial officer of Mooney Broadcasting Corp., licensee of 3 AM's and 2 FM's in Alabama and Tennessee. Westbrook is former general manager and part owner of WBIA(AM) Augusta, Ga. They also own WLAR(AM) Athens, Tenn., and bought, subject to FCC approval, WUCR(AM) Sparta, Tenn. (BROADCASTING, March 16). Ann. March 18.

#### AM action

■ West Lake Hills, Tex.—Scan Comm. Corp. granted 1560 khz, 2.5 kw-D. Address: 1500 Austin National Bank Tower Austin Tex. 78701. Estimated construction costs: \$336,542; first-quarter operating cost: \$45,447; revenue: \$466,000. Format: MOR. Principal: Neal L. Speice, Jr. (100%). Speice owns advertising and public relations firm in Austin, Tex. He has no other broadcast interests. Action March 19.

#### FM actions

■ Auburn, Neb.—Midway Broadcasters granted 105.5 mhz, 3kw, HAAT: 100 ft. Address: 7510 Farmingdale Dr., Darien, Ill. 60559. Estimated construction cost: \$99,900; first-quarter operating cost: \$21,000; revenue: \$96,000. Format: MOR. Principals: Richard E. Stites and wife, Patsy A. (50% each). Richard Stites is sales manager for Darien food manufacturers. Patsy Stites is housewife. They have no other broadcast interests. Action March 17.

■ Meredith, N.H., Lakes Region Broadcasting Corp.) Dismissed as unacceptable CP for new FM station on CH-287 (BPH-9602). Action March 11.

■ Nashua, N.H., Soundpro Inc.—Dismissed application for new FM station (BPH-10923). Action Jan. 30.

## Ownership Changes

#### Applications

■ KYDE(AM) Pine Bluff, Ark. (AM: 1590 khz, 2 kw-D)—Seeks assignment of license from Smith, Davis, Shields Inc. to Southwest Communications Inc. for \$307,000. Seller: Warren B. Smith, his son-in-law, John J. Shields, and Smith's brother-in-law, Don J. Davis (one-third each). Shields also owns KPOC(AM)-KCYN(FM) Pochontas, Ark., and 2% of KFLO(AM) Shreveport, La. Smith and Davis have no other broadcast interests. Buyer: George S. Ivory Jr., James E. Moore Jr., Alonzo D. Williams (one-third each). Ivory is director of Arkansas Regional Minority Purchasing Council. Moore is Little Rock, Ark., dentist. Williams is Little Rock physician. Moore also owns 24% KDEW-AM-FM DeWitt, Ark. Ann. March 20.

■ KWTC-AM-FM Barstow, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, ant. 192.6 ft.)—Seeks assignment of license from Mojave Valley Broadcasting Inc. to Inland Empire Broadcasters Inc. for \$385,000 (BROADCASTING, Dec. 1, 1980). Seller: Esther B. Brown (85%), Helen V. Long (10%) and Harry S. White (5%). They have no other broadcast interests. Buyer: Howard N. Fisher (20%), J.B. Lanfranco, J.W. Pennington, Les Richter, Bart R. Singletary and Thomas Speil (16% each). Applicants are Riverside, Calif.-area businessmen. Pennington is Los Angeles physician. They also own KPRO(AM) Riverside, Calif. Ann. March 20.

■ KDSN(AM) Denison, Iowa (AM: 1530 khz, 500 kw-D)—Seeks assignment of license from Denison Broadcasting Co. to Crawford Communications for \$300,000. Seller: Walter Morrison and Don Uker (50% each). Uker owns 10% of KCBC(AM) Des Moines. Buyer: Kenneth D. Anderson (66.67%) and Wayne A. Specht (33.3%). Anderson is Chicago-based communications consultant. Specht is former program director of KDSN-AM-FM. They have no other broadcast interests. Ann. March 20.

■ WEBQ-AM-FM Harrisburg, Ill. (AM: 1240 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 50 kw, ant. 310 ft.)—

Seeks transfer of control from Macauley Nicholes to O. L. Turner for \$700,000 (BROADCASTING, March 30). Seller is principally owned by Macauley Nicholes. Buyer also owns WSIL-TV Harrisburg, Ill. and KPOB-TV Poplar Bluff, Mo., which he has sold to Nicholes and others.

■ WNKR(FM) Falmouth, Ky. (FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Norkey Enterprises Inc. to I-Omega of Kentucky Inc. for \$50,000. Seller: Jerome E. Hungler (60%), Roy E. Bradford, Clifford C. Robertson, James P. Wagner and Oliver P. Bards (10% each). They have no other broadcast interests. Buyer: I-Omega Inc., a Pennsylvania Corp., owned 100% by Martin Kuper, which buys and sells new and used broadcast equipment. He has no other broadcast interests. Ann. March 25.

■ WAQA(FM) Grasonville, Md. (FM: 103.1 mhz, 3kw, ant. 300 ft.)—Seeks assignment of license from WAQA to Atlantic Broadcasting Corp. for \$268,175 (BROADCASTING, Nov. 24, 1980). Seller: Edward M. DeMaso and wife, Joanne (50% each), who have no other broadcast interests. Buyer: Sydney A. Abel (51%), Joseph B. Gildenhorn, Donald A. Brown, Benjamin R. Jacobs, Robert Lerner, Lee M. Hydeman, Geraldine Sitrick, Gerard Louis-Dreyfus (7% each). They also own WYRE(AM) Annapolis, Md. Ann. March 20.

■ WEDG(AM) Soddy Daisy, Tenn. (AM: 1240 khz, 2 kw-D, 250 w-N)—Seeks assignment of license from Southeast Community Media Inc. to Roberta G. Davis for \$150,000. Seller: Hudson Printing and Lithography Inc. (51%), Roberta Davis (41%), James Thatcher (7%) and George Hudson III (1%). They have no other broadcast interests. Buyer: Roberta G. Davis (100%), who is former sales manager of WEDG(AM) and already 41% owner of station. Ann. March 20.

■ KNIN(AM) Wichita Falls, Tex. (AM: 990 khz, 10 kw-D, 1 kw-N)—Seeks assignment of licenses from Wichita Broadcasting Corp. to KNIN Broadcasting Inc. for \$1.15 million. Seller: Bob H. Walker (100%), who has no other broadcast interests. Buyer: Richard J. Moran (99%) and Richard DeButts (1%). Moran is chairman of board of Moran Energy Inc., Wichita Falls-based oil and gas exploration firm. DeButts is station manager at KNIN. They have no other broadcast interests. Ann. March 20.

■ WDDY(AM) Gloucester, Va. (AM: 1420 khz, 1 kw-D)—Seeks assignment of license from Cape Radio Inc. to WDDY Inc. for \$90,000. Seller: Arthur Lazarow (56%), mother-in-law, Nell Irene Daniels, and J. Arthur Shimmin (22% each). They have no other broadcast interests. Buyer: William L. Eure Jr. (56%), Thomas W. Robinson (25%) and William B. Eure (10%). William L. Eure is president and 100% owner of WSSV(AM)-WPLZ-FM Petersburg, Va. Robinson is assistant manager at WSSV-WPLZ. W.B. Eure is manager at WPLZ. Ann. March 23.

#### Actions

■ KKAN(AM) Phillipsburg, Kan. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted 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. Action March 17.

■ WSJP(AM) Murray, Ky. (AM: 1130 khz, 250 kw-D)—Granted assignment of license from Jackson Purchase Broadcasting Co. to Jackson County Broadcasting Corp. for \$25,000. Seller: Charles Anderson (27%), Freddie McCoy (12%), Stephen Catron (12%), Sammy J. Parker (25%) and father, Joe (24%). Anderson also owns 65% of WKVE(AM) Cave City, Ky. and 50% of WKVL(AM) Clarksville, Tenn. McCoy, Catron and Parker have no other broadcast interests. Buyer: Joe Parker and son, Sammy J. (50% each). Joe Parker owns Murray, Ky., supermarket. Sammy Parker has been general manager at WSJP since 1978. They already own 49% of WSJP. Action March 17.

■ KXXK(FM) Galveston, Tex. (FM: 106.5 mhz, 26 kw, ant. 195 ft.)—Granted assignment of license from Beacon Broadcasting to Marr Broadcasting Co. for \$650,000. Seller is owned by William Marr III, John Walker and Glendon Johnson (16.2% each) and 17 others. They have no other broadcast interests. Buyer is owned by Michael Benages, Allan Levine, Jaime Santillana, Enrique Lopez and Joseph Gomez (20%



each). Benages and Levine are Chicago attorneys. Santillana and Lopez are Chicago radio and television producers specializing in Hispanic programming. Gomez is Chicago government employee. Benages, Santillana and Lopez are principals in Focus Broadcasting, CP holder for new UHF in Joliet, Ill. Levine and Gomez have no other broadcast interests. Action March 17.

■ **KRWT(AM)** Winters, Tex. (Winters Radio Inc.)—Dismissed application for transfer of control from Tom Spellman, Larry Henderson and Belva Prescott to MBFA Communications Corp. (ETC-800512EJ). Action March 18.

■ **WFCB(FM)** Chillicothe, Ohio—Ronald H. Pewster and Burrell Adkins DBA Terins Enterprises. Dismissed application for assignment of license to Ross County Broadcasting Co. (BALH-800811FJ). Action March 17.

■ **WSVI(TV)** St. Croix, V.I.—Application Dismissed to Commercial TV Broadcast Station for voluntary transfer of control of Licensee corp. from Leroy A. Mercer, Barakat Saleh & Len Gawrych to Barakat Saleh. Action Feb. 6.

■ **WKGI(FM)** New Martinsville, W. Va. (FM: 103.9 mhz, 3kw, ant. 493 ft.)—Granted assignment of license from Broadcast Communications Corp. to Thomas Communications Corp. for \$280,000. Seller: Thomas E. Loehr (100%) who has no other broadcast interests. Buyer: Wayne A. Thomas (100%), is also president and owner of WETZ(AM) New Martinsville. Action March 17.

## Facility changes

### Applications

■ **KVIP(AM)** Redding, Calif.—Seeks CP to make changes in ant. sys. (increase height of tower) and change TL to 3575 Bechelli Lane, Redding. Ann. March 6.

■ **Serena Park, Calif.**, Carpinteria Broadcasting Co.—Seeks mod. of CP for 101.7 mhz to make changes in ant. sys.; change TL; change type trans.; change type ant.; change HAAT: 810 ft (H&V) and change TPO. Ann. March 6.

■ **KKFM(FM)** Colorado Springs, Colo.—Seeks CP to make changes in ant. sys.; change TL to Cheyenne Mt., Colorado Springs; change type trans.; change type ant.; increase ERP: 70.79 kw (H&V); decrease HAAT: 2290 ft. (H&V) and change TPO. Ann. March 12.

■ **WVFR(AM)** Ridgefield, Conn.—Seeks mod. of CP to change TL to Town & Transfer Station, Ridgefield Center, and change type trans. Ann. March 6.

■ **WDUV(FM)** Bradenton, Fla.—Seeks CP to change TL to .15 miles N-NW of corner of 33rd St. & 8th Ave., Memphis, Florida; increase HAAT: 576 ft. (H&V) and change TPO. Ann. March 5.

■ **WEEL(AM)** Boston, Mass.—Seeks CP to make changes in ant. sys. Ann. March 6.

■ **WYGR(AM)** Wyoming, Mich.—Seeks CP to change TL to Indian Mounds Road, Grandville, Mich.; change SL & RC to 325 28th Street, S.E., Grand Rapids and change type trans. Ann. March 6.

■ **WDMS(FM)** Greenville, Miss.—Seeks CP to change TL to 1383 Pickett St., Greenville; increase ERP: 100 kw (H) and change TPO. Ann. March 12.

■ **WNSL(FM)** Laurel, Miss.—Seeks CP to utilize existing main trans. and ant. as auxiliary, to be operated on: ERP: 22 kw (H&V); HAAT: 167 ft. (H&B) and change TPO (for aux. purposes only). Ann. March 12.

■ **KYMC(FM)** Ballwin, Mo.—Seeks CP to make changes in ant. sys.; change TL to: 101 E. Clayton Rd., Ballwin; change type trans.; change type ant.; increase HAAT: 50 ft. (V) and change TPO. Ann. March 12.

■ **KIEE(FM)** Harrisonville, Mo.—Seeks CP to install new aux. ant. at main TL, to be operated on: ERP: 72.16 kw (H&V); HAAT: 614 ft. (H&V); change type trans.; and change TPO (for aux. purposes only). Ann. March 5.

■ **KADI-FM** St. Louis, Mo.—Seeks mod. of CP to make changes in ant. sys.; change type ant.; decrease HAAT: 552 ft. (H&V) and change TPO. Ann. March 5.

■ **KOH(AM)** Reno, Nev.—Seeks CP to make changes in ant. sys.; (increase height of tower); change TL to 3 miles north of Reno and change type trans. Ann. March 6.

■ **KYKK(FM)** Humble City, N.M.—Seeks CP to

change TL & SL to Star Route H-771, Hobbs, N.M.; increase HAAT: 334 ft. (H&V) and change TPO. Ann. March 12.

■ **WBZI(FM)** Xenia, Ohio—Seeks CP to mount stand-by ant. on existing ant. for emergency purposes, to be operated on: ERP: .92 kw (H&V); HAAT: 270 ft. (H&V); use old trans. as a stand-by unit and change TPO. Ann. March 5.

■ **WOKU-FM** Greensburg, Pa.—Seeks CP to make changes in ant. sys.; change type ant.; decrease ERP: 1.15 kw (H&V); increase HAAT: 450 ft. (H&V) and change TPO. Ann. March 12.

■ **WSHH(FM)** Pittsburgh, Pa.—Seeks mod. of CP to make changes in ant. sys.; decrease ERP: 18.6 kw (H&V); increase HAAT: 523 ft. (H&V) and change TPO (for aux. purposes only). Ann. March 5.

■ **WGFE(AM)** Morovis, P.R.—Seeks mod. of CP to change TL to: Road 634, .5 miles N.E. intersection of Rd. 155 & 6348 Morovis; change SL & RC and change type trans. Ann. March 6.

■ **WTRO(AM)** Dyersburg, Tenn.—Seeks CP to make changes in ant. sys. (increase height of tower to accommodate FM antenna) and change SL & RC. Ann. March 6.

■ **WASL(FM)** Dyersburg, Tenn.—Seeks CP to make changes in ant. sys.; change type ant.; change SL & RC to: 1404 N. St. John Avenue, Dyersburg; increase HAAT: 300 ft. (H&V) and change TPO. Ann. March 5.

■ **KPAS(FM)** El Paso, Tex.—Seeks mod. of CP to change type ant.; change ERP: 85.8 kw (H) and 84.96 kw (V); increase HAAT: 1209 ft. (H&V) and change TPO. Ann. March 12.

■ **KBCB(FM)** Corpus Christi, Tex.—Seeks mod. of CP to make changes in ant. sys.; change type ant.; change type trans.; increase HAAT: 932 ft. (H&V) and change TPO. Ann. March 5.

■ **KTAC(AM)** Tacoma, Wash.—Seeks CP to change city of license from Tacoma to Fife, Washington; change frequency from 850 khz to 840 khz; change TL: 3000 SE of intersection of Pioneer Way & Puyallup River Rd., near Tacoma, SL & RC: to be determined. Ann. March 9.

■ **WLUM(FM)** Milwaukee, Wis.—Seeks mod. of CP to change type trans.; change type ant.; increase ERP: 50 kw (H&V); decrease HAATL 489 ft. (H&B) and change TPO. Ann. March 12.

### Actions

■ **\*WGRN(FM)** Greenville, Ill.—Granted CP to change frequency to 89.5 mhz, CH-208, ERP .255 kw (H&V), ant. height 160 ft. (H&V) (BPED-791228AL). Action March 10.

■ **\*WLKL(FM)** Matton, Ill.—Granted CP to change frequency to 89.9 mhz, increase ERP 1.3 kw (H&V), ant. height 205 ft. (H&V) (BPED-791015AD). Action Feb. 17.

■ **\*WCBU(FM)** Peoria, Ill.—Granted mod. of CP to change TL to Cole Hollow Road at I-474, E Peoria, IL.; change SL to 922 N Glenwood, Peoria; increase ERP 25.5 kw (H&V), ant. height 650 ft. (H&V), and make changes in ant. sys.; conditions (BMPED-800220AO). Action March 5.

■ **WEAK(AM)** Eddyville, Ky.—Granted mod. of CP to change SL to Dale Avenue, Eddyville, and operate trans. by RC from proposed SL (BMP-810108AS). Action March 2.

■ **WFMF(FM)** Baton Rouge, La.—Granted CP to change TL to 190° T 11 miles from Baton Rouge; ERP 85 kw (100 kw max) (H&V), ant. height 1260 ft. (H&V), and make changes in ant. sys. (BPH-800903AD). Action March 10.

■ **\*WQFS(FM)** Greensboro, N.C.—Granted CP to change freq. to 90.9 mhz, CH-215, increase ERP 1.9 kw (H&V), ant. height 200 ft. (H&V) (BPED-791226CG). Action March 10.

■ **WEWO(AM)** Laurinburg, N.C.—Curtis and Associates Inc. Granted mod. of CP to augment daytime standard pattern to contain measured fields; conditions (BMP-801125AB). Action Feb. 19.

■ **KBTO(FM)** Bottineau, N.D.—Granted license covering new station; SL and RC 1206 South Brander, Bottineau. (BLH-801124AR). Action Feb. 10.

■ **\*WWSU(FM)** Dayton, Ohio—Granted CP to change freq. to 106.9 mhz, change ERP 8 w (H&V), ant. height 210 ft. (H&V) (BPED-800502AD). Action March 4.

■ **\*KOCC(FM)** Oklahoma City, Okla.—Granted license covering new station (BLED-801117AK). Action Feb. 10.

■ **KCEL(FM)** Toledo, Ore.—Granted license covering new station; RC location Highway 20 at Dundon Road, 1-1/4 miles from center of Toledo. BLH-801128AB). Action Feb. 10.

■ **KRCO-FM**, Prineville, Ore.—Granted mod. of CP to change TL to Meyer Butte, Prineville, Ore.; change type ant.; change ERP 1.1 kw (H&V), ant. height 450 ft. (H&V); change TPO and add RC at main SL (BMPH-800609AG). Action Feb. 20.

■ **\*WYSC-FM** Shippensburg, Pa.—Granted CP to increase ERP 130 W (H&V); ant. height minus 155 ft. (H&V) (BPED-791227AW). Action March 10.

■ **WVOZ-FM** Carolina, P.R.—Granted CP to increase ant. height 1090 ft. (H&V); change TL 2.5 miles NE of Gurabo, near Gurabo, P.R.; and make changes in ant. sys. (BPH-800409A1). Action March 4.

## In Contest

### FCC decisions

■ **AJL** Walter C. Miller granted application of Columbia Broadcasting Corp. (CBC) for new AM on 1580 khz at Columbia, Pa., and denied competing applicant Columbia Radio Broadcasting Inc. (CRB) for same frequency. Judge Miller noted that three of four owners of CBC have no other broadcast interests. Donald C. Burrows, principal who is also vice president of WYII-FM Williamsport, Md., will resign position after grant of CBC application. CBC demonstrated it is financially qualified to operate station for first quarter and that it would integrate ownership with management 51%. In effort to get CBC disqualified, competing applicant CRB submitted false affidavits to FCC. Because of 55% integration by CRB of ownership with management and substantial broadcast experience of one principal, CRB normally would be entitled to qualitative preference over CBC. Judge Miller said that CRB's falsifications, however, outweighed its qualitative preference and that, although some principals of CBC

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severely lacked broadcast experience, awarded applicants were, at least, honest. Decision becomes effective within 30 days or FCC orders review during that time. (BC Doc. 80-99-100). Ann. March 24.

■ FCC Chief ALJ Lenore G. Ehrig granted application of Laurinburg Broadcasting Co., to add N operation to its AM Station WLNC, operating on 1300 khz Laurinburg, N.C. Laurinburg's application was designated for hearing last July 15, to determine whether WLNC's proposed ant. sys. could be adjusted for N operation so as not to cause prohibited interference. The Baltimore Radio Show Inc., licensee of station WFBR Baltimore, Md., was made party to proceeding because of its allegation that Laurinburg's proposal would cause interference within WFBR's N service area. Judge Ehrig granted application noting licensee has reached agreement with Baltimore Radio in which WLNC would reduce proposed N power of operation and adhere to certain conditions which would prevent interference. If no exceptions are filed within 30 days and FCC does not review the case on its motion, summary decision will become effective 50 days after its release (BC Doc. 80-396). Ann. March 23.

■ Las Vegas, Nev. FM proceeding (Hispanic Broadcasting Co., et al.) ALJ John M. Frysiak granted joint request by Hispanic Broadcasting and Jomay Broadcasting Inc., and approved agreement, authorized reimbursement of \$22,000 to Hispanic by Jomay and dismissed Hispanic's application with prejudice (By MO&O) (BC Doc. 80-356-59). Action March 17.

## Cable

■ The following cable service registrations have been accepted for filing:

- Comcast Cablevision Corp. for Flint, Flushing, Burton, Grand Blanc (incor. township), Grand Blanc (incor. city), Genesee, Mount Morris, (incor. city), Mt. Morris (incor. township), all Michigan. (MI0087, 290, 184, 185, 183, 311, 354, 281) add signal.
- Diann Inc. for Austin and Scottsburg, both Indiana (IN0243, 4) new signal.
- Prairie Land Cable Corp. for Heyworth, Ill. (IL0434) new signal.
- Marsh Media Cable Television Inc. for Gallatin (TN0139) new signal.
- Satellite Cable Services for Wessington Springs, S.D. (SD0060) new signal.
- Continental Cablevision of Elyria Inc. for Elyria (incor. city), Ohio (OH0693) add signal.
- Continental Cablevision of Elyria Inc. for Elyria (incor. township), Ohio (OH0737) add signal.
- Northwest Cablevision Inc. for Winchester, Conn. (CT0036) add signal.
- Robinson TV Cable for Robinson, Ill. (IL0003) add signal.
- Cabletronix for Rosedale and Baptist Valley, Va. new signal.
- MBS Cable TV Inc. for Island Creek, Ohio (OH0849) new signal.
- Tennessee-Kentucky Cable TV Co. for Soddy-Daisy, Bolivar, Covington, Brownsville, all Tennessee

(TN0187, 133, 186, 161) add signal.

- Wasatch Community TV Inc. for Woods Cross, Utah (UT0064) new signal.
- Galaxy Cablevision Inc. for Winchester, Ill. (IL0428) new signal.
- MBS Cable TV Inc. for Bergholz, Ohio (OH0147) new signal.
- Televents of Jeffco Inc. for Jefferson, Colo. (CO0154) new signal.
- Giles CATV Inc. for Narrows (incor. town), Va. (VA0253) new signal.
- Giles CATV Inc. for Narrows (unic. outside), Va. (VA0254) new signal.
- Pompano Telecable Corp. for Palm Aire, Fla. (FL0512) new signal.
- Cablevision Associates for Baltimore and Millersport, both Ohio (OH0847, 8) new signal.
- Indiana Cablevision Corp. for Osceola, Ind. (IN0242) new signal.
- Jones Intercable TV Fund for North Myrtle Beach, Atlantic Beach, Horry, all South Carolina (SC0037, 96, 80) add signal.
- Tele-View Inc. for Roma and Starr, Texas (TX0361, 411) add signal.
- Northwest Mutual Aid Telephone Corp. for Ray, N.D. (ND0084) new signal.
- Satellite Cable Services for Lake Preston, S.D. (SD0059) new signal.
- Chelsea Cable Television Inc. for Chelsea, Okla. (OK0215) new signal.
- Dubois CATV Inc. for Jeffrey, Wyo. (WY0102) new signal.
- Cedar Rapids Cable Communications for Marion and Hiawatha, both Iowa (IA0127, 8) new signal.
- Island Cable Inc. for Grand Island, N.Y. (NY0899) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Mamaroneck (incor. town), N.Y. (NY0900) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Mamaroneck, (incor. town), N.Y. (NY0901) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Larchmont, N.Y. (NY0902) new signal.
- West Side Cable Services Inc. for Fisher, Waldenburg, Harrisburg, all Arkansas (AR0222, 3, 4) new signal.
- American Television and Communications Corp. for Grapeport, Ohio (OH0842) new signal.
- Futurevision Cable Enterprises Inc. for Bordentown, N.J. (NJ0461) add signal.
- MBS Cable TV Inc. for Brewster, Newton Falls, Windham, all Ohio (OH0412, 3, 368) add signal.
- Zimmermans Electronics for Wood (Fulton Co.), Wood (Huntingdon Co.), Coalmont (village), Coalmont (borough), Coalmont (unic. outside), All Pennsylvania (PA1949, 50, 1, 2) new signal.
- Comcast Cablevision Corp. for Flint, Mundy, Vienna, Holly, Flushing, Swartz Creek, Clio, all Michigan (MI0290, 395, 386, 84, 87, 96, 85) add signal.

- Catoctin Cable Communications Inc. for Leesburg, Va. (VA0255) new signal.
- Karnack Corp. for San Marcos, Tex. (TX0217) add signal.
- Ayers Store and TV Cable for Ward, Ohio (OH0850) new signal.
- Wasatch Community TV Inc. for West Bountiful, Clinton, Hill Air Force Base, Centerville, Farmington, all Utah. (UT0065, 6, 7, 8, 9) new signal.
- Simmermans Electronics for Broad Top City (incor. borough), Broad Top City (unic. outside), Dudley (incor. borough), Dudley (unic. outside) all Pennsylvania (PA1953, 4, 5, 6) new signal.
- C & R Cable System Inc. for Shadyside, Ohio (WK67).
- Classic Cable for Bolton, N.Y. (NY0898) new signal.
- Bishop Cable TV Inc. for Bishop, Tex. (TX0735) new signal.
- New Albany Cable TV Co. for Floyd, Ind. (IN0240) new signal.
- Teleprompter of Jamestown Inc. for Bemus Point, N.Y. (NY0908) new signal.
- Teleprompter Corp. for Sloatsburg, N.Y. (NY0905) new signal.
- Teleprompter Corp. for Tuxedo Town (NY0906) new signal.

## Satellites

### Applications

- WSKG Public Television for Conklin, N.Y. (10m; Andrew; E3011).
- Edwards Cable TV for Blaine, Ky. (5m; S-A).
- Port Angeles Telecable Inc. for Sequim, Wash. (5m; Hughes; E3013).
- Cylix Communications Network Inc. for Oklahoma City (4.6m; S-A; E3014).
- Coachella Valley Television for Palm Desert, Calif. (7m; E3015).
- National Broadcasting Inc. for Washington, D.C. (5m; Hughes; E3016).
- Hi-Net Communications Inc. for Harrisburg, Pa. (5m; AFC; E3017).
- J. D. Cablevision for Payette, Idaho (5m; S-A; E3018).
- Oneida Cablevision of Oneida, N.Y. (4.5m; Andrews; WJ38).
- Douglas Communications of West Tennessee Inc. for Newbern, Tenn. (5m; FTW; WP81).
- Fredonia Cablevision for Fredonia, N.Y. (4.6m; S-A; WZ52).
- Arlington Telecable Inc. for Arlington, Tex. (5m; S-A; E3058).
- Mavis Masterson for Arma, Kan. (5m; S-A; E3058).
- M/A-Com. Inc. for Catawba, N.C. (4.6m; Prodelin; E3059).
- American Satellite Co. for Naval Air Facility, Midway Island (7.7m; S-A; E3060).
- American Telephone & Telegraph Co. for Lancaster, Pa. (10m; E3061).
- Bureau County Cablevision for Ladd, Ill. (4.6m; S-A; E3062).
- Giles CATV Inc. for Narrows, Va. (5m; AFC; E3063).
- Satellite Business Systems for Tucson, Ariz. (7.7m; Hughes; E3064).
- Satellite Business systems for Tacoma, Wash. (7.7m; Hughes; E3065).
- American Telephone & Telegraph Co. for Cedar Hill, Tex. (12m; Andrews; E3067).
- American Telephone & Telegraph Co. for Lilburn, Ga. (12m; Andrews; E3068).
- American Telephone & Telegraph Co. for Lisle, Ill. (12m; Andrews; E3066).
- Cylix Communications Network Inc. for Dallas, Tex. (4.6m; S-A; E3069).

## Summary of broadcasting

### FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

\*Special temporary authorization

\*\*Includes off-air licenses

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- Quality Cable TV for Sheridan, Ind. (5m; S-A; E3071).
- Compact Video Services Inc. [transportable] (10m; S-A; E3072).
- Stigler Cable Television Inc. for Stigler, Okla. (5m; AFC; KW70).
- Tri-Star Cablevision Inc. for Neoga, Ill. (4.6m; S-A; E3046).
- Tele-Media Company of Andover for Andover, Ohio (5m; Microdyne; E3047).
- Television Enterprises Inc. for Christoval, Tex. (4.6m; S-A; E3048).
- Northwest Cable TV for Scranton, Pa. (4.6m; S-A; E3049).
- Fort Bend Cable Television Inc. for Richmond, Tex. (6.1m; Harris; E3050).
- Tadem Computers Inc. for Cupertino, Calif. (4.5m; Prodelin; E3051).
- Cablevision of Effingham Inc. for Springfield, Ga. (5m; S-A; E3052).
- Arco Communications Inc. for Montebello, Calif. (12m; Andrew; E3043).
- Arco Communications Inc. for Senac Creek, Colo. (12m; Andrews; E3045).
- Arco Communications Inc. for Newton Square, Pa. (12m; Andrews; E3055).
- Arco Communications Inc. for Plano, Tex. (12m; Andrews; E3056).
- Atlantic Cablevision Inc. for Atlantic, Iowa (KE94).
- Douglas Communications of West Tennessee Inc. for Jackson, Tenn. (10m; RF; WD96).
- Storer Cable TV of Florida Inc. for Lake Wales, Fla. (6m; USTC; WH52).

#### Grants

- Hi-Net Communications Inc. for Charleston Airport, S.C. (E2625).
- Hi-Net Communications Inc. for Hammond-North,

- Ind. (E2626).
- Hi-Net Communications for Columbia City Center, S.C. (E2627).
- Pinebelt Cablevision for Evergreen, Ala. (E2664).
- Valley Cable TV Inc. for Pharr, Tex. (E2766).
- Sweetwater Television Inc. for Wamsutter, Wyo. (E2807).
- RCA American Communications Inc. for Roosevelt Roads, P.R. (E2594).
- Tri-Star Cablevision Inc. for Greenup, Ill. (E2690).
- Sun Valley Cablevision Inc. for Ketchum, Idaho (E2733).
- Texas Satellite Entertainment Inc. for Richardson, Tex. (E2873).
- Cable TV Company Ltd. for Chamblee, Ga. (E2876).
- Digital Paging Systems Inc. for Akron, Ohio (E2877).
- Satellite Business Systems for Boca Raton, Fla. (E2880).
- Digital Paging Systems Inc. for Cincinnati, Ohio (E2880).
- Dubois Community Cable Television Inc. for Medicine Bow, Wyo. (E2881).
- Reuters Limited for San Francisco (E2882).
- United Cable Television Corp. of Michigan for Lincoln Park, Mich. (E2885).
- Satellite Cable TV Corp. for Fort Leonard Wood, Mo. (E2886).
- Eastern Microwave Inc. for Highland Lakes, N.J. (E2887).
- Luling Cablevision Corp. for Luling, Tex. (E2889).
- Clay Video Inc. for Orange Park, Fla. (E2892).
- American Cablevision Services for Poinciana, Fla. (E2892).
- Cox Cable Communications Inc. for Minising, Mich. (E2899).
- Cox Cable Communications Inc. for Maywoodk Ill.

- (E2900).
- Times Mirror Satellite Programming Co. for Laguna Niguel, Calif. (E2906).
- Compact Video Services Inc. for Burbank, Calif. (E2941).
- Alascom Inc. for Umiat, Alaska (KK72).

### Others

■ FCC has made available report on Television Channel utilization as of December 31, 1980. Report shows by market, for commercial and noncommercial channels, number of UHF and UHF channels licensed, number for which CP's have been granted, number for which an application has been filed, number for which application has not been filed, number of UHF channels allocated for television but not available (assigned for land mobile use) until further FCC action, and total number of channels allocated. Ann. March 25.

### Call Letters

#### Applications

Call	Sought by
	<b>New AM's</b>
WOZW	Weiner Broadcasting Co., Monticello, Me.
WSWM	North Myrtle Broadcasting Corp., North Myrtle Beach, S.C.
WTNX	Moore County Radio Co., Lynchburg, Tenn.
	<b>New FM's</b>
WTHZ-FM	Rose Hulman Institute of Technology, Terre Haute, Ind.
WMKX	Stephen S. Strattan, Brookville, Pa.
KGRK	Paloma Blanca Broadcasting Corp., Bandera, Tex.
KODK	Megahype Broadcasting, Kingsville, Tex.
	<b>New TV</b>
WXJC-TV	James A. Chase, Angola, Ind.
	<b>Existing AM</b>
KKKQ	KUKQ Tempe, Ariz.
	<b>Existing FM's</b>
KZNS	KWTC-FM Barstow, Calif.
WWMR	WRUM-FM Rumford, Me.
KWNG	KCUE-FM Red Wing, Minn.

#### Grants

Call	Assigned to
	<b>New AM's</b>
WWLX	Wright, Wright & Sanders, Lexington, Ala.
WDEE	David A. Carmine, Reed City, Mich.
WSVT	Smyrna Broadcasting Corp., Smyrna, Tenn.
	<b>New FM's</b>
KKAF	Doylan Forney, Eloy, Ariz.
KRIM	KWVS Investors, Winslow, Ariz.
KQEW	Dallas Properties Inc., Fordyce, Ark.
KDRW-FM	Longhorn Communications Inc., Silverton, Colo.
KHAA	Mariners Radio Relay Co., Port Sulphur, La.
WRSI	Green Valley Broadcasting Co., Greenfield, Mass.
KSDY-FM	Fischer Land and Development Co., Sidney, Mont.
KNLV-FM	KNLV Inc., Ord, Neb.
KGWB	Great West Broadcasting Inc., Jamestown, N.D.
KVRP-FM	Rolling Plains Broadcasting Corp., Haskell, Tex.
WHIJ	Washburn Public Schools, Washburn, Wis.
	<b>New TV</b>
WTMB-TV	Tomah Television Inc., Tomah, Wis.
	<b>Existing AM's</b>
KEZW	KOSI Aurora, Colo.
WWLF	WWBA St. Petersburg, Fla.
WACZ	WLBZ Bangor, Me.
	<b>Existing TV's</b>
KNAZ-TV	KOAI Flagstaff, Ariz.
KTSF	KTSF-TV San Francisco
KICU-TV	KGSC-TV San Jose, Calif.

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### Donald E. Bilger Communications Attorney

to be in our suite Monday, April 13 and Tuesday, April 14 to answer questions you may have about deregulation, nine kilohertz separation, low power television translators . . . or any questions that are pertinent to you. Mr. Bilger, senior partner in the law firm of Bilger & Blair, has twenty five years' experience in communications law and is presented as a part of our continuing effort to improve service to our clients.

### Hospitality Suite / LAS VEGAS HILTON 9:30 am to 9:00 pm - April 12 to 15 Suite 17 - 121

Our "One-on-One" technique has proven to be successful, has enabled us to sell many of the stations we represented to the first and only client presented. Negotiating in the strictest confidence, we protect both Buyer and Seller. **Discuss with us your questions on buying and/or selling.**



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# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**Terrific Number 1 Salesperson** sought for sales manager of first class AOR FM in medium market city. Looking for person that has longevity in past situations. Opportunity for No. 1 biller who now wants management and a guaranteed future with a company that rewards success. Unusually good programming and promotion! This is much more than just another job, but we need a hard, hard worker! Investigate by letter and resume to General Manager, KQDS, P.O. Box 6167, Duluth, Minnesota 55806.

**Sales Manager**—group owned AM-FM in upstate New York must be strong leader for sales staff of six, plus handle key local and regional agency accounts. Stable position with great growth potential in growing broadcast group. Experienced preferred, but we will consider all top billers looking for management position. Excellent salary, bonus and benefits package for the right person. Contact Larry Rosmilso, General Manager, WDOS WSRK, Oneonta, NY 607—432-1500. E.O.E.

**Sunbelt Expansion Opportunity.** Growing chain needs Sales/Promotion oriented Group Manager. Successful track record and references a must. Superb financial package, fringes, incentives. EOE/MF. Box C-304.

**Move Up** to Sales Management. Need 1-2 years successful radio sales. Prefer small-medium market. Excellent opportunity. EOE. Box D-23.

**Own a piece of the rock.** Our small, but successful and well financed, radio group is preparing to expand. We plan to acquire another medium market station in the next few months. We need an outstanding up-and-coming radio executive to run the new station. Our person will be a strong, sales-oriented, community-minded, promotion savvy, shirt-sleeves radio operator with a record of success as a General Manager or Sales Manager. Our new GM must be a person of complete integrity, good with people, know how to handle all the legal requirements and be able to run a top station on a tight budget. To get someone of this caliber, we are prepared to pay a better than average salary and to offer ownership participation. Reply in complete confidence to Box D-8.

**Station Manager** for successful 100 kw FM near Rocky Mountain West. Heavy background in sales with a successful track record a must. Also need a solid background in all phases of industry. Send resume, salary requirements and references first reply. Box C-210.

**Operations Manager** for automated 100 kw CHR FM. Must have knowledge of sales promotions, programming, production and equipment. 1st phone desired, but not a necessity. Please send resume, salary requirements and references in first reply. Box C-211.

**Sales Manager** for major FM facility in northeast. Excellent opportunity. Management buying another station and if you take charge of sales, a GM's position is next. Salary in 20's. Plus excellent over-ride. Must have experience. Contact Bruce Biette, WIGY, 207—443-5542. (EOE).

**I'm Looking For** a hard hitting, honest developer of sales people. Lead a department, carry a list and grow. If you're getting tired, stay where you are. If you're anxious for personal and professional growth, let's talk. Send resume to General Manager, WXCL Radio, 3641 Meadowbrook Peoria, IL 61604. An Equal Opportunity Employer.

### HELP WANTED SALES

**Northern Illinois**—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

**Aggressive, hard working** sales person needed immediately for beautiful small market New England AM/FM. Box C-162.

**Sales Manager** needed for East-Mississippi and West-Alabama's No. Radio Station. We're a 100,000 Watt Contemporary FM with a great opportunity for a self-starting go-getter, preferably RAB trained. Must be well organized. We offer a salary, excellent commission, bonuses and other incentives. Send your resume to Don Partridge, GM, Q101 Radio, P.O. Box 5314, Meridian MS. 39301.

**Experienced Salesperson** Ohio AM/FM combon. Must be community oriented, self-starter, creative. Established list with guarantee, Commission, Travel. EOE. Phone J. Hill 513—773-3513.

**Salesperson** for Florida 500,000 population hottest growing market in US. 5,000 watt AM station, about to increase power above that of competitors. Choice format. top caliber airpersons, attractive rate card, unusually favorable commission rate. Must have proven track record in radio or related sales. Job has potential to become sales manager. WFIV, Box 5519, Orlando 32855. 305—425-0623. EOE.

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### HELP WANTED ANNOUNCERS

**Nights for Northeast** Powerhouse personality MOR. Possible step to daytime. If you can make the listener feel comfortable, rap on the phone without overdoing it, are informed and intelligent, detailed background. Prestige Organization. An Equal Opportunity Employer. Box C-227.

**Dynamic talk show personalities.** MOR announcers and production experts: Send tapes and resumes to Tom Krimser, WWL, New Orleans, LA 70176.

**FM Announcer:** Early AM shift—minimum one year experience. Send air check and resume to Personnel Director Broadcasting WSM, PO Box 100, Nashville TN 37202. An Equal Opportunity Employer.

**KZLA AM/FM** is looking for a person who has a thorough knowledge and acquaintance with Country Music and a minimum of 3 years experience. Programming and computer experience helpful. Send resume and qualifications to: Tom Casey, KZLA Country Stereo, 5700 Sunset Blvd., Hollywood, CA 90028. E.O.E., A Capital Cities Communications Station.

**WEVE AM/FM,** Eveleth, Minnesota, has immediate opening for experienced announcer who wants to become a program director. Current PD is getting married this summer and moving to Alaska. A great opportunity to get into management! Send tape and resume to Lew Latto, 419 W. Michigan St., Duluth, MN 55802. 218—727-7271. EEO/MF.

**Adult Communicator** for Afternoon Drive. S.E. New York. Tape and resume to PD., WBNR, Box 511, Beacon, NY 12508. E.O.E.

**Morning Country Personality.** Modern Country 24 hour AM in beautiful Western City. Sharp on production remote and detail with flexible attitude. Must be sober, stable and ambitious. EOE/MF. Tape and resume to Greentree Group, Box 68, Moraga, CA 94556.

**Experienced Personality,** male or female D.J., wanted for A.M. Drive on N.E. 5 kw. Station. Send Resume to Box D-27.

**Combination Position**—announcing, sales, news production sports. Some or all. Prefer communications or business grad. Good voice, speech. EOE. Box D-25.

**Need Announcer.** First Phone, who can help in copy and production. Send resume, tape and salary requirements to Pat Murphy, KCIC, Box 1920, Enid, OK 73701. 405—237-1390.

**California Opportunity!** Expanding Country Station looking for experienced personality with creative production capabilities. Box D-44.

### HELP WANTED TECHNICAL

**Full time hardworking** chief engineer needed for powerhouse 5,000 Watt Am Station. Must have First Class License and excellent knowledge of Audio processing and related audio chains. Resume to Box C-273. An Equal Opportunity Employer.

**Ft. Lauderdale FM/Directional AM** needs experienced, professional engineer. Give full details, references and salary requirements in first letter to John Galanses, WCKO, 4431 Rock Island Rd., Ft. Lauderdale, 3319. EOE M/F.

**Sunshine & Opportunity** Chief Broadcast Engineer for Public Radio Station (KAWC). Salary based on education and experience; excellent fringe benefits. First class radio telephone operator's license required. Experience in operation, maintenance, repair of broadcast transmitting and production equipment and 4-GHz satellite system. Apply to Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364 or 602—726-1000, ext. 222. AA/EOE.

**Lansing, MI** is a great place to live. Need a great Engineer who knows AM direction, FM, automation, et al to run one person department. Send resume to Manager, WITL Radio, Lansing, MI 48910. An EOE/AA employee. Excellent plant in top condition.

**Chief Engineer**—Medium market, Ohio station. Care for RF, good audio, and attention to detail a must. Right salary to right individual. Reply Box C-300. EOE.

**C.E. for N.E. Pennsylvania** AM DA-N. Excellent opportunity. Growing group operated station. Send resume to A. Lessner, Command Broadcasting Group, Box 511, Beacon, NY 12508. E.O.E.

**Chief Engineer** for regional 5 KW directional. Must be familiar with automation, Schafer 901. Good at studio and transmitter maintenance. New equip. Southeast. Must work short air shift. 803—534-4461.

**Chief Engineer** for 50,000 watt FM serving Washington, D.C. area. Opportunity to join progressive group operation at flagship station. We want a take-charge man with excellent knowledge of broadcast engineering. Resume and salary to Box D-41. EOE.

**A real opportunity** for a young first-ticket ready to move up to Chief. Fulltime non-directional AM/FM. Maintain new studios, SMC automation, lots of remote gear. Airwork available, but not required. 13-station Midwest Family Group. Gayle Olson, WSJM/WIRX, Box 107, St. Joseph, Mich. 49085 616—983-3992. EEO.

**Northern Indiana AM/FM** combo needs Chief Engineer. Excellent opportunity for qualified man to move up. Call collect to Station Manager, Harvey Miller. 219—267-3115.

### HELP WANTED NEWS

**Experienced News** personnel needed for immediate opening. Mail tapes and resume to: Program Director, P.O. Box 8085, Nashville, TN 37207 EOE.

**Anchor/Reporter** for Small Market news leader. Strong delivery, writing/technical skills a must. Degree required, experience a plus. Send tape, resume and salary requirements in first letter to: Rick Adams, WTSL, Box 1400, Lebanon, NH 03766.

## HELP WANTED NEWS CONTINUED

**News & Public Affairs Producer** for public radio station. Qualifications: BA with at least two years experience in News & Public Affairs production. Salary \$8,748—\$12,912. Deadline: April 15. Send resume & tape to: David Beach, KFJM, Box 8116, Grand Forks, ND.

**News Director:** Immediate opening for News Director, WIBX, 5 KW fulltime CBS affiliate with news—talk format. Eastman OAO, most respected news station in Central New York. Arbitron rated No. 1 come and shares. Send tape, resume and salary requirements to Bill Williamson, WIBX, P.O. Box 950, Utica, NY 13503, 315—736-9313. An EOE station.

**News person** for aggressive news department S.E. New York AM/FM. Excellent opportunity. Tape and Resume to News Director, Box 511, Beacon, NY 12508. E.O.E.

**Experienced News Anchor** needed for Newsradio in Northeast. No calls, send tape and resume to: News Director, WEAN, 10 Dorrance Street, Providence, RI 02903 E.O.E.

**Aggressive News Director** for regional AM with commitment to news. Some talk helpful. Relative newcomer with good voice considered. Ron Evans, KARV, Box 190, Russellville, Ark. 72801. 501—968-1184.

**One Person News** department needed for new FM station. Send tapes and resume to: General Manager, P.O. Box 1848, Alamogordo, NM 88310 EOE.

**KFGO**—Fargo, ND, 5 KW info giant, needs news professional, no first or second year people. Major market pay for major market experience. Jay Joiner, P.O. Box 2966, Fargo, ND 58108.

**News Reporter.** Staff reporter for Radio/Cable Television Operation. Emphasis on radio reporting; considerable responsible radio experience required, television experience preferred. Dependable work history. Send VTR or Audio Tape and resume specifying salary requirements. Apply by April 24th to Personnel Department, Radio Television Centre, 333 8th Street South, Naples, FL 33940. 813—262-1000.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Are you ready** for PD in a professional operations? Can you lead, guide, be an example (No Beginners Please) Box C-259.

**We have an experienced** sports director, but he's moving into sales. He'll be there to help, but the opportunity is yours. Baseball, football, basketball. Box C-260.

**Production Manager:** Billboard Station of the Year wants creative imagineer who can write, direct, and produce. Join us at our new million dollar facility. Send resume and tape to Damon Sheridan, WDFI, Box 10,000, Marion, OH 43302. EOE.

**Southeast, Class "C",** FM Rock, Country AM both automated, need first class production voice. E.O.E. Box C-163.

**Experienced, imaginative,** creative Programme Director for Number One FM in South Arkansas. Top 40, Contemporary Format. Smooth on air personality with good voice and strong Production a must. Excellent staff, management and great facilities. Good salary with fringe benefits. Send unedited Air Check and resume to Jeff Murphree, KLBO-FM, P.O. Box 1565, El Dorado, AR 71730.

**Production Director** Copywriter. Creative person to live in beautiful Florida. Good money for right person. Box C-234.

**Production Director** needed for 100,000 watt public radio station. Responsibilities include frequent remote music recording, studio production, board shift, some weekend and evening hours. Experience in recording required. Send resume and tape demonstrating recording experience to: Dr. Louise Johnson, Personnel Officer, Hutchinson Community College, 1300 North Plum, Hutchinson, KS 67501.

**Program Director** Operations Manager for Mid-Atlantic AM/FM. Outstanding air and production skills essential. Good salary and benefits. Resume to Box C-288.

**Combination Position**—Sports, sales, announcing. Prefer communications grad. Good voice, speech necessary, small NY state. EOE. Box D-24.

**Fine Arts Announcer/Producer.** One or two positions. Youngstown State University, an urban, non-residential institution of approximately 15,000 students, invites applications and nominations for the position of Fine Arts Announcer/Producer for the university operated 22.5 KW fine arts station in the telecommunications department. Duties include: produces and announces fine arts programs; prepares program scripts, PSA's promotional copy, etc.; selects and logs program materials; keeps station logs and operational records required by FCC; operates control board and transmitter; monitors broadcast functions and program signal quality and related functions, and performs other duties as assigned. Qualifications: BA or BS or equivalent. Knowledge of classical music and its pronunciation essential. 2-3 years experience at fine arts station. FCC Third Class Broad license. Deadline for application: April 18, 1981. Candidate should submit a letter of interest, a resume, an official transcript reflecting highest degree earned, an audition tape, and have three letters of reference forwarded to: Mr. Stephen J. Grcevic, Director of Telecommunications, Youngstown State University, Youngstown, OH 44555. Youngstown State University is an Affirmative Action/Equal Opportunity Employer.

**Program Director** for AM/FM station. Must be creative and hardworking. Top rated Country-AM, successful Beautiful Music-FM. Possible air-shift. Tapes and resumes to WTHI, 918 Ohio Street, Terre Haute, IN. 47808. Attention: Dave Liston, E.O.E.

## SITUATIONS WANTED MANAGEMENT

**Manager of Number One** rated Medium Market station in the Southeast looking for new challenge. Twenty years experience in programming, sales and management. Excellent track record, top references. Box C-267.

**Station manager** of WJMI-FM, Jackson desires General Manager position. My record speaks for itself. Strong programming, sales, FCC, and administration. Let me take your station to the top. Carl Haynes 160 Somerset Dr. Jackson, Ms. 39206. 601—981-4245.

**General Manager.** Excellent major market station management track record. Proven strength in administration, motivation, sales management, sales development, programming, promotion and profit. Total knowledge FCC. Top references. Box C-224.

**Gen. Mgr.,** full charge, strong sales, 23½ years "in-the-black" with AM (Contemp.) and FM (Beaut. Music) top billers in 29th Radio Market. Phone 714—686-1640 or contact Bob Bunnell, 5695 Bedford Dr., Riverside, CA 92506.

**AFRTS Radio Station** manager with commercial background seeks new challenge. History: engineering, news, talent, programming, management. Aggressive young sm fixes problems—while building staff loyalty. Cost effective. Current on FCC. RAB believer. Ending successful five-year overhaul. If needed, top staff to right offer. Reply in confidence Box C-219.

**General Manager** seeks position with Equal Opportunity Employer. Experienced Sales programming, budgeting, FCC. Best in turn around situations; expertise urban contemp. and Black oriented formats. Proven record. Secondary or major markets, Box C-291.

**Marketing/MBA cand.;** Young. Currently employed as general manager of consulting firm. Diverse experience (10 years) in music/record and advertising industries. Intimate knowledge of CATV. Seeks responsible position in marketing (research, analysis, strategy, sales). Phone Milo Sobel 212—689-0888, 9 to 5.

**Radio General Manager** with major and media market experience. Wants to re-locate. Proven sales, ratings, bottom line and results oriented. Broadcasting, P.O. Box C-167.

**10 Years** small market veteran desires management position. Knowledgeable, personable, and dedicated to profitable, professional radio. Call 815—273-3057.

**First six months** as GM: net sales up 105%, expense down 9%, collection rate 98% and my percentage cut 30%. Write Management, 27309 SW 143 Ave., Miami, FL 33032.

**Eleven Years** as top biller! I'm seeking Sales Management that will prove beneficial to all concerned. Box D-28.

**Experienced management**—sales, programming, morning shows in VA. Age 42, college, real estate background. Seeking VA radio location, salary open! Box D-26.

**Sales Manager** looking for first move to station management, small market Midwest or West. Will sell, supervise sales staff, keep costs down, program a sound specifically for your market and position your station as a professional advertising medium. Well rounded radio background, good references. Reply Box D-22.

**General Manager**—At highly rated, respected large medium market money maker in the southwest. Proven abilities in sales, sales promotions and packages, programming, promotion, production, etc. I'm an involved family man, considered a community leader. My major market background allows me to furnish top references. Box D-16.

**General Manager** available immediately. Highly qualified, group experience, major markets. Documented performance, demonstrated ability. Familiar with all formats. Former GM of 50,000 watt country giant. Great references. Reply Box D-11.

**Radio Manager.** 20 years experience. Looking for station where I can manage, go on the air, program, and sell. Only need staff of six. Need salary and one third of monthly profit. Prefer Texas Station. Will answer all replies. Box D-10.

## SITUATIONS WANTED SALES

**Male, White, 47** Aggressive Sales or management Non-Jew Polish. Please no rock or teen stations. Retarded etc. Frank E. Zabielski, 4608 So. Spaulding, Chicago, 60632 312—254-2251.

## SITUATIONS WANTED ANNOUNCERS

**Experienced air personality** seeks Medium Market challenge. Stable, well-equipped Contemporary on solid ground in Midwest (preferably Indiana vicinity). First Phone. Box C-269.

**If you Rock,** I'll Roll. I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815—399-3187 or write 1912 Greenfield Lane, Rockford, ILL 61107.

**Attention—Northeastern** U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414—769-6966.

**Not just another** run-of-the-mill boring jock. Am creative, bright, LOVE radio, love music, let's roll! 312—728-5312 after 7 pm Rick Canton.

**Look no further.** Have Top-40 talent will travel! Music expert—I believe in "good" radio. Don't miss the boat—send for my tape and resume. Steve Michaels, 661 Volbrecht Rd., Crete, IL 60417 312—758-3850.

**Professional with** experience and dedication. Looking for stable medium market. Let's talk. Mike Jay, 6537 Birchcrest, Indianapolis, IN 46241. 317—241-4905.

**Experienced PBP Announcer** very knowledgeable and articulate in all sports, will double on news or sell time. Trained and talented with third ticket, willing to relocate any size market, tape and resume available. Call Sal Genovese, 1505 Alta Vista Ct., Seaside, CA 93955 408—394-1635.

**Jock, Musicologist,** Programmer, One-to-one communicator with 6 years Top 40, CHR, AOR. Prefer east. Currently employed. Frank 303—522-9075.

**Dependable,** Hard Working, creative Disc Jockey ready for work—top 40! Afternoon and evening, Tape and Resume available. Call (Crazy Bernie) at 312—421-0428 after 3 PM or at 2355 West Ohio Street, Chicago, IL 60612.

**Proficient, Versatile** broadcaster available now. Commercially experienced announcer, news editor, production, copy, automation, and live operations. Credentials on request. Arizona offers only. Box D-38.

**Experienced**—Top-flight Rock announcer. Quality tape available. Think. Your loss is the other guy's gain! George Quast 312—348-3314, 1952 N. Seminary, Chicago, IL 60614.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**8 Year Pro** searching for professional station. Tight, dependable, keep music moving. Any format considered. Call Mike 904-255-6950 or write 373 Williams, Daytona, Fla. 32018.

**Give me a break!!** Minority broadcast grad seeking initial Radio job. Format no problem. Have 3rd, will travel. Call Mike Davis 212-798-9390.

**Top Midwest** morning personality for 13 years—a real pro, ready to add ratings, creative production and dollars to your Adult Contemporary station. Reply to Box C-281.

**Ready and Waiting!** Three years as rink jock, wanting to start career in radio. I am 22, have high goals, big ambition, schooling and experience. Let me boost your ratings. Call Tim 815-932-1695 Mon.-Fri. 8a.m.-9p.m.

**Experienced Traffic Reporter**—Pilot seeks permanent position with large news oriented station. Prefer Sunbelt areas. Resume & tape on request. Mike, Box 38581, Denver, CO 80238. 303-364-4237.

**Good Voice** and reader. Professional sounding beginner. Eager to learn. Anywhere. Steve Siegel, 1404 Horns Corners Road, Cedarburg, Wisc. 53012 414-377-1272.

**Mature Professional** does friendly informal ad lib record show, authoritative news. Mostly radio since 1948. Dependable, Congenial. First ticket. Moderate salary O.K. if opportunity to use my abilities. Consider any area. Ken Smith, Rt. 2, Box 698, Rustburg, VA. 24588. 804-821-2068.

**Need an A-O-R Jock?** Young ambitious male willing to work any hours. Anytime. This Is My Life. Please Call for tape and resume. Bob McVey 317-463-9677.

**Jock, Experience,** good voice, ambitious, will relocate. Bernie Ross 826 N. 15th Apt. 13 Milwaukee, WI 53233.

**Los Angeles Experience** five years: Announcer, board operator, production, programming. Live readings. Traffic, operations. 3 FCC. Bill Mueller 213-349-3174. 18415 Dearborn Street No. 103, Northridge, CA 91325.

**Upbeat, Energetic, Creative,** highly motivated jock, looking for small market opportunity in the "Carolinas." Tape and resume available. Bruce Kacher 215-824-4830, Wk. No. CU9-1023. 11907 Academy Rd., Phila., PA 19154, Apt. 5.

**Excellent Voice:** relaxed warm delivery, looking for good first job anywhere. AOR, progressive rock. Dan Sanders, 104 Charles St., Box 368, Boston, MA 02114. 617-523-4012 after 4:30.

**Fast-Paced,** humorous, topical and totally original wake-up show. Comes complete with settled, stable professional who seeks larger market. PO. Box 2218, West Monroe, LA 71291.

**Experienced, 16-yr.** announcer, with production and air work. Prefer Fla., Ga. S.C. or NC. Others considered. Med or small market. Call 904-771-7386, Randy or 919-649-7325.

**Experience AOR Announcer** just graduated. B.A.(s) in Radio, Philosophy from UNC. Smooth voice. Good rapport. Strongly versed in AOR/Progressive music. Tight production. Synthesizer skills. Team player with flexible hours. References. Call 919-942-3372 or write Box D-7.

**Last chance** for Dec. 1979 college grad Four-and-a-half years experience. Contact Box D-6.

**Experienced Advertising Consultant/Announcer** Successful track record in sales. Young, Aggressive, moneymaker. Ready for medium or large market. RAB & Jennings trained. Box D-15.

**AM Radio** Talk Show Host currently employed in top ten market with super ratings seeks new challenge. Current ratings higher than next five stations combined. Show combines hard news and light talk. Variety produces 40 plus shares. Primarily interested in midday. The bigger your challenge, the better I like it. Box D-19.

**50,000 Watt** Announcer looking for 50,000 watt home in Texas. 20 years experience. Won commercial announcing awards. Need Salary and commission from three hour program spot sales. Will answer all replies with resume, photo and cassette tape audition. Write Box D-20.

## SITUATIONS WANTED TECHNICAL

**Assistant chief engineer** at AM facility in San Jose, California area. Willing, ready, experienced in most things technical. Resume available. Reply to Box C-226.

## SITUATIONS WANTED NEWS

**Sports/News-caster**—Resourceful, energetic college grad with four years experience in No. 4 market seeks position in NE Metro area. Proven writing ability. Box C-268.

**Whiz kid.** Versatile, dedicated, and innovative. Now working as an Anchor/Reporter in a Top Five market. Seeks News Director position in a medium size market. Box C-168.

**Experienced West Coast** Sports-caster seeks college football play by play position for the fall. Write Box C-220 or call 206-538-0336.

**Sports Anchor,** Reporter, PBP, Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

**Ambitious male** looking for a news/sports reporter position. College and some commercial experience in news/sports reporting, play-by-play and production. DAn 312-255-3795.

**Experienced News Man.** Prefers Midwest, but will relocate anywhere. Call John 312-381-2916.

**Seven year JUCO PBP,** plus high schools, looking to move to small/medium college sports. Basketball, football, baseball, hockey. Also news, talk, and jock experience. Call Bob at 612-235-2915.

**Female 22 News Announcer,** Ambitious/Enthusiastic. Also available for Tal Show Hostess. Dependable and Hardworking. Tape and Resume available. Call Valarie Johnson 312-787-8220 or write Box 44064 Chicago, IL 60644.

**Sports-caster,** ready, willing & able! St. John's grad, college station experience. Announcer Training Studios grad, 3rd phone endorsed. Seeking first major league break. Can combine with news. John Narelli, 232-16 88th Ave., Queens Village, NY 11427. 212-465-5007.

**Unemployed Sports Director** available. Big Ten, MVC announcer/reporter. Wire award winner, college degree. Unique background. Call 314-878-7615 after five.

**1st Rate Professional** sports-caster, play-by-play, network experience, will also do news. Will relocate. Box D-39.

**In 1969** I was News Director of WYSL, Buffalo. In 1971 I was News Editor of WGR, Buffalo. In 1972 I was News Director of WBNS, Columbus. In 1976 I was Supervisor of Public Relations for Western Electric, Columbus. In 1978 I was News Director of KTAN, Sierra Vista, AZ. I currently own a Real Estate firm in Sierra Vista. I WANT BACK IN THE BUSINESS. Qualified for Radio or TV anchor. Resume and tapes available by writing Dave Marsett, RR No. 2; Box 542-A; Sierra Vista, AR. 85635. Or call 602-458-5240.

**B.A., News Editor.** Sports editor. Five years sports, play-by-play. Three news, some announcing experience, automation and live formats. Country, MOR rock. Call 1-715-732-1287.

**First-rate Sports announcer** seeks move to larger market. Degree in Broadcast Journalism, good voice, delivery and production skills. May I send you a resume and tape? Box D-5.

**Energetic, Creative,** self-starter. Female Reporter/DJ, 26, seeking Medium Market position. Almost 3 years experience. Will relocate. Box D-2.

**California Sports-casting** award winner with 16 years experience wants relocation. Will consider any market, area. Call Bill, 714-780-1165.

**Major Market** all-news anchor/reporter with management background seeks long-term growth opportunity in Broadcast Journalism. Box D-37.

**Five Yrs. Experience** with leader in market. Dependable, bright communicator who likes to dig. Will relocate. For air check 215-777-5515.

**After 10 Years** small market PBP I want a step up. Major market quality football, basketball and baseball. Excellent news and air work. Dedicated. A harder worker you won't find. Call 815-273-3057.

**Total Pro.** 15 years experience. Impeccable credentials, great voice, smooth delivery, unique style. Will relocate for the right Anchor and/or News Director job. PO. Box 2218, West Monroe, LA 71291.

**Mature, experienced** broadcaster and commercial pilot seeks employer who can use both talents. Great voice, strong news delivery, radio & TV. Flying credentials include instrument, multi-engine & CFI ratings. Prefer SW or West. 1-701-838-5112.

**News-caster/Sports-caster.** Recent college grad looking for a break. Dedicated, motivated. Experience in news and sports reporting, production background, PBP. Able to combine with sales. Steve Work, 516-433-4943 after 7:00 PM.

**Talkhost, Newsman,** editorial writer CBS wants talkhost position. Deep references & credentials. Let's meet at NAB Vegas. Golden Nugget Hotel or call Mike Edwards 312-775-3695.

**Sports-caster,** excellent PBP 5 yrs. experience including Angels Baseball Farm. Wants position for this fall basketball, football—college or pro. Lets meet at NAB Vegas, Golden Nugget Hotel or call Chuck Thomas 605-996-5621 or 6364.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Automation Programmer** If you want a tight professional sound from your automation system, be it AM or FM, large or small market and believe an automated station can sound as tight and alive as any major market station with big named announcers, then get in touch and see if we can work something out together. Box C-253.

**Program Director** seeks challenging position with responsible facility. Fifteen year pro; seven of previous eight years with one station. Strong on community involvement, promotion, staff motivation, sales, dedication, EOE/AA, FCC, engineering, budgeting, research. All markets considered. Box C-173.

**HELP!!** Dedicated, resourceful, experienced behind-the-scenes production pro is looking for an appreciative station. If you need someone competent, one who knows what they're doing when it comes to organizing any type of music show, researching news and talk show topics, developing on-air promotions, and isn't afraid to strive for perfection under a deadline, let's talk. I'm young, enthusiastic, personable and conforming. I'm also looking for a break. Box C-293.

**Operations—Programming,** 17 years experience in all facets of radio. Emphasis on Beautiful Music, All-News, News/Talk, and A/C. Career-minded, 10 years last station, sales oriented, with ability to motivate both air and administrative staffs. Proficient in ascertainment, renewals, transfers, and EEO. Expert in automation software and systems design. Prefer Western States. Available now. All inquiries confidential. Chris Edwards 805-397-3038.

**D.J. 4 yrs.** experience L.A. looking for position as prog. and/or music director in small or medium market. Want to work in Oregon, Wash., Idaho or Montana. Box D-4.

## TELEVISION

### HELP WANTED MANAGEMENT

**Station Manager:** To supervise a new production studio in North Jersey. Must have TV production/management experience. Salary \$24,000-\$32,500 (EEO). Send resume to Gordon MacInnes Executive Director, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638 before February 13th.

## HELP WANTED MANAGEMENT CONTINUED

**New ABC affiliate** in growing market seeking creative, experienced managers for key department positions. Sales manager with primary responsibility in local sales and back-up capability in national sales. Chief engineer with first class to manage experienced staff and state-of-art operation. Promotion manager to handle all promotion: on-air, outside media, creative, sales promotion. Traffic supervisor for manual traffic system with eventual move into computer. Great opportunity to join dynamic staff at independantly owned station where you can develop your own potential. Send resume with references to Bill Mallery, Vice President, General Manager, WMDT-TV, Box 321, Salisbury, MD 21801. EOE/MF/Vets.

**General Manager** sought for unconventional public TV station near Denver, which offers unusual programming and an individualistic work environment. Salary: \$25,000 annually, plus incentive pay based on station income. Resumes to: Robert Bows; KBDI-TV; Box 427; Broomfield, CO 80020. Female and minority applicants encouraged.

**Director of Development.** Long Island public TV station seeks candidate to design, execute and administer all fund raising and public relations activities, including long range planning and development. Management experience in public TV (or related fields) of at least 5 years required with emphasis on development and/or public relations. Direct experience in on camera fund raising and television auctions highly desirable. Bachelors degree required. Salary open. Resume, Address to President and General Manager, WLIW-TV, 1425 Old Country Rd., Plainview, NY 11803.

## HELP WANTED ANNOUNCERS

**Coordinating Producer/Host** for strip magazine program with emphasis on consumer affairs and leisure. Resumes and cassettes to: Gary Jenner, Program Director, NJPTV, 1018 Whitehead Rd., Extension, Trenton, NJ. 08638. (EEO).

**PM Magazine** Female Co-host needed immediately. Position requires talent and story production skills. Would consider some training. Call Doug Bolin, Producer, 812-232-9481 or send tape resume and salary requirements to PM Magazine, WTHI-TV, Box 1486, 918 Ohio St., Terre Haute, IN 47808. E.O.E.

## HELP WANTED TECHNICAL

**Expanding major post** production facility in Chicago has an immediate opening for a maintenance engineer with experience in 2-inch, 1-inch type-C, TK-28, Chyron, CMX computer editing systems, color cameras, and other related equipment. Send resume with salary requirements to: Post Office Box 11533, Chicago, ILL 60611.

**Maintenance Engineer** for rapidly growing south Florida market with rebuilding program at transmitter and studio. Need a person with good background in ENG equipment maintenance and experience with control room and studio equipment from cameras to video tape recorders. New transmitter complex to be installed soon. Control room remodeling imminent. XMTR experience helpful but not required. Please contact Howard Hoffman or Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901 813-939-2020.

**Maintenance Technician:** Immediate opening at Upstate N.Y. independent UHF. Must be a self-starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, WUHF-TV, 360 East Avenue, Rochester, N.Y. 14604. An Equal Opportunity Employer.

**Remote Vehicle Supervisor** experienced in remote operations to oversee construction on 43 ft state-of-the-art vehicle and take charge of same upon completion. Heavy field experience, ability to maintain and control operations of vehicle and certain public contact required. Ability to meet uncompromising technical standards under difficult conditions. Salary commensurate. Position available immediately. Contact: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. WYES-TV is an equal opportunity employer.

**TV Maintenance Technician**—Must have working knowledge of color TV and solid state logic. First Class FCC Radio Telephone License and experience in maintaining broadcast equipment required. Send resume to Chief Engineer, WHBQ-TV, Box 11407, Memphis, TN 38111. Equal Opportunity Employer M/F/Ha.

**TV Engineer:** Independent Houston UHF Station has an opening for a full-time licensed maintenance engineer. Duties include technical maintenance and alignment of all studio equipment, other duties as required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer, Houston Texas 77027. We are an equal opportunity employer.

**TV Technician/Maintenance Engineer.** Requires FCC first class license. Two years broadcasting experience with RCA equipment: TCR100, TR600, TR50, TK27, TK760, CEI. Send resume to Doug Johnson, WXON-TV, 27777 Franklin Road, Southfield, MI 48034.

**Broadcast Engineering Technic** needed for FM and TV station to maintain studio equipment. Require First Phone License and experience as a Broadcast Technician. Closing date March 31 1981. Write to David Walstad, KUAC, University of Alaska, Fairbanks, AK 99701 for complete details and application.

**Remote Engineering Supervisor.** Responsible for coordination of technical support for all television productions. Position requires FCC 1st Class license with a minimum of two years technical school and/or related experience and at least two years experience in videotape and camera control operation and maintenance. Applicant must be a self-starter with supervisory capability. Excellent fringe benefits, incl. overtime. WSWP-TV, PO Box AH, Beckley, WV 25801. EOE.

**Switcher** able to handle board with accuracy and judgment for South Texas VHF. EOE. Box C-282.

**Maintenance Engineer.** Needed for new state of the art 45 foot television remote truck; engineering background necessary. Moderate travel competitive salary, growing company. Interviewing at Space 40 at NAB Convention, or Reply to: VP Production, TCS Productions, 890 Constitution Blvd., New Kensington, PA 15068.

**Director of Engineering**—A Corporate Staff position is available with a group Broadcaster having six TV and five Radio stations. Knowledge of technical equipment, industry trends, capital budget expenditures required. Send resume and salary history to Box D-30. An Equal Opportunity Employer M/F.

**KPTS, PBS Affiliate,** has full-time Maintenance Technician opening. Two years TV maintenance experience, "hands-on" knowledge of digital technology, micro processors, and other "state of the art" technology required. \$5.45-\$7.89/hr. Resume to: Director of Administration, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

**Broadcast Lab Supervisor** for the instructional TV and radio labs of Columbia University's Graduate School of Journalism. Duties involve maintenance and repair of equipment including Sony 1640 Video cameras, Sony VO 4800 decks and Panasonic NV 9600 editing units. This is a key person for the technical maintenance of the facility, assessing its needs, budgeting and purchasing equipment, managing part-time assistants, working well with faculty and students whose primary objective is news-editorial content as opposed to technical expertise. Modest salary plus attractive benefits package. Send resume to Lilly Cleveland, Columbia University Employment Office, Room 209 Dodge Building, Broadway and 116th St., NYC. 10027. We take affirmative action toward equal opportunity.

**Chief Engineer** for Sunbelt production facility with studio, truck, edit suite, 8-track sound room and A/V hardware, 3/4", 1", 2"; RCA, CEI, Datatron, Grass Valley. Must have hands on experience in maintenance of analog and digital systems, creative design abilities and administration in small staff situations. Competitive salary and benefits package. Resume and salary requirements to: Oliver Peters, General Manager; Florida Production Center; 150 Riverside Ave.; Jacksonville, FL 32202. 904-354-7000 or make arrangements to interview at the NAB.

**Assistant Director** of Engineering—for studio and field technical operation needed by four-station TV network. Applicant should have demonstrated skill and extensive experience in all areas of TV studio operations and maintenance including video tape plus supervisory experience. Salary Range: \$24,082-\$32,500 depending upon qualifications. Send resume to Herbert P. Michels, N.J. Public Television, 1573 Parkside Ave., Trenton, NJ 08638. (EEO).

**Television Engineer:** Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

**Chief Production Engineer.** An exciting position in major sunbelt market for experienced TV production engineer. Fee paid. Send resume and salary. We also have other fee-paid creative, management, and technical positions. We specialize. Communications Personnel Consultants, 4138 Emerson Ave., Dallas 75205 214-526-2577.

**Maintenance Engineer:** Immediate opening for qualified person with background in 3/4" video-cassette recorders and 3-tube color television cameras. Requires experience with UHF transmitter, video switchers, character generation and strong analytical-diagnostic abilities. FCC First Class License required. Contact Norm Wright, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611, 309-698-1919, EOE.

**Chief Electronics Technician** for a University-based public TV production center. Responsible for maintenance of all production/engineering equipment and supervision of maintenance/operation personnel. Facilities include studio and field camera units and videotape in 3/4", 1" and 2" formats. Requirements include an FCC 1st Class license with a thorough knowledge of studio operation, electronics theory, methods and procedures and a minimum four years related experience. Particular emphasis will be placed on maintenance and "trouble shooting" experience. Send full resume to Employment Office, Box 6163, University, Alabama 35486. For further information call Joe Stuckey, 205-348-6210. Closing date: April 15, 1981. EOE.

**Television Maintenance Engineers:** First-Class FCC License. Strong background in all phases of TV maintenance required. Famous year around Colorado recreational area. Contact A. L. Ladage, DOE; XYZ Television, Inc.; PO. Box 789; Grand Junction, CO 81502; 303-242-5000.

**Maintenance Engineer**—Must have excellent technical background on RCA Quad, Sony BVU-1100, BVU-500, and Sony 3/4". Also prefer person with experience on RCA TK-46, 76, and TK-28 cameras. Submit resume or call Mike Dorman at KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108. 314-367-7211.

## HELP WANTED NEWS

**Wanted:** Strong male or female, co-anchor for aggressive top 40 market News room. Must be good writer and reporter of regular features and documentaries. Equal Opportunity Employer. Send references and resumes to: Box C-276.

**News Director** with strong administrative experience needed for dominant group-owned mid-west TV station. Live capabilities. Top 100 market. EOE. Resume to Box C-271.

**Meteorologist to forecast** own weather. You will work with the latest electronic equipment, including "Unifax" that provides maps, satellite pictures and weather data, plus high speed National Weather "Service C" and Ra-wark wires. Color radar at your disposal. Looking for scientist who makes own forecasts. Salary negotiable. Send resume to Box C-247. EEO/MF/Vets.

**Wanted: Experienced** news cameraperson with working knowledge of ENG shooting and editing by well-equipped network affiliate in the Northeast. Experience with TK-76 and Sony editing equipment preferred. Excellent fringe benefits. Send resume and salary requirements to Box C-217. An Equal Opportunity Employer.



## HELP WANTED NEWS CONTINUED

**News Anchors:** Station on the move in growth market looking for experienced anchors to help take us to the top. We're an NBC affiliate, with state of the art equipment, looking for people with energy and vitality. If you fit the bill, send a tape and resume immediately to: John Ray, News Director, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. An EOE employer. Female anchors urged to apply.

**Weatherperson** needed for growing market. Must be able to make weather interesting and understandable. Let your personality show through as part of our expanding operation. Previous experience a must. Box C-284.

**Weekend Sportscaster/Reporter** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

**Anchor/Reporter** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701.

**Top 20 Market** looking for News Photographer with at least 2 years experience using Live ENG Equipment and State of the Art ENG Cameras are being sought by Action News—Tampa, St. Petersburg, FL. WTSP is an Equal Opportunity Employer.

**TV News Reporter**—Top ten market station seeks experienced TV reporter with proven skills. Should have experience in live ENG and broad experience in all aspects of TV news and story production. EEO. Box C-295.

**Executive News Producer**—Responsible for development and production of all aspects of TV newscasts at the number one station in top ten market. Must have leadership qualities in supervision of news personnel and skills in policy and managerial areas. EEO. Box C-296.

**Anchor**—Top 100 market in Michigan. Reporting, editing, production and on-air experience essential. Tape and resume to WJIM-TV, Box 40226, Lansing, MI. EOE.

**Strong Reporter with Anchor** experience being sought for leading midwest news department. Must have minimum of three years television news experience. Must write well and understand story production. Will also service as backup anchor with opportunity to expand into daily co-anchor position. EOE. Box C-301.

**Producer/Reporter.** Growing News Department in top twenty market needs a weekend producer who can also report during the week. Must be aggressive, experienced, and professional. Send resume to PO Box C-289. Equal Opportunity Employer.

**TV News Director.** Must be a full charge news director with solid news background & skills to deal effectively with people. Immediate opening. \$37,500 compensation package includes use of new, 2 bedroom & den house & personal use of news vehicle. Send resume to Jack Mahoney, G.J., KGGM-TV, PO Box 1294, Albuquerque, N.M. 87103. Equal Opportunity Employer.

**Assistant Sports Director** needed for CBS affiliate on the way up. Must be both solid reporter and anchor. Send tape and resume to Neil Horn, KFDA-TV, Box 1400, Amarillo, TX 79189.

**Managing Editor.** To handle assignments and back up news director in expanding, people-oriented medium-market New England operation. \$17,000/yr. EOE. Send complete resume and tell us your philosophy on TV news and on organizing assignment desk. Box D-46.

**Night Assignment Editor**—Top five market. Must be proven TV journalist with ability to develop and assign coverage and supervise employees, EEO. Box C-305.

**Meteorologist** to take over main weathercasts at medium-market top rated news station on Sunbelt coast. A real challenge: hurricanes, droughts, tornados (small ones), nor'easters, monsoons, plus a lot of great weather. Good equipment: color-digital radar, computer graphics, ample air-time, easy access to NWS. No job-hoppers. Salary negotiable to right person. EOE. Reply to Box D-48.

**Sports Director**—M-F early and late anchor plus local sports reporting, high school, junior college, etc. ENG and on-air experience required. VHF, NBC affiliate. Send tape/resume to: Larche Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**Weekend Anchor Reporter**—need anchor, 3 day a week reporter for VHF, NBC affiliate in beautiful Gulf Coast resort area market. ENG, on-air experience required. Send resume, tape to Larche Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**News Director**—for WCAE, Northwest Indiana Public Television. We're looking for a broadcast journalist with the experience to produce and anchor a Monday-through-Friday newscast. If you're a reporter at a small station and are looking to move on to a position where you will have a chance to grow and have input, apply today. You've got to be creative, not afraid of hard work and be able to work with people. Send resume and tape to: Tara Missal, Program Manager, WCAE-TV, St. John, IN 46373. No phone calls please. An equal opportunity employer.

**Reporter** wanted for ABC affiliate in South Florida. Strong TV news background required. Excellent benefits. Send tape, resume and salary requirement to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407. EOE m/f.

**Weekend Sports Anchor & Weekday Sports Reporter.** Guaranteed to work weekends, holidays, and overtime. Looking for someone to cover my a— when I don't feel like doing the show. Send tape and resume to: Banquet Bob, WLUX-TV, P.O. Box 7711, Green Bay, WI 54303. (no phone calls, please).

**Photographer/Editor**—must have ENG and 16 mm film experience, and be willing to work evenings and weekends. Send tapes and resumes with salary requirements to Steve Mazure, WTRF-TV, 96-16th Street, Wheeling, WV 26003 by April 13, 1981. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Top 10 market** seeking Producer/Director. Strong pro with heavy News background; minimum 3 years commercial experience. Creative, enthusiastic; EEO. Box C-274.

**King TV Seattle** has opening for Commercial Writer/Producer. Two years experience in station commercial production required. Sturges Dorrance 206—343-3911. The King Broadcasting Company is an Equal Opportunity Employer.

**South Florida Group** owned Medium Market Network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Mr. Oran Gough, WPTV, P.O. Box 510, Palm Beach, FL 33480. EOE.

**WIVI-TV Philadelphia** seeking an experienced producer/director with heavy emphasis on news and a production flair for entertainment and public affairs programming. Must be a superior switcher with total familiarity of control and studio operations. Forward a complete resume stating salary requirements along with a video tape to Charles R. Bradley, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. An Equal Opportunity Employer.

**Production Manager needed** for network affiliate in Southeast. Well-equipped facility needs experienced, take-charge production manager. Good growth potential for successful applicant. EEO M/F Send resume and salary requirements to Box D-42.

**Videographer** for commercial and station promotions. Must be well versed with TK-76, lighting techniques. Capable of shooting, developing and printing 35MM B/W and slides. No beginners please. Send resume to Box D-34. EEO M/F

**Production Manager**—Need person with production manager experience, or an excellent opportunity for an assistant manager with strong experience and good credentials to move up. Send resume, etc., to Gerald Badeaux, WTHI-TV, 918 Ohio St., Terre Haute, IN. 47808 E.O.E.

**Training Coordinator** for unconventional VHF public TV station near Denver. This person will train station volunteers in video production skills. Send resume with complete work and salary history to: Robert Bows; KBDI-TV; Box 427; Broomfield, CO 80020.

**Producer/Director**—Looking for top Producer/Director to direct one hour early news and half hour late news, Monday through Friday. Must be able to punch own show and pre-produce packages in conjunction with News Executive Producer. Required minimum of two years experience directing and switching news. Send resume to Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls. You will be contacted based upon the qualifications submitted in your resume. EOE/MF.

**Sunbelt Program Manager.** Exciting opportunity for income-generating person with/mid-market experience, excellent people skills, creativity, and real management ability. Fee paid. Call and/or send resume and salary. We also have other fee-paid creative, management and technical positions. We specialize. Communications Personnel Consultants, 4138 Emerson Avenue, Dallas 75205 214—526-2577.

**Television Special Events** Coordinator to oversee a series of more than 12 programs on Oklahoma History: to coordinate research, script preparation, filming, narration, editing and to arrange the TV material for book publication. A Masters Degree in History or Journalism with skills in TV logistics, organization and planning required. A person with experience in similar work is preferred. Send letter or application/resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

**Director** for Northeast television station. Minimum 3 years of production experience. Familiarity with studio and remote production essential. Emphasis on sports. Requires proven ability to function as a producer. Send resumes to Box D-47. An Equal Opportunity/Affirmative Action Employer.

**Director** who is capable switcher with speed and accuracy in handling news and weather for Texas station. EOE. Box D-14.

## SITUATIONS WANTED MANAGEMENT

**General Manager**—Experienced, with proven track record. Willing to locate in southwest area. Complete resume and references on request. Box 3054, McAllen, TX 78501.

**GM/SM TV-Radio-Cable.** Documented 18 years experience, training, ability. I teach and lead in "on-the-street" sales. I believe in organization, reports, meetings and big pay checks for everybody. Box D-21.

**General Manager** with outstanding credentials! Practicing TV since '53! Thoroughly experienced all aspects! Demonstrated expertise in management, sales-production, programming, news, operations, production, promotion, community-involvement, etcetera, in highly competitive markets small, medium and large. Converted 4 losers into winners! Developed 2 to new heights! Now selling one previously unmarketable. Possesses integrity and outstanding skills in leadership, motivation; communications! Lifelong teetotaler, non-smoker; non-drug-user. Very Competitive! Accustomed to much responsibility, including bottom-line, and compensation based on performance. Produced spectacular ratings, sales and profits, plus prestige. Personal meetings arranged. Also serving as outside-Director for two Boards. Can serve one more. Box D-13.

**General Manager,** heavy experience in every phase of station operation including extensive sales background. Available for interview at NAB. Call Las Vegas 702—734-6305.

## 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.

## SITUATIONS WANTED TECHNICAL CONTINUED

**Brrr**—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907—279-4279.

**Female, First Class** License, some experience, looking for entry-level television full-time opportunity. Please contact CJ Barker, 2033 Castro, SF CA 94131.

## SITUATIONS WANTED NEWS

**Reporter:** Young, experienced self-starting newswoman now working as weekend reporter in top 25 market looking for full time reporter position. New York local and network experience. Prefer Northeast, but will consider all responses. Box C-275.

**Aggressive, Emerson College** grad., 4 years broadcast news exp., PBP sports exp., seeking TV. News reporting job. Write Box C-150 or call 617—222-4962.

**Solid Reporter** who tells the story with visual flair wants to work for you. Box C-213.

**Mature Voice**, mature thinking, that's my approach to local TV news. 16 year veteran ready to return to TV News. What do you have to offer? Call 916—666-7590.

**Seventeen Years** news/sports experience. Wants back after two year absence from business. 804—499-2981 evenings.

**Anchor**, 36, 11 years experience. Extensive reporting/producing experience, too. Box C-283.

**Female TV Journalist** with anchor/reporter experience, plus major market radio background, seeks reporting position at vibrant, committed news operation. Reply Box C-292.

**Reporter:** Sharp & Aggressive Emerson College Grad. w/two years TV News experience seeks TV Reporter position. Write Box C-287 or call 617—536-5277.

**Small Market** Sports Director wants sports reporter-weekend anchor job in medium market. Two years experience, TV and Radio PBP, ENG, degree. Box D-31.

**Attention small markets** . . . I am seeking my first job as a television meteorologist. I have some air experience with a strong background in meteorology. If you want someone that enjoys weather, then write Box D-1.

**Reporter**, 2-years experience in small market news, stories on network news and morning shows. Major market behind-the-scenes experience. Award winner. Seeks General Assignment or Investigative Reporting spot in medium or major market committed news organization. Dedicated, enthusiastic. Will consider jobs only at quality news stations with aggressive philosophy. Tape and resume: Box D-9.

**Producer/Assignment Editor:** Currently News Director at number one rated station in top-100 market. Seeking Producer or Assignment Editor position in larger market. Young award-winner looking to move up. Box D-17.

**Reporter:** Female, 26, 3 years experience in 50's market—looking for move up. Especially interested in features, documentaries or magazine pieces. Box D-35.

**White House reporter** with radio background looking to re-enter television as reporter/anchor. Immediate availability, willing to relocate. Box D-39. 202—244-1463 after 7 p.m.

**I thrive on competition.** Reporter seeks new challenge in medium to large market. Six years professional Radio/TV experience. Degree. Weather knowledge. East and Midwest preferred. Box D-45.

**Three Member News** team wishes to relocate from South Florida affiliate. Anchor, reporter and photographer. Will locate together or separately. Serious inquiries only. Box D-33.

**Weathercaster** currently prime time at number 1 rated station in small market. Seeks Gulf or Southern city. Any size market considered. Serious confidential replies. Box D-36.

**Woman ENG Photographer** experienced with large east coast network affiliate. Currently working. Desires to relocate, preferably San Francisco. Resume tapes available Box D-32.

**Talkhost/Newsman** editorial writer CBS wants TV host position. Deep references & credentials. Let's meet at NAB Vegas. Golden Nuggett Hotel or call Mike Edwards 312—775-3695.

**Reporter 1 year experience** writing and producing news segments as intern for Boston affiliate and Cable Co. On-air exp., strong newsgathering skills, and ENG skills. '80 MS Broadcast Journalism, Boston University. Organized, poised under pressure, streetwise, professional attitude. Willing to relocate immediately to medium market for reporting position. Resume and tape from Norman Weil 212—661-4922 or 212—549-2676.

**Female anchor**, 40's Northeastern market seeking professional move to warmer climate. Desire team spirit, and anchor involvement. 717—675-5669.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/reporter** with major market experience in TV news wants to shift to production. Looking for new challenge and new career direction. Market size unimportant as long as you offer stimulating programming in a good growth area. Box C-278.

**Creative!** Northern Virginian, with past experience including assistant director for a nationally syndicated program, seeking challenging position in TV production/programming. Will relocate. Call Bryce 703—361-2505.

**Producer-Director.** Experienced director of a varied schedule of local productions would like to move into a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse, 907—279-4279.

## CABLE

### HELP WANTED TECHNICAL

**Maintenance Engineer** Responsible for the maintenance of local origination channel to include TBC, film chain, 3/4" VCRs, studio cameras, etc. Future holds promise and excellent benefits with Cox Cable San Diego. Contact Bill Gruber, 714—562-1180.

## SITUATIONS WANTED MANAGEMENT

**Attention New York, Connecticut, New Jersey:** 10 years large system experience—all phases. Background also includes heavy Film/Tape production for top corporations. Box C-180.

**Super CATV Salesman.** Employed. March sales mid twenties! Detailed eleven year resume/references includes radio sales; promotions; budgeting; management/operations; programming; talent plus TV producer/host. Seeking executive position in CATV; TV; Radio. Box C-121.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Kansas City based** publisher seeks Editor for Video Systems magazine. Position requires B.S. in journalism or communications with substantial experience in all phases of magazine publishing. Must have strong oral and written communication skills for developing written articles and author contacts and attending industry meetings/conventions. Professional knowledge of video/audio production field is an important consideration. Interested applicants please send letter of application with resume and salary requirement to: Personnel Manager, Intertec Publishing Corp., P.O. Box 12901, Overland Park, KS 66212, EOE M/F/H.

### HELP WANTED SALES

**Experience sales manager.** Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215—539-5300.

**Sales and Engineering** positions open. Talk with us at NAB Booth 1843 or call 918—494-9500 or send resume to Delcom 6019 S. 66th E. Ave. Tulsa, OK 74145.

## HELP WANTED TECHNICAL

**Television** Electronics Engineer: Major corporate teleproduction facility seeks Television Electronics Engineer. Major responsibilities include maintenance of TR600, UPR2B and UPR20 VTR's; EPIC computer editing system; TK45 and HL79A cameras; Fernseh Compositor and Grass Valley 1600 switches. Candidates should have hands-on electronic background. Digital broadcast and/or major teleproduction facility background is also desirable. Interested applicants send resume and salary history in confidence to: Bank of America, Instructional Media Services No. 3630, Barry Joseph, Box 37000, San Francisco, CA 94137. Equal Opportunity Employer M/F/H.

**Transmission Supervisor:** Available immediately; \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614—594-5374, Ohio University, Athens, OH.

**Video Tape** Duplicating Engineer: Minimum one year experience, operation maintenance in quad video, type C-1 inch, and U-Matic recording. Must have at least technical school BG. Resumes to Personnel Director Broadcasting WSM, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

## HELP WANTED NEWS

**Television and Broadcast** Information Specialist, University of Florida. Requires a Bachelor's degree and five years experience with electronic news gathering equipment, on-camera performances; broadcast writing and reporting. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Send complete resume by April 30, 1981 to: George P Bradley, Employment Manager, University of Florida, Personnel Division, 337 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

## HELP WANTED INSTRUCTION

**Assistant Professor** to teach television production, print and broadcast newswriting and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communications, Florida Atlantic University, Boca Raton, Florida 33431. Affirmative Action, Equal Opportunity Employer.

**Director** of University Relations. Plan, develop and administer the overall information, government relations and public relations efforts of the University; report directly to the President. Advanced degree in communications field preferred, as are 5 or more years work experience in mass communications and related experience in government relations and higher education. Salary range, \$26,793 to \$38,236. Send resume by April 24, 1981 to: Walter Gray, Chairman, Search Committee, Narragansett Bay Campus, University of Rhode Island, Narragansett, RI 02882. An Affirmative Action/Equal Opportunity Employer.

**Broadcasting.** Instructor or Assistant Professor, M.A. or M.S. in Broadcasting required, Ph.D. preferred, teaching experience in radio, three to five years in commercial or public radio with demonstrated skills in announcing and production. Teach courses in announcing, production, sales and management, 4-1-4 academic calendar, five courses per year plus operations manager of college radio station. Salary based on training and experience. Liberal fringe benefits and TIAA/CREF Deadline April 15, 1981. Phone or write inquiries to Dr. Earl C. Lammel, Chairman, Department Speech and Theatre, 412—946-8761 ext. 334, Westminster College, New Wilmington, PA 16142. AA/EEO employer.

## 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.

## WANTED TO BUY EQUIPMENT CONTINUED

**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 six** to twelve bay FM antenna to be tuned to 94.5 ... call 916-233-2713.

**Wanted used tower** to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

**Antique microphones, etc.**—Interested in purchasing old microphones and early radio and TV equipment suitable for museums. Please supply description and price. Box C-120.

## 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.

**Ampex 351-2** stereo, mint, cases. Used at home. Jim Phillips 419-782-8591.

**McMartin B-802** Stereo Control Board, with spare cards. Good condition. Contact WAVI Engineering at 513-224-1137.

**Transmission Line,** 3-1/8" Copper, 50 ohm, EIA flange. 20' sections most with connectors and bolts. 913-232-1840.

**GE TT 57** 30 kw UHF transmitter. \$65,000.  
**GE TT-25 UHF-TV Transmitter,** 2 ea \$35,000.  
**RCA TT-10AL VHF Transmitter**—\$5,000.  
**RCA TT-35CC VHF Transmitter**—\$12,000.  
**RCA TT-50AH VHF Transmitter**—\$12,000.  
**Complete film island**—GE-Eastman—\$28,000.  
**TR-22 RCA Hi-Band VTR**—\$12,000.  
**IVC 500A Color Cameras**—ea. \$7,500.  
**GE PE-350 Color Cameras**—ea. \$4,000.  
**GE PE-240 Film Camera**—\$7,000.  
**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.  
**New Garrard Turntables,** \$100.  
**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best prices.  
Leader Test Equipment—Fast Delivery.

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. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**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 Bill Kitchen, Quality Media Corporation 800-241-7878 (in GA, call 404-324-1271) for further details.

**New 5 KW Hi-Band VHF transmitter**—Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$65,000. Call 800-241-7878. Bill Kitchen, Quality Media Corporation. (In GA call 404-324-1271).

**For Sale: Two** (2) Thompson-CSF Model 8010 Image Enhancers. Unused, mint condition, \$4800/New, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVP, Inc. 502-583-5732.

**Ampex AG-660** and Ampex 602. Both mint with manuals \$600 each. After 5:00 p.m. 205-821-1491.

**ITC Cartridge Reproducers** WP Mono Three Cue. Ten available. All mint condition—\$650. each. After 5:00 p.m. 205-821-1491.

**Fernsch KCN-40** Color Broadcast Camera with Canon 12-120 zoom lens, \$17,500 negotiable. Call 212-221-1580.

**Two Continental 5kw** AM transmitters, top condition, plenty of spares. GATES-BC-5-P2 5 kw AM. Other AM and FM units in stock ready for delivery. BESCO Internacional, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600.

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STATION

NE	Small	FM	\$150K	\$50K
S	Small	AM	\$185K	29%
MW	Small	Fulltime	\$225K	Terms
MW	Small	AM/FM	\$240K	\$40K
S	Small	Fulltime	\$250K	\$75K
MW	Small	FM	\$270K	SOLD
W	Small	Fulltime	\$375K	Terms
SW	Small	AM/FM	\$337K	SOLD
MW	Small	FM	\$375K	Terms
SW	Small	Fulltime	\$425K	29%
W	Small	AM	\$450K	SOLD
VI	Small	FM	\$510K	SOLD
MW	Small	AM/FM	\$550K	\$100K
S	Small	AM/FM	\$800K	Terms
W	Small	AM/FM	\$1060K	29%
SE	Medium	AM	\$305K	\$88K
S	Metro	Fulltime	\$190K	SOLD
W	Metro	AM	\$275K	\$50K
MW	Metro	AM	\$320K	SOLD
SE	Metro	AM	\$680K	\$150K
E	Metro	AM/FM	\$850K	SOLD
S	Metro	AM/FM	\$1500K	29%
S	Metro	AM/FM	\$1550K	Terms
SW	Metro	AM/FM	\$4000K	\$1650K
W	Suburban	FM	\$2000K	SOLD
NE	Major	AM	\$1000K	SOLD
W	Major	FM	\$2500K	\$1000K

CONTACT

Art Simmers	(617) 848-4893
J. T. Malone	(404) 458-9226
Bob Connelly	(603) 431-3421
Peter Stromquist	(218) 728-3003
Paul Crowder	(615) 298-4986
Peter Stromquist	(218) 728-3003
Dan Rouse	(214) 387-2303
Dan Rouse	(214) 387-2303
Jim Mackin	(312) 323-1545
Bill Whitley	(214) 387-2303
Corky Cartwright	(303) 741-1020
Bill Cate	(904) 893-6471
Peter Stromquist	(218) 728-3003
Bill Cate	(904) 893-6471
Ray Stanfield	(213) 363-5764
J. T. Malone	(404) 458-9226
Bill Chapman	(404) 458-9226
Corky Cartwright	(303) 741-1020
Peter Stromquist	(218) 728-3003
Bill Cate	(904) 893-6471
Art Simmers	(617) 848-4893
Bill Chapman	(404) 458-9226
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Ray Stanfield	(213) 363-5764
Art Simmers	(617) 848-4893
Corky Cartwright	(303) 741-1020

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AR	FM	350K	Suburban
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NC	AM Daytime	550K	Small
MS	AM & FM	475K	Small
WI	FM	700K	Medium
SC	AM—Downpayment	25K	

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When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

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Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

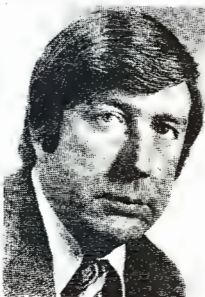
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Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media



Dalton

**Donald Dalton**, general sales manager of Cox Broadcasting's KFI(AM)-KOST(FM) Los Angeles, named general manager, succeeding James Wesley Jr., who was named executive VP-radio for Cox's broadcasting division (BROADCASTING, March 9).

**Richard Savage**, president, KLON(AM)-KLPC(FM) Lompoc, Calif., rejoins ABC-TV, New York, as VP, responsible for affiliate acquisitions and special projects. Savage succeeds Richard Beesmyer, now VP and general manager, operations, ABC Owned Television Stations (BROADCASTING, Jan. 26). Savage had been with ABC for 17 years and was VP for network services and affiliate planning when he left.

**George Toulas**, general sales manager, WLIF(FM) Baltimore, named general manager.

**George Mitchell**, general manager of Springfield Television's WKEF(TV) Dayton, Ohio, and president of Springfield's Ohio operations, named general manager of co-owned KSTU(TV) Salt Lake City and president of Springfield Television of Utah. Mitchell succeeds **William Pepin**, who becomes station manager of co-owned WWLP(TV) Springfield, Mass., at corporate headquarters. **James Graham**, station manager, WKEF, succeeds Mitchell. **Tom LaMarche**, program manager, WWLP, succeeds Graham as station manager and assumes additional post of program director.

**Tony Brooks**, VP-general manager of Sandusky Newspapers' KBPI(FM) Denver, assumes additional duties as president of Sandusky's radio division, based in Denver, responsible for KDJQ(AM)-KDKB(FM) Phoenix, KZAM-AM-FM Seattle, and KWFM(FM) Tucson, Ariz., last acquisition pending FCC approval.

**Richard Armfield**, local sales manager, WTVD(TV) Durham, N.C., joins Park Broadcasting's WNCT-TV Greenville, N.C., as general manager and executive VP of Park.

**Rome Hartman**, general manager, WIRK-AM-FM West Palm Beach, Fla., assumes additional duties as president of station's licensee, Ken-Sell. He succeeds **Joseph Field Jr.**, who has been named chairman of board for Ken-Sell.

**J. Lee Morris**, VP-general manager, WSOC-AM-FM Charlotte, N.C., named VP of licensee, Cox Broadcasting.

**Terry White**, account executive, WCMY(AM)-WRKX(FM) Ottawa, Ill., joins WCSJ-AM-FM Morris, Ill., as general manager.

**John Dowling**, director of financial analysis, Warner Amex Cable Communications, New York, named VP-financial analysis. **Ronald Hurdle**, sales manager, Southwestern Bell Telephone, Dallas, joins Warner Amex Cable Communications there as marketing manager.

**Thomas Kroh**, VP-general manager, WMPS(AM)-WHRK(FM) Memphis, joins KSTT(AM) Davenport, Iowa and WXLN(FM) Moline, Ill., in same capacity.

**Rumell Goodson**, VP-treasurer, Virginia-Carolina Broadcasting Corp., licensee of WDVA(AM) Danville, Va., named general manager.

**Bessie Pappas**, office manager for Pete Pappas Co., Modesto, Calif., licensee of KTRB(AM)-KHOP(FM) Modesto, named assistant general manager. **Kathy Connley**, local sales manager, KTRB, named station manager. **Dave Jacobs**, local sales manager, KHOP, named station manager. **Russ Novak**, accountant, Pete Pappas, named controller-business manager.

**Ken Ellis**, program manager-air personality, WEMI(FM) Neenah-Menasha, Wis., named station manager.

**Lloyd Parker**, program director, WLIX(AM) Islip, N.Y., named operations manager.

**Richard Brown**, VP-general counsel, Avery International Corp., San Marino, Calif., joins Golden West Broadcasters, Los Angeles, in same capacity.

**Hank Mayhall**, news director, WTAD(AM)-WQCY(FM)-KHQA-TV Quincy, Ill., named operations manager, succeeding **Gary Schmedding** (see "Advertising").

**Betty Toleu**, corporate controller, Metroplex Communications, Cleveland-based group owner, joins new WCLQ-TV Cleveland as controller-business manager.

**Warren Ashmore**, news and public affairs director, WRNB(AM)-WAZZ(FM) New Bern, N.C., named director of broadcast operations.

**Michael Mallace**, music coordinator, KUPD-FM Phoenix, joins KNIX-AM-FM Tempe, Ariz., as research director.

**John Cooney**, general manager for Teleprompter's Worcester, Mass., cable system, joins Commonwealth Cablevision, Westfield, Mass.-based cable company, as VP-general manager responsible for operations in

Agawam, Granby, Holyoke, South Hadley, West Springfield and Westfield, all Massachusetts.

**Daniel Gold**, VP-executive assistant to president of Comcast Cable Communications, Bala Cynwyd, Pa., named VP-administration and planning.

**Linda Tworowski**, director of affiliate accounting, Teleprompter Cable TV, New York, named director of accounting.

**Hoosier honorees.** The Indiana chapter of the Broadcast Pioneers, has chosen 16 veteran broadcasters as the first inductees into its recently formed Broadcast Pioneers Hall of Fame. They are: the late **Philo T. Farnsworth**, pioneer receiver and set manufacturer; the late **Sid Collins**, chief announcer, WIBC(AM) Indianapolis, known for his Indianapolis 500 broadcasts; the late **Wally Nehrling**, air personality, WIRE(AM) Indianapolis; the late **C. Bruce McConnell**, owner-president, WANE-TV Fort Wayne and WHBU(AM) Anderson; the late **Wayne Coy**, FCC chairman under former President Truman; the late **Elmer Sulzer**, former professor, Indiana University, Bloomington, and organizer of its school of broadcasting; the late **George Foulkes**, president-general manager, WAAC(AM) Terre Haute; **M. Wayland Fullington**, former program director, WIRE; **Helen Huber**, executive secretary with Indiana Broadcasters Association for 30 years; **Frank Sharp**, former program director, WFBI-AM-TV Indianapolis (now WNDE(AM) and WRTV(TV)); **Marthabel Geisler**, formerly with WFBI-TV; **Hilliard Gates**, VP-general manager, WKJG-TV Fort Wayne; **Bob Sievers**, former air personality, WOWO(AM) Fort Wayne; **Dee Coe**, owner, WWCA(AM) Gary, WLOI(AM)-WCOE(FM) Laporte; **Don Burton**, from WLBC-AM-FM Muncie, and **Jerry Fordyce**, former news director, WXXV(AM) Jeffersonville.

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## Advertising



Bliwas

**Ronald Bliwas**, senior VP, Eicoff & Co., Chicago, named president, succeeding **Alvin Eicoff**, who remains with firm as chairman of board.

**Harold Nankin** and **Al Silver**, VP-associate creative directors, Benton & Bowles, New York, named senior VP's. **Mario Botti**, VP-creative group head,

B&B, New York, named senior VP.

VP's, named at J. Walter Thompson U.S.A.: **Judi Goodheart**, broadcast supervisor, Washington; **Maryann Herbermann**, broadcast supervisor, Atlanta; **Carrie Senatore**, broadcast supervisor, New York; **Donna Wald**, broadcast supervisor, Dallas and **Jeanne Payton**, manager of JWT Syndication, New York.

**Alan Grazio** and **Spencer Plavoukos**, senior VP's and manager-supervisors SSC&B, New York, named executive VP's. Named senior VP's: **Howard Becker**, VP-management supervisor; **Carl Casselman**, VP-creative executive, and **Tony Lanitis**, associate research director.

**Tom Patty**, account supervisor, and **Jim Hill**, management supervisor, Chiat/Day, Los Angeles, named VP's.

**George Russo**, VP-media director, Creamer, New York, named senior VP-media director.

**William Hussey**, senior VP-group supervisor, Brewer Advertising, Kansas City, Mo., joins Barickman Advertising there as senior VP-account services.

**James Hill**, account supervisor, Albert J. Rosenthal, Chicago advertising firm, joins Tatham-Laird & Kudner there in same capacity.

Staff appointments at D'Arcy-MacManus & Masius, St. Louis: **Carol Grisham**, broadcast buyer, Winfield Advertising, St. Louis, and **Patricia Bray**, media planner, Byer & Bowman, Columbus, Ohio, advertising firm, join DM&M as media buyers; **David Allemeier**, associate creative director, DM&M, named creative director; **Robert Fugate**, writer with DM&M, named associate creative director, and **Dr. Linda Sue Nathanson**, founder and executive director of Center for Applied Behavioral Research, New York, joins DM&M as research account executive. **Susan Butterworth**, senior art director, Luckie & Forney, Birmingham, Ala., joins DM&M as art director.

**Barbara Pisapia**, account executive at Diener-Hauser-Bates, Los Angeles on United Artists account, named account supervisor.

**Paul Shrage**, VP-advertising and promotion, Columbia Pictures Television, Los Angeles, resigns to form Paul Shrage Co., advertising and sales promotion firm serving television and related industries.

**Marty Cooke**, from NW Ayer, Chicago, joins Intermarco Advertising, New York, as copywriter.

**Fran Tivald**, assistant manager, TeleRep's cougars group, New York, named sales man-

ager for its tigers sales group. **Maralyn Stelzer**, manager of computer services, TeleRep, named director of sales administration. **Flory Bramnick**, manager of computer resources, Peters, Griffin, Woodward, New York, joins TeleRep there as manager of TeleRep Data Network.

**William Merz**, controller, John Blair & Co., New York, named director of finance for Blair Television and Radio.

**Jim Chabin**, local account executive, CBS-owned KNXT(TV) Los Angeles, named account executive, CBS Television Stations National Sales, Atlanta.

**Marcia Hollis**, sales assistant, Avery-Knodel Television, Atlanta, named account executive.

**Ginny Joyce**, account executive, Katz American Television, Los Angeles, joins Independent TV Sales, New York, as account executive for its lancers team. **Marvin Davis**, Eastern regional sales manager, RKO Television Representatives, New York, joins ITVS there as account executive with its sabers sales team.

**Don Hart**, account executive, Katz, Atlanta, joins Torbert Radio there in same capacity.

**Gail Sattler**, from KCRA-TV Sacramento, Calif., joins Harrington, Righter & Parsons there as account executive.

**Cheryle Hangartner**, national sales manager, KKDJ(FM) Fresno, Calif., joins H-R/Stone, Dallas, as sales representative.

**Michael Conly**, director of marketing for broadcast and entertainment division of Harte-Hanks Communications, San Antonio, Tex., named VP-marketing for division which includes radio and television groups and division which produces entertainment products and programs.

**Jim Graham**, national sales manager, WJRT-TV Flint, Mich., named general sales manager. **Dan Aube**, regional sales manager, WJRT-TV, succeeds Graham. **Ray Scott**, account executive, replaces Aube.

**Gary Schmedding**, operations manager, WTAD(AM)-WQCY(FM)-KHQA-TV Quincy, Ill., named general sales manager, succeeding **Jack Rose**, who plans to retire next Dec. 1 and assumes duties as national sales manager.

**James Oetken**, director of marketing, Cedar Rapids, Iowa, architects, McConnell-Steveley-Anderson, joins KCRG-TV there as general sales manager, succeeding **Ronald Stack** (see "Deaths").

**John McFarlane**, former account executive, WMC-FM Memphis, joins WDEF-FM Chattanooga as general sales manager.

**Joseph McCluskey**, general manager of WAIV-AM-FM Jacksonville, under former ownership of Rounsaville, named general sales manager of WAIV under current ownership, Affiliated Broadcasting.

**Jim Williams**, account executive, KNRQ(FM) Des Moines, Iowa, named local sales manager.

**Carol Wright**, account executive, WPTV(TV) West Palm Beach, Fla., joins WSB-TV Atlanta in same capacity.

**Rosalie Drake**, traffic manager, KPTV(TV) Portland, Ore., named account executive.

**Paula Hawes**, district manager, Institute of Tricology, San Francisco-based manufacturer of hair care products, joins KFRC(AM) there as account executive.

## Programing

**Burt Lippman**, executive VP of Vidtronics, Hollywood-based video production firm, named president of Vidtronics' post-production division.

**Neil Russell**, Western division sales manager, syndication division, MGM Television, Los Angeles, named to new post of VP, domestic syndication, based in New York.

**Nancy MacClugage**, general manager of Northeast region for American Airlines, New York, joins Wometco Home Theater, Fairfield, N.J., as VP-operations for WHT systems in northern New Jersey, greater metropolitan New York area, Connecticut and Long Island (N.Y.).

**Al Rothstein**, VP-sales manager, Petry Television, New York, joins Paramount Television Domestic Syndication there as division manager for Southeast territory. He succeeds **Steve Halpern**, who takes extended leave of absence due to illness.

**E. Jamie Schloss**, business affairs executive, Universal Television, Los Angeles, joins EMI Television Programs there as VP-business affairs.

**Joan Garry**, project analyst for Warner Amex Cable Communications, New York, named manager of program development for games, Warner Amex Satellite Entertainment Corp. there. **Katherine Preminger**, assistant counsel to New York State Urban Development Corp., New York, joins WASEC there as counsel, legal and business affairs.



Reiss

**Jeffrey Reiss**, executive VP, Viacom International, New York, leaves to form Reiss Video Development Corp. there, which will design and implement programs and program services for cable TV. Initial clients include Times Mirror Satellite Programing (Spotlight and The Shopping Channel) and Dr. Art Ulene (The Health Channel, 24-hour service).

**Kenneth Lemberger**, assistant general counsel and VP-distribution, legal affairs, Columbia Pictures Industries, New York, named divisional senior VP of studio legal affairs for motion picture and television divisions based in Burbank, Calif.

**Jack Sharkey**, manager of program operations, ABC Entertainment, New York, named director of program administration, East Coast.

**Judith Merians**, associate director of legal affairs for ABC motion pictures, Los Angeles, named director of contracts.

**Nancy Bein**, program executive, motion pictures for television, CBS Entertainment, Los Angeles, named associate director, motion pictures for television. **Charles Schnebel**, program executive, comedy development, CBS Entertainment, Los Angeles, named director of comedy development. **Harry Heitzer**, director of business affairs, music operations, CBS-TV, Los Angeles, named VP-business affairs. **Craig Foster**, director of business affairs, CBS-TV Sports, New York, named VP, sports business affairs and compliance.

**Barbara Kurka**, administrative assistant, In-

ternational Radio and Television Society, New York, named director of programs and services.

**Vicki Rosenberg**, manager of casting, West Coast, NBC Entertainment, Los Angeles, named director. **Richard Lacher**, manager of financial administration, NBC Entertainment, West Coast, named director.

**Robert Russo**, business manager-project coordinator, David Werner Music, Pittsburgh-based music recording, production, engineering and publishing firm, joins Group W Productions, Pittsburgh, as business manager of its television syndication center.

**Elizabeth Sykes**, director of co-productions and development, Polytel International, joins PolyGram Television, New York, in similar capacity.

**Richard Panure**, general sales manager for Northeast Productions, Scranton, Pa., joins E. J. Stewart, Philadelphia-based production firm, as director of program development.

**John Kleine**, manager of budget and forecasting, Showtime Entertainment, New York, joins Warner Bros. TV/East Coast, New York, as business manager.



Comer

**Meryl Comer**, host of *Good Day*, WCVB-TV Boston, joins Chamber of Commerce of United States, Washington, as moderator of its *It's Your Business*, weekly television program featuring leaders of business, labor, professionals and members of Congress and federal agencies in discussion format. Comer, succeeds **Karna Small**, who is now deputy press secretary in Reagan White House. **Virginia Sherwood**, freelance talent consultant, based in Washington, was show's temporary host, after Small left in January. Both Comer and Small are former anchors of 10 p.m. news for WTTG(TV) Washington, with Small succeeding Comer in 1976.

**Donald Beccia**, regional director, Electronic Realty Associates, Shawnee Mission, Kan., joins StarCase, Needham Heights, Mass.-based subscription television service, as sales director.

**Joan Halleran**, from staff of Southern Illinois University, Carbondale, joins Consolidated Cable Utilities, Aurora, Ill., as production director responsible for production of local origination cable TV programming, educational programming and public access activities for Consolidated's Elgin, Ill., cable operation.

**Joel Raab**, program director, WEEP(AM) Pittsburgh, joins WHK(AM) Cleveland in same capacity.

## News and Public Affairs

**Jerald Udwin**, bureau chief for Group W's Washington news bureau, named VP.

**Jim Cameron**, host and producer of *The Source Report*, on The Source, NBC Radio's young adult network, New York, assumes additional duties as director of news.

**Al Holzer**, producer, 6 p.m. newscasts, Post-Newsweek's WDIV(TV) Detroit, joins co-owned WFSB-TV Hartford, Conn., as assistant news

director. **Allen Levy**, executive news producer, WKBW-TV Buffalo, N.Y., joins WFSB-TV in same capacity.

**John Winthrop**, news producer, WHEC-TV Rochester, N.Y., joins WROC-TV there as managing editor. **Diane O'Brien**, assignment editor, WHEC-TV, joins WROC-TV in same capacity.

**Brian Shields**, with news department at WGN(AM) Albany, N.Y., named news director.

**Jeff Hildebrandt**, assistant news director, WLW(AM) Cincinnati, joins WLWT(TV) there as assignment editor.

**Roy Patrick**, from KGNR(AM) Sacramento, Calif., joins WNE-TV Hanover, N.H., as news director-reporter. **Susan McLean**, news director, WKNE(AM) Keene, N.H., joins WNE-TV as general assignment reporter. **Bill Tower**, creative services director, WNE-TV, assumes additional duties as director of *Week In Review*, new weekend news program. **Cindy Thompson**, master control operator, WNE-TV, assumes additional duties as public service coordinator.

**Scott Mulford**, assistant news director, WTAD(AM)-WQCY(FM)-KHQA-TV Quincy, Ill., named news director, succeeding Hank Mayhall (see "Media"). **Lynn Meier**, reporter, KTVO(TV) Kirksville, Mo., joins KHQA-TV as co-anchor of 6 and 10 p.m. newscasts.

**Bud Elliott**, news director, KWBZ(AM) Denver, joins WAPE(AM) Jacksonville, Fla., in same capacity.

**Mike Hogewood**, sports director, WBBH-TV Fort Myers, Fla., joins WBRC-TV Birmingham, Ala., in same capacity. **Scott Richards**, co-anchor, WLKY-TV Louisville, Ky., joins WBRC-TV as anchor.

**Mark Effron**, executive news producer, WFSB-TV Hartford, Conn., joins co-owned WDIV(TV) Detroit in same capacity.

**Elaine Fayard**, news producer, WDSU-TV New Orleans, joins WISH-TV Indianapolis in same capacity.

**Richard Yeats**, night assignment editor, KHOU-TV Houston, named assignment editor. **Leslie Seamon**, news producer-feature reporter, KVAL-TV Eugene, Ore., joins KHOU-TV as weekend news producer-reporter. **Christi Myers**, reporter-anchor, WBRZ(TV) Baton Rouge, joins KHOU-TV as reporter.

**Stephen Hirsh**, reporter-producer, noncommercial WXXI(TV) Rochester, N.Y., joins Independent Television News Association as associate producer in its Washington bureau.

**Robert Mellisso**, public affairs producer, WMAR-TV Baltimore, joins WHTM-TV Harrisburg, Pa., as news producer for 11 p.m. newscasts.

**Brenda Carl**, from WBSB-FM Baltimore, joins WBAL(AM) there as news anchor.

**Mike Schneider**, reporter, WTAE-TV Pittsburgh, named co-anchor of 6 p.m. newscast.

**Craig Sager**, news anchor, KMBC-TV Kansas City, Mo., joins Cable News Network, Atlanta, as anchor for *CNN Sports* at 7:30 p.m.

**Bernie Tafoya**, former reporter-editor, WCFL(AM) Chicago, joins WFYR(FM) there as anchor for late-night newscast.

**Sheree Bernardi**, news anchor, WNOR-AM-FM Norfolk, Va., joins WQUE-FM New Orleans, in same capacity.

**Jim Fairchild**, anchor-reporter, WWJ(AM) Detroit, joins KRNT(AM) Des Moines, Iowa, as morning anchor.

**Michal Regunberg**, special assignment reporter-writer, for Public Broadcasting System, covering UN conference on women in Copenhagen, joins WEEI(AM) Boston as director of editorial-public affairs.

**John Tesh**, reporter, WCBS-TV New York, joins CBS-TV Sports, as reporter for network's new weekend sports anthology show.

**Mike Smith**, sports reporter-anchor, KCST-TV San Diego, joins KGT(TV) there in same capacity.

**Marilyn Beck**, syndicated Hollywood columnist, joins KABC-TV Los Angeles as Hollywood news reporter.

**Tony Silvia**, assignment editor-assistant news director, WEAN(AM) Providence, R.I., joins WLNE(TV) New Bedford, Mass., as general assignment reporter.

**Michael Matthews**, from noncommercial WGBY-TV Springfield, Mass., **Richard Howard**, from WJBE(TV) Augusta, Ga., and **Edith Hall**, from WBCD-TV Charleston, S.C., join WIS-TV Columbia, S.C., as reporters. **Terry Dorsey**, reporter, WIS-TV named morning anchor.

**Erik Benrud**, news producer, WFMV-TV Greensboro, N.C., joins WITN-TV Washington, N.C., as general assignment reporter.

**Ann Salisbury**, investigative and feature reporter, Los Angeles *Herald-Examiner*, joins KNXT(TV) Los Angeles, as investigative researcher. **Bob Donley**, reporter, KGT(TV) San Diego, joins KNXT as Inland Empire bureau chief.

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## Technology

**Gary Barbera**, president of Oak Technology, Crystal Lake, Ill., named executive VP of parent, Oak Industries, based in San Deigo and assumes seat on its board of directors. Oak Technology is manufacturer of electronic switching systems and variety of broadcast electronic equipment.

**Lawrence See**, engineering specialist with Sony Video Products' broadcast engineering department, New York, named product manager of broadcast division.

**John Metelski**, associate chief counsel for common carrier matters, National Telecommunications and Information Administration, Washington, joins Microband Corp., New York, as senior counsel for telecommunications.

**Kenneth Ladsig**, controller, RCA Global Communications, New York, named VP-finance.

**George Bell**, director of marketing, Microdyne's satellite television products, Ocala, Fla., named VP-marketing. **Richard Elsea**, director of marketing, for Microdyne's telemetry products, Ocala, named VP-marketing. **William Drouillard**, general manager of Microdyne's antennas for communications division, Ocala, named VP.

**Samuel Probst**, retired deputy associate administrator for spectrum, National Telecommunications and Information Administration, Washington, joins Systematics General Corp., Falls Church, Va., as special assistant in spectrum engineering in its communications and technology department.

**M. Pat O'Brien**, studio maintenance supervisor, KOLO-TV Reno, Nev., joins Times Mirror Satellite Programing at its Laguna Niguel, Calif., uplink facility, as chief engineer. **Jack**

**Berry**, technical director, Los Angeles Dodgers Inc., joins TMSP, Laguna Niguel, as senior maintenance engineer. **Beatrice Finley**, transmitter engineer, KXLA-AM-FM Los Angeles, joins TMSP as assistant maintenance engineer.

**Gerald Atterbury**, manager of system development center, Memorex, Santa Clara, Calif., joins System Industries, Sunnyvale, Calif., as VP-engineering.

**Harry Spangle**, special projects engineer, Duracell battery division, Dart Industries, Lexington, N.C., joins Magnavox CATV Systems, Manlius, N.Y., as facilities manager.

**John Harper**, district sales manager for Harris Corp., based in Rock Hill, S.C., joins McMartin Industries there as district sales manager for North Carolina, South Carolina, West Virginia and Virginia (with exception of northeast section).

**Michael Pettersen**, regional sales manager, Shure Brothers, Evanston, Ill., named assistant marketing product manager of circuitry products.

**Thomas Grabriszeski**, assistant VP-market planning, American Satellite Co., Germantown, Md.-based satellite carrier, named VP-business development. **Stuart Meister**, assistant VP-general counsel, American Satellite, named VP-general counsel and secretary. **Richard Chevront**, controller, American satellite, named VP-controller.

**Hugh McDowell**, assistant chief engineer, WKBT(TV) La Crosse, Wis., named chief engineer.

**David St. Onge**, from noncommercial WGBH-TV Boston, joins WJAR-TV Providence, R.I., as assistant chief engineer.

**Dick Van Zandt Jr.**, public service director-air personality, WEMI(FM) Neenah-Menasha, Wis., named chief engineer.

## Promotion and PR

**Barbara Meltzer**, manager, talent coordinator, NBC Television Network, Los Angeles, named director of network creative services. **Al Ovadia**, manager, nontheatrical film division, Walt Disney Co., joins NBC-TV, as director, affiliate creative services.

**Leslie Ann Lillian**, manager of press information, WABC-TV New York, joins WCBS-TV New York as manager of press relations.

**Sue Binford**, director of press and public relations, CBS Records, Nashville, Tenn., joins Warner Amex Satellite Entertainment, New York, as manager of program publicity.

**Daniel Flamborg**, former special assistant to chairman of Fred Rosen Associates, New York, joins Mutual Broadcasting, Washington, as director of public relations.

**Joan Mackrell**, media coordinator, Gillcable TV, San Jose, Calif., joins KSTS(TV) there as promotion manager.

**Walter McEntire**, creative director-assistant promotion manager, WDAF-TV Kansas City, Mo., joins WFSB-TV Hartford, Conn., as producer-writer in promotion department.

**Charalyn Bishop**, art director, KCMO-TV Kansas City, Mo., joins WMT-TV Cedar Rapids, Iowa, as marketing-promotion manager.

**Steve Herec**, graphic arts director, noncommercial WMHT(TV) Schenectady, N.Y., joins

WRGB(TV) there as promotion-arts director.

## Allied Fields

**Jeff Figg**, director of sales services, Adolph Coors Co., Denver, joins Daniels & Associates there as VP in brokerage division.

**Stephen Bossin**, president of Great Shows Inc., Cleveland-based exhibit production and promotion company, joins William B. Tanner as regional manager based in Cleveland, responsible for media sales in Ohio, Indiana, Kentucky, Michigan, and western Pennsylvania.

**Thomas Madden**, former VP and assistant to NBC President Fred Silverman and VP of program department liaison, NBC Entertainment, has formed his own company, TransMedia Consultants Inc., New York, which will provide program suppliers and advertisers with range of services, including evaluation of properties for sponsorship and development of promotional and public relations campaigns. TransMedia will be located at 777 Third Avenue, New York, N.Y., 10017. (212) 980-6617.

**James Meyers**, counsel with Statland & Zaslav, Washington law firm, joins communications law firm there, Gammon & Grange, as associate.

**John Pellegrin**, and **Robert Levine**, form Pellegrin & Levine, Washington, law firm.

**Michael Helmantoler**, communications specialist with U.S. House of Representatives, Washington, joins National Telecommunications and Information Administration there as director of office of congressional and public affairs.

## Deaths

**Oliver Unger**, 66, co-founder and president of pioneer television program syndication firm, National Telefilm Associates, until early 1960's, died March 27 in Los Angeles home of his longtime friend and associate, Ely Landau. He had been treated for cancer. Together with Landau and Harold Goldman, Unger formed NTA in early 1950's and was instrumental in landing TV rights to pre-1948 library of 20th Century-Fox Film Corp. He also formed Snader Telescriptions, TV syndication firm, and through Home Entertainment Co. of America introduced pay-TV service to California. Later Unger was active in feature film production and distribution and at his death, he was organizing foreign distribution for "The Chosen," motion picture produced by Landau. Unger is survived by his wife, Virginia, two sons and three daughters.

**Ralph Aldridge**, 62, engineer with KSDK-TV St. Louis, died March 21 of heart attack there. Aldridge had been with station since 1959. He is survived by his wife, Kathleen, and four daughters.

**Ronald Stack**, 45, general sales manager, KCRG-TV Cedar Rapids, Iowa, died of cancer March 22. Stack joined KCRG-TV in 1970 and previously served as group sales manager with Peetry in Chicago. He is survived by his wife, one daughter and five sons.

**Ysabel MacCloskey**, 64, television actress remembered for her role in TV comedy series, *Bewitched*, as Aunt Hagatha, died March 11 in Burbank, Calif. MacCloskey was also active in the theater, performed on *Red Skelton Show* frequently and appeared in *Beverly Hillbillies*, *Little House on the Prairie*, and *Benson*. She is survived by her daughter.

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## Ted Pierson's lifetime immersion in communications law

In his corner office on the 10th floor of the Ring Building, a couple of blocks from the FCC in downtown Washington, W. Theodore Pierson Sr. sits behind his desk, puffing on his pipe, looking at a visitor through heavy-lidded eyes, talking about his life as a communications lawyer. He speaks quietly, so quietly the visitor has to strain a bit to get it all. But it is worth the effort. Pierson is one of the dwindling band of communications lawyers who can be said to have seen it all.

The native of Red Oak, Iowa, joined the ranks of the then freshly minted FCC as a file clerk, in August 1934. The salary helped put him through George Washington undergraduate and law schools. Today, at 71, Pierson is chairman of the partnership and of the executive committee of Pierson, Ball & Dowd, one of Washington's prominent law firms—one of its most prestigious in communications law, a practice that commands the time of about 20 of its 60 lawyers.

And the Pierson firm, conservative as it may be, establishment-oriented as it may appear, has done its bit to pave the way for the emergence of some of those new services, often to the dismay and over the opposition of what really has been the establishment. But with Pierson, it's been as much a matter of business as ideology. "Our firm has been able to grow because . . . the early opportunities were people not a part of the existing establishment," he says. The firm was one of the first to represent a client—the Yankee Network—in FM broadcasting, in 1942. In 1951, the firm took on the highly unpopular cause—unpopular among some of Pierson's as well as other communications lawyers' clients—of pay television, in behalf of Zenith Radio Corp. Now it represents cable television companies. It is a part of the communications satellite era as counsel to Satellite Business Systems Inc. (a consortium of IBM, Aetna Insurance Co. and Communications Satellite Corp.) And a growing number of its blue-chip clients are moving into teletext. For the firm, the revolution is a continuing source of rebirth.

It isn't only the new technology that interests Pierson. He was one of the earliest and one of the most ardent advocates of extending the First Amendment protection available to the print press to broadcast journalism. For one bright and shining moment, in September 1968, he came close. The U.S. Court of Appeals for the Seventh Circuit, in a case brought by the Pierson firm in behalf of the Radio-Televi-



William Theodore Pierson Sr.—chairman of partnership and chairman of executive committee of Pierson, Ball & Dowd, Washington; b. June 10, 1909, Red Oak, Iowa; attended George Washington University, 1931-34; George Washington University Law School, LL.B., 1938; file clerk, Veterans Bureau and Farm Credit Bureau, 1931-34; file clerk, FCC, 1934-37, and lawyer with law department, FCC, 1937-38; private practice, 1939; Haley & Pierson, 1940; Pierson & Ball, 1941-55, and present position with Pierson, Ball & Dowd, since 1955; m. Barbara Fries, Aug. 22, 1936; children—W. Theodore Pierson Jr. (partner in firm); Sandra Piror, and Stuart Pierson (partner in Verner Lipfert Bernhard McPherson & Alexander).

sion News Directors Association (which it then represented on a pro bono basis; RTNDA now pays, but at a reduced rate), declared the personal attack and editorializing rules the FCC had adopted under the fairness doctrine to be a violation of the First Amendment. The commission's "spectrum scarcity" argument wouldn't wash, the court said (BROADCASTING, Sept. 16, 1968). The victory was transformed into a shattering defeat, however, when the Supreme Court, after consolidating the RTNDA case with one involving an attack on a writer, Fred Cook, by the Rev. Billy James Hargis, that was broadcast over WGCN(AM) Red Lion, Pa., affirmed the rules and the doctrine itself (BROADCASTING, June 16, 1969).

The fairness doctrine and its subsidiary rules are not the only creations of the commission to which Pierson has taken exception over the years. Indeed, Pierson, a staunch conservative, has represented clients before the FCC with a vigor born in part at least of the conviction that the commission begins with an institutional bias against those it regulates. "It's fair to say that the commission, established in 1934, had the attitude of the New Deal—a bias against private enterprise," Pierson says. "And that's continued . . . The underlying notion was that profit-making institutions couldn't be trusted." At least, that was the case with commissions under Democratic

administrations; Republicans, he says, generally just "let things ride"—until the Nixon administration (and the chairmanship of Dean Burch, now Pierson's partner), when, he says, the first stirrings of broadcast deregulation were felt and a turn toward marketplace regulation was begun.

As the firm has prospered, Pierson's reputation has grown. He is frequently mentioned by members of the communications bar who are asked to name the top 10 lawyers in the practice. "He is one of the sound, solid, careful, coherent members of the bar," said one colleague, who has been on his side in some cases, on an opposing side in others. Even in defeat, he has looked good, and the firm has had its share of defeats. The *Red Lion* case was not the only one. More recently, there was the FCC's decision to deny renewal of three of RKO General Inc.'s VHF licenses. But one lawyer who has observed Pierson over the years speaks of the "skillful" manner in which he handled the case that began with a competing application filed against KHJ-TV Los Angeles in 1965. "He prolonged the proceeding; he managed to keep the stations operating and making money until he thought he had a shot at winning." That Pierson didn't, the lawyer attributed to what he seems to regard as the vindictiveness on the part of FCC Chairman Charles D. Ferris. The lawyer is convinced the U.S. Court of Appeals in Washington, which is considering the case on appeal, will reverse the commission. In the meantime, KHJ-TV, WOR-TV New York and WNAC-TV Boston are continuing to operate, continuing to make money.

Pierson has outlasted the two men whose names are listed with his in the firm's name. Fred Ball, who joined him in practice early in 1941 died in 1965, and Thomas Dowd, who was made a partner after his service with the Marines in World War II, retired in 1977. As for Pierson's retirement plans, he doesn't have any.

He has eased out of direct legal counsel work almost entirely: If the firm was to remain active and to continue to grow, he felt it important over the past several years to turn over all such work to younger lawyers. Most of his time is spent handling administrative responsibilities, although he still consults on matters with the firm's lawyers. And he expects to continue in harness for several more years.

"Every time I think about making plans for retirement, I fuss about it a few days, then forget it." He plays golf, he likes to fish, and is a voracious reader—"the normal kinds of things old bastards do." But none of that, he says, would take up all of his time in retirement. There's nothing, it seems, like being where the action is.

**FCC's deregulation of radio went into effect last Thursday (April 2).** Commission earlier denied petition by **National Black Media Coalition** for stay of effective date of commission's radio deregulation ruling. Commission denied similar petition filed by United Church of Christ (UCC) on March 27 (see story, page 126). As was case with UCC petition, commission said NBMC had not demonstrated that "absent a stay it would be irreparably injured, and that neither the public nor other interested parties would be harmed," if deregulation proceeded as scheduled.

**FCC released official version of its 1979 radio financial figures** last week, concluding that net revenues for the broadcast industry (both radio and TV) for that year amounted to \$10,748,800,000, up 12.6% from 1978. That figure matches fairly closely with BROADCASTING's prediction three months ago when market-by-market figures were released, that revenues for industry would be in \$10.6 billion range (BROADCASTING, Dec. 22, 1980). Next week BROADCASTING will run number of charts from commission's official radio financial tabulations. **Radio's contribution to total revenue figure was \$2,873,600**, up 9% from previous year. **Radio's profits were down** considerably in 1979 totaling \$231,400,000—drop of 25.6% from 1978's total of \$311,100,000. Radio profits of \$231.4 million broke down this way: national networks—\$15.9 million; AM's and AM-FM combinations—\$157 million; FM independents—\$13.5 million; FM's associated with AM but filing separately—\$45 million. Of 4,079 AM's and combinations filing, 60% reported profit and 40% reported loss, while 64% of 658 FM's associated with AM's but filing separately reported profit and 36% reported loss. Of 753 independent FM's filing, 52% reported profit and 48% reported loss. Average profit of AM's and combinations reporting profits for 1979 was \$118,910; average loss for those reporting losses was \$78,317; for FM's associated with AM but filing separately, average profit was \$166,456, average loss was \$100,579; average profit for independent FM's was \$123,225 with average loss being \$86,620.

**National Telecommunications and Information Administration** this week will file comments with FCC endorsing introduction of **direct broadcast satellite service**. NTIA says DBS poses problems, but none that cannot be handled. Position, which reflects views NTIA expressed in paper in December (BROADCASTING, Dec. 22, 1980), will be buttressed by substantial economic and technical studies. What's more, NTIA has proposed that pro-DBS position be adopted by Reagan administration. Memorandum urging that course is being reviewed at parent Commerce Department.

In effort to deflect possible criticism of its proposed direct satellite service, **Comsat's Satellite Television Corp. sent letter and pamphlet to all commercial television broadcasters** last Thursday, assuring them that its service is no threat to them. Both items stressed that service STC is proposing is supplementary pay service that will not compete with broadcasters for advertising revenue. Pamphlet added STC will not attempt to duplicate broadcasters' network or syndicated programming or provide local programming.

**Wendy's International Inc.**, Dublin, Ohio, is increasing its 1981 advertising budget for its nationwide restaurant chain to more than \$60 million, 50% jump over 1980. Company officials said that 80% of budget will be broadcast, including network television and local TV and radio. Campaign will be launched April 27 for radio; May 4 for television, with local effort shared on co-op basis by Wendy's and its franchised operators. Created by Dancer Fitzgerald Sample, campaign spotlights slogan, "Wendy's. Ain't No Reason To Go Anywhere Else."

**Senate Rules Committee will hold hearings** on Wednesday and

Thursday, April 8 and 9 on resolution (S. Res. 20) to allow **televising of Senate proceedings**. Originally scheduled for last week ("In Brief," March 30), hearings were postponed after assassination attempt on President Reagan. Third day of hearings will be held on May 5.

**National Collegiate Athletic Association plans to go with two-network plan** once ABC's exclusive contract for college football expires after 1981 season. Each ABC-TV affiliate now gets 23 games. **New arrangement** is understood to call for 28 "exposures," 14 for affiliates of each network. Both CBS and NBC are interested in piece of TV gridiron action that has been all ABC's. Current ABC four-year contract reportedly cost network \$120 million.

Even before leaving FCC to begin new career in law, FCC Chairman **Charles D. Ferris** has made his mark. His name has been added to that of Boston-based firm that hired him and two of his associates at FCC, Frank Lloyd and Thomas Casey, for its Washington office ("Closed Circuit," March 30). Firm will be known as Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. Ferris, who will be partner, is scheduled to leave commission on April 10. Lloyd, his administrative assistant, who will also be partner, will join firm on June 1. However, he will leave commission April 6. Three will double number of lawyers in firm's Washington office. Together with 12 other new hires, firm will have total of 65 attorneys.

**Dwight Case**, president of RKO Radio Division, New York, for past six years, has resigned to become full partner in Sunbelt Communications, Menlo Park, Calif., and will head its broadcast division, consisting of KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs; KFYE(FM) Fresno,



Case

Williamson

Servididjo

Calif.; KLNK(FM) Oklahoma City. Succeeding Case will be **Robert J. Williamson**, who has been vice president of RKO General-owned WNAC-TV Boston. In turn, **Pat A. Servididjo**, VP and general sales manager, RKO-owned WOR-TV New York, succeeds Williamson as VP and general manager of WNAC-TV.

**Kaiser Aluminum & Chemical Corp.** has filed **\$40-million slander suit against ABC** in its year-long dispute over report on ABC News's 20/20 series. Suit was filed in San Francisco Superior Court on March 26, and charges slander on grounds that a 20/20 segment on April 3, 1980, reported that Kaiser had knowingly sold potentially dangerous residential wiring and also withheld information about product. The suit seeks \$10 million in general damages, \$10 million in special damages and \$20 million in exemplary damages. ABC spokesman said: "We stand behind our story and we feel the suit is without merit."

During February this year, **25.3% of U.S. television households** (or 19,727,290 households excluding Alaska) were connected to **cable service**, according to latest estimates from A.C. Nielsen's Nielsen Station Index. That's up considerably from Nielsen's November 1980 estimate of 22.6%, said to reflect in part improved measurement procedures.



**WCVB-TV Boston almost became Cable News Network's first broadcasting affiliate.** ABC-affiliate was set to rebroadcast CNN twice weekly during early-morning hours (3 a.m. to 6 a.m. NYT Mondays and 2 a.m. to 6 a.m. NYT Sundays) starting today (April 6). Upon learning of WCVB-TV's new programming Friday afternoon, however, CNN President Reese Schonfeld told WCVB-TV reciprocity agreement whereby CNN and WCVB-TV exchange news clips does not entitle station to program large blocks of CNN. Allowing programming, CNN felt, would have upset CNN's cable affiliates within WCVB-TV coverage contour. WCVB-TV was forced to yank CNN; time slots will be filled with movies.

□  
**"Panorama,"** monthly consumer magazine on television published by Triangle Publications (Walter Annenberg), **will cease publication after its June issue.** Magazine, started in February 1980 by publisher of *TV Guide*, failed due to lack of circulation, Triangle said.

□  
**East-West politics has forced cancellation of televised debate between three Soviet public figures and three Americans.** Debate, which was to have been broadcast on *Bill Moyers' Journal*, on PBS on April 10, was canceled after State Department refused to extend visa of Georgi A. Arbatov, regarded as Soviet Union's leading expert on U.S. Arbatov's visa expired Sunday (April 5). State Department officials said decision that barred Arbatov's participation in debate was response to Moscow's refusal to permit Americans to appear on television in Soviet Union.

□  
**Eight members of House Energy and Commerce Committee** wrote last week to Representative William Natcher (D-Ky.) chairman, Appropriations Subcommittee on Labor, Health, Education and Welfare, **offering alternative to rescinding 1982-83 funding for public broadcasting.** Proposal promises "significant reductions in federal funding for FY 1984 and beyond, legislation to equitably distribute cuts throughout public broadcasting's structure and authority to public stations to engage in expanded activities to raise nonfederal funds." Natcher's subcommittee is expected to decide on rescissions some time in May. Signers of letter were Committee Chairman Representative John Dingell (D-Mich.), Telecommunications Subcommittee Chairman Representative Timothy Wirth (D-Colo.) and Representatives Ronald Mottl (D-Ohio), Edward Markey (D-Mass.), Henry Waxman (D-Calif.), James Scheuer (D-N.Y.), Al Swift (D-Wash.) and Cardiss Collins (D-Ill.).

□  
Two-day seminar on cable hosted last week in New York by **Warner Amex Satellite Entertainment Co.** provided some insights into company's projections and plans for future of industry. WASEC president Jack Schneider said his research shows **consumers will be willing to "pay their telephone bill" for cable service—with average telco bill now in \$33 per month vicinity.** Satellite networker's executive VP of programming and marketing, John Lack, gave some additional details on The Music Channel (MTV) WASEC plans to premiere in August—program material will be provided gratis by record companies, like promo audio records for radio stations: Lack said intent of MTV is to take album-oriented-rock (AOR) format "past where it stopped" on radio stations in mid-70's. Conversations after presentation put MTV development cost at \$20 million. Next services to be offered by WASEC are games channel (in 1982), shopping channel year after.

□  
**UPI Newstime,** slow-scan video (with voice over) cable news service, announced last week it **will cease operation on April 30,** victim of growing number of cable services and dwindling number of free cable channels. According to Tom Hawley of Newstime, service, which cost operators nickel per month per subscriber, was particularly hard hit by Cable News Network. In

months immediately following CNN's turn-on last June, Newstime subscribership dropped from 1 million to 650,000, Hawley said. Other loser is Southern Satellite Systems, which carried service over subcarrier of transponder 6 of Satcom I. SSS received penny per month for each Newstime subscriber.

□  
Dick Ebersol, producer of NBC-TV's "**Saturday Night Live**," announced **three additions to staff** to fill gap left as result of last month's dismissal of several actors and writers. Going back to square one, Ebersol has hired **Michael O'Donoghue**, writer for original *SNL* from its inception in 1975 until 1978, as chief of staff. **Tim Kazurinsky**, formerly with Second City improvisational troupe in Chicago, and **Catherine O'Hara**, who worked with Second City in Toronto, both join show as members of repertory company and writers.

□  
**Marvin Davis may buy 20th Century-Fox Film Corp. after all.** Having abruptly withdrawn \$703-million offer for company (minus its television properties) on March 27, last week **deal was on again**, with Davis and Fox Chairman Dennis Stanfill **said to have reached agreement in principle.** Definitive agreement is to be presented to Fox directors today (April 6) for approval.

□  
**Shareholders of Teleprompter Corp.** last week overwhelmingly **approved proposed acquisition** of their company by **Westinghouse Broadcasting** unit of Westinghouse Electric Corp. Vote was 12,175,252 in favor to roughly 100,000 opposed. Deal pays \$38 per Teleprompter share.

□  
**Employee of noncommercial WRTC-FM Hartford, Conn.,** Fred Hull, **was dismissed following his on-air "April fools" announcement that President Reagan had died.** WRTC-FM is Trinity College student-run station. Eric Gaydosh, student and station's business manager, ordered Hull, nonstudent employee, off air after prank, and promptly issued on-air retraction. Thomas Smith, vice president of college, said college was satisfied with student management's handling of matter, but added that school is preparing report on incident which will be sent to FCC. FCC has received no formal complaints on matter.

## Up4Coming

**On Capitol Hill:** Public Telecommunications Reauthorization Act of 1981 (S. 720) will be subject of hearings by Senate Communications Subcommittee in room 235, Russell Senate Office building, 10 a.m. today (Monday) and Wednesday. **At FCC:** Commission on Thursday is to consider CBS's request for declaratory ruling on financial-interest rule that bars networks from acquiring rights to programming for nonbroadcast purposes. **Also in Washington:** MCI Communications Corp. Chairman William McGowan will speak at Federal Communications Bar Association luncheon at Touchdown Club Tuesday. **In Las Vegas:** NAB's 59th annual convention gets under way at Las Vegas Convention Center next Sunday (see page 46 et seq.). Among associated meetings prior to convention will be Broadcast Education Association, Thursday through Sunday; NAB in-house counsel seminar, Saturday; Association for Broadcast Engineering Standards, Sunday; Association of Maximum Service Telecasters, Sunday; Daytime Broadcasters Association, Sunday; National Radio Systems Committee, Sunday. **In New York:** Action for Children's Television will conduct seminar on cable television at St. Moritz hotel Tuesday. □ Lowell Thomas will address International Radio and Television Society's newsmaker luncheon at Waldorf-Astoria Wednesday. **At Cape Canaveral, Fla.:** Long-awaited launch of space shuttle scheduled for Friday, with 54-hour flight to culminate Sunday. **In Boca Raton, Fla.:** American Association of Advertising Agencies opens its four-day annual meeting at Boca Raton hotel and club Wednesday (see page 72).

## Delayed interment

After three years of regulatory turmoil and profligate expenditure of government funds, the staff of the Federal Trade Commission has recommended an end to the rulemaking that was undertaken to outlaw television advertising directed to children. It is a sign of changed times and political fortunes that the FTC staff of April 1981 would reach so sensible a conclusion.

In March 1978 when this dissentious and costly procedure was begun, the FTC was ruled by a clique of social activists who had been training all their lives to remake American business to their liking. The crusade against children's television advertising was presented by FTC Chairman Michael Pertschuk as a crusade for children's health. By Pertschuk reasoning, children get tooth decay if they ingest excessive sugar. They would quit eating sugar if advertising for sugared cereals were taken off the air. Make the cruel cereal trusts and the greedy television broadcasters disappear, and presto, no cavities, mom.

The Pertschuk fantasy of child life outside the hated marketplace was shared by his principal aide in the children's advertising case, Tracy Westen, who had learned to revile the system under the tutelage of Nicholas Johnson before the latter wilted as the flower child of the FCC in the late sixties and early seventies. Westen, in the first stages of the children's television rulemaking, toured the country to denounce the perfidy of advertisers and broadcasters and to recruit impressionable citizens for the crusade. Only a district court order disqualifying Pertschuk for his demonstrated bias toned down his and Westen's outright proselytizing. Much later the disqualification was reversed on appeal, but the steam had gone out of the proceeding.

Little has been heard of Commissioner Pertschuk since he left the chairmanship, a casualty of the election that cost his benefactor in the White House his job, or of Westen, who has been removed from authority and given office space long enough to find work elsewhere. They remain victims of their own excesses.

Presumably those now in charge at the FTC will recognize the real message of the present staff's report: The children's television rulemaking stands as a monument to the regulatory extremes that Ronald Reagan was elected to correct.

## Unifying force

Television news has become so ingrained in American life that people turn to it instinctively in times of public crisis. They know it will be there and will tell them what there is to know. Russell Baker of the *New York Times*, who on other days writes of lighter matters, made the point last week in a column on the attempted assassination of President Reagan. Baker called it a conditioned reflex to dash to the television set.

Last Monday's dashes to the television set revealed television journalism at its imperfect but fascinating best—live, chasing information that at times was nonexistent or ephemeral, reporting, editing and publishing, all before the audience's eyes. Continuously, from a few minutes after the shots were fired until the President was pronounced safely out of surgery, viewers could tune to any of the three networks and get both the latest news and wrap-ups of what had gone before.

Perhaps inevitably, some misinformation got into the coverage—chiefly, and most regrettably, the report that James Brady, the White House press secretary, had died. Mistakes like that are the hazards of live coverage of breaking stories. They can also bedevil newspapers, despite the print medium's advantage of reporting, writing and editing out of public view and with more

time for amendment. The reader doesn't see the words and passages that were X'ed out, the corrections inserted. To their credit, the television journalists last Monday X'ed out their errors quickly and conspicuously when better information came their way.

If there is an afterthought about the quality of television coverage, it is that attributions were perhaps less often used than the occasion called for. If sources of the erroneous Brady death report had been more carefully identified, would the report have seemed less certain?

But that is next to quibbling about a performance that once again tested and proved the virtuosity of the television system and the professionalism of its journalists. "Across the country," Russell Baker wrote, "the whole nation was running through the same reflexive responses. Millions and millions and millions of people so diverse that no leader can induce them to make three consecutive notes in harmony, but a single gunman could instantly orchestrate a national gavotte of incredulity, horror and revulsion ending in a continental town meeting before the television screen."

That just about said it all.

## Early start

A note in the "In Brief" department of the March 30 issue of this magazine reported that FCC Chairman Charles D. Ferris had breakfasted with David Leach, a member of the House Telecommunications Subcommittee staff, and had agreed to advise on the selection of other staff members. We have spared Representative Timothy Wirth (D-Colo.), chairman of the subcommittee, the embarrassment of being asked whether he knows what the hell is going on.

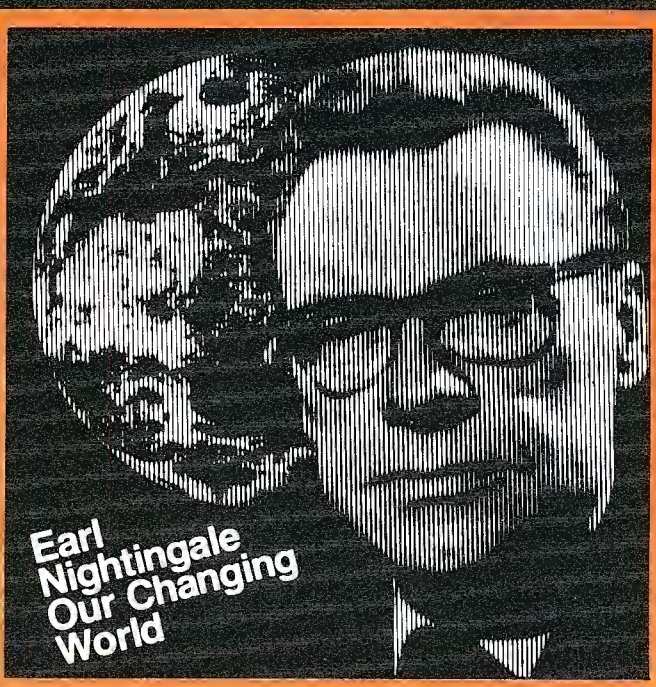
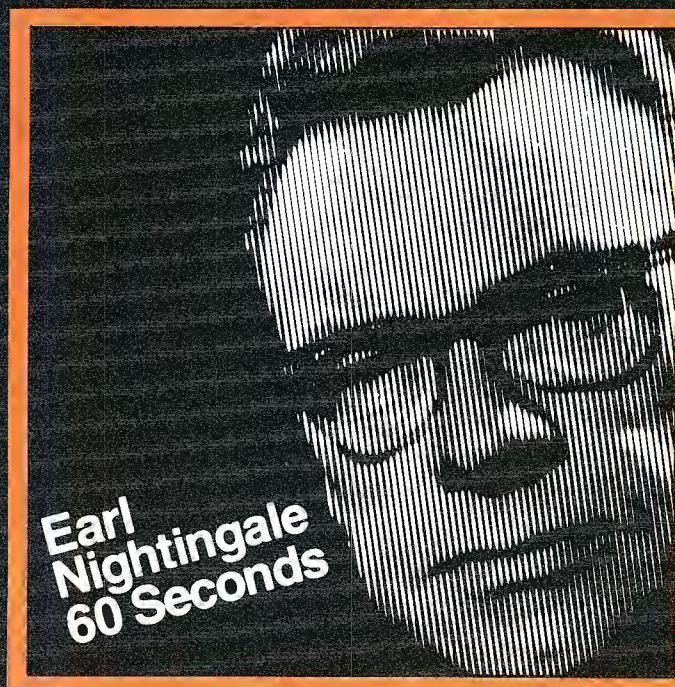
While still the active chairman of the FCC (before going into hiding in the hope people would forget his deal to milk the taxpayers of \$294,000 in extra retirement), Ferris demonstrated a talent in staff selection that ought to scare Wirth out of his wits. If Ferris has anything to do with the appointment of subcommittee personnel, Wirth might as well turn in his chairmanship. Ferris will be running things from the new partnership of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, attorneys at law.

That partnership, by the way, is being formed on the premise that Ferris can deliver clients from communications businesses. Mintz, Levin, Cohn, Glovsky & Popeo must be pleased that Ferris is already doing politically valuable work before his name comes off the public payroll and goes on their office doors.



Drawn for BROADCASTING by Jack Schmidt

# IMPORTANT NEWS ON HOW YOUR STATION CAN INCREASE PROFITS IN THE 80's



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