We thank Sol Taishoff for his 50 years of outstanding service in broadcasting.
LY FAIR

OUR PRIDE. YOUR JOY. Our pride is a family of 25 specially-selected, all-color theatrical motion pictures—MGM FAMILY FAIR.

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MGM FAMILY FAIR highlights scores of MGM's best-known, best-loved stars as some of the most famous characters ever captured on film.

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The MkII Digital Video Effects (DVE) is a second generation digital video manipulation system providing an almost endless variety of live and post production effects, many previously available only from separate digital systems or through costly optical techniques.

The MkII DVE was designed for the highest picture quality both in terms of video performance and subjective factors such as smoothness of motion. Among its standard effects are: continuous picture zoom from zero size to infinite expansion, rate control picture positioning, variable aspect ratio, picture slide and split patterns, programmable multi-freeze and montage effects, programmable picture flips, picture decay modes, luminance/chrominance resolution control and Video Mosaic.

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Options to the system consist of extra input channels (up to four total) and control panel mounting alternatives.

The MkII DVE system, consisting of the NEC DVP-16(26) Digital Video Processor and Grass Valley Group MkII Control System, is available in both NTSC and PAL models.

*ACTIONTRAK is a trademark of CBS, Inc.
The Week in Brief

IN AND OFF THE RECORD □ Editor Sci Taishoff has been yewitss to — and at times participating in — the events tat shaped the electronic media. In an "At Large" interview, he recalls those stories and adds some behind-the-scenes anecdotes that stayed in his reporting notes. AGES 119-142.

IFTH ESTATE FAMILY TREE □ In one artful portrayal, the pots and branches of communications. PAGES 144-145.

HALF CENTURY IN "BROADCASTING" □ Headlines and highlight in the 2,341 issues since Oct. 15, 1931, in hononary order. PAGES 147-204.


THE PASSING PARADE OF HONOREES □ A reader's guide to who's been who in electronic communications, as reflected by "Our Respects" and "Profile" sketches in BROADCASTING's 50 years. PAGES 294-311.

WINDING UP
The First 50 Years Of Broadcasting
AND BEGINNING...


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Taft. Capturing The Spirit Of The Times.

In 1873, Charles Phelps Taft purchased a daily newspaper, the Spirit Of The Times, and thus began a long, proud history of looking ahead.

Today, Taft presents the spirit of the times all around the world.

Our Broadcast Group communicates information and entertainment with a strong local identity to millions via seven television and twelve radio stations.

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And to continue a history of looking ahead, our cable and satellite resources signal a vast commitment to utilize advanced communications technologies that will result in an even greater age of mass audience information and entertainment.

Among the first in the industry to do so, Taft has installed satellite earth stations at all of its television stations.

TAFT
Broadcasting Company
After Shiben

Who'll be next chief of FCC’s Broadcast Bureau to replace Richard J. Shiben, who dropped word Friday of intention to look for better-paying job outside? Insiders say Chairman Mark S. Fowler’s choice will be Lawrence E. Harris, 45, who now has lucrative private law practice in common carrier field. Among his clients is MCI Communications, which he represents in antitrust suit against AT&T. Harris is graduate of Columbia University and Georgetown University Law School. Before opening own practice he was in FCC as vice president, tariff and common carrier relations. Earlier he was in Navy, worked for Army Map Service, NASA and Texas Instruments. Fowler is expected to propose Harris to fellow commissioners.

Shiben, 44, has been Broadcast Bureau chief for nearly two years of his 20-year tenure at FCC. He was made chief by Chairman Charles Ferris after intramural turmoil resulted in resignations in disagreement with Ferris drive to alter radio and TV allocations.

Loyalty bill support

Representative George Danielson (D-Calif.) is said to have votes for subcommittee passage of performer loyalty bill (H.R. 1805) scheduled for mark-up on Thursday (Oct. 15). ABC Affiliates’ Government Relations Committee has sent urgent message to adio affiliates stressing need for stepped-up lobbying against bill. National Association of Broadcasters vice president, congressional liaison, James Topham, said “situation is not quite that bad,” but many in Washington say there’s more inclination to pass performer loyalty measure this year in subcommittee than ever before. Danielson himself declined to say whether he has votes.

Situation on cable copyright bills, also read for mark-up this week, is “much more fluid,” according to lobbyists working that field.

Lean rations

Public broadcasters, already tightening belts to accommodate cuts in federal funding to Corporation for Public Broadcasting, will have to take up more notches if Office of Management and Budget has its say. OMB Director David Stockman notified CPB that OMB is requesting even more cuts. New OMB plan calls for budgeting CPB at $116.5 million for 1983, $93.5 million for 1984 and $85 million for 1985. CPB’s 1982 appropriation was $172 million.

At OMB’s request, Congress has already cut back CPB’s 1983 appropriation from $172 million to $137 million. New public broadcasting legislation authorizes CPB to receive $130 million for each of fiscal years 1984 through 1986 (BROADCASTING, Aug. 3).

Capitol’s own station?

Will House of Representatives get low-power TV frequency it wants to broadcast proceedings to Washington area? Representative Charles Rose (D-N.C.), who chairs Advisory Committee on Broadcasting, has officially made request at FCC. He first posed idea to commissioners at House Telecommunications Subcommittee hearing (BROADCASTING, July 27). FCC general counsel’s office is exploring legal implications in licensing government entity while other offices evaluate technical options.

Being considered are LPTV as well as instructional TV fixed service frequencies. Latter would require purchase of downconverters, at cost of $2,000 to $3,000 each, by those who would receive signal. White House, government agencies and lobbyists are among those clamoring to receive House broadcasts, now aired on Cable Satellite Public Affairs Network, but not available in unwired District of Columbia.

Getting together

Other than exhibit of J. Walter Thompson, advertising industry made little showing at Cable Software Symposium in New Orleans last week, but advertising and cable industries will meet face-to-face at two-day meeting next February sponsored by Cabletelevision Advertising Bureau. First day of meeting, slated for New York Waldorf-Astor, will introduce advertising executives to cable’s ad-supported satellite networks. Second day will teach cable operators how to sell time.

Line forms at CBS News

It now appears certain that Bill Leonard, whose contract as president of CBS News was extended one year beyond his normal retirement date, will leave by next May, when extension runs out. Successor is expected to be announced well before Leonard’s departure, to allow for on-job break-in.

Front runners in speculation for job include Roger Colloff, vice president and director of public affairs broadcasts; Ed Fouhy, vice president and director of news; Ed Joyce, former newsman, now vice president and general manager of CBS-owned WCBS-TV New York; Gene Mater, former newspaper and Radio Free Europe newsman and editor, now CBS/Broadcast Group senior vice president for policy, and Van Gordon Sauter, former newsman now president of CBS Sports.

Bang-up fourth

Spot television in fourth quarter is running ahead of projections made by national representatives, and is expected to be 16-18% above 1980 levels. Reps say that independent stations are faring better than affiliates in general, reflecting increased business from toy industry, which had cut back on TV advertising in 1980 fourth quarter, and greater agency acceptance of independent stations.

News vs. news

"I would be real surprised if we were not the hit of the show," said Lloyd Werner, senior vice president, sales and affiliate relations, Group W Satellite Entertainment, referring to Cable Software Symposium in New Orleans last week. He claimed verbal commitments from several MSO’s to carry one or both of ABC/Group W’s two incipient news channels. Part of new services’ attraction, he said, is early-signing bonus Group W is offering: 50 cents per subscriber per service.

Turner Broadcasting System, producer of Cable News Network and new CNN II battling ABC/Group W for cable affiliates, professes to be unperturbed. Every cable system under 15,000 subscribers taking both ABC/Group W services, notes TBS’s Terry McGurk, would have to use entire bonus to buy earth station to pick up Group W programs off Westar IV.

No time for party

Among events canceled last Tuesday in wake of Sadat assassination was VIP preview of new ABC News Washington headquarters at 1717 DeSales Street, N.W., with ABC Inc. Chairman Leonard Goldenson and President Elton Rule as principal hosts. With all news hands on Sadat coverage under direction of Roone Arledge, president of ABC News, decision was reached before noon to scrub that night’s reception. About 130 guests, including cabinet members, key White House staff, members of Congress and others had been invited.

ABC facility, representing overall cost of about $22 million, is across street from Washington’s Mayflower hotel. Official dedication next month.


Church's Fried Chicken □ Begins Oct. 21 for four weeks in about 20 markets. Fringe, prime and sports programing. Agency: Batten, Barton, Durstine & Osborne, Chicago. Target: adults, 18-49.


Colibri Lighters □ Begins Nov. 27 for four weeks in 38 markets. Fringe, prime, news and weekends. Agency: Rosenfeld.

There is nothing wrong with America that faith, love of freedom, intelligence, and energy of her citizens cannot cure.

Dwight D. Eisenhower

In business, Bolton Broadcasting International Ltd., New York, has been formed to represent foreign television stations for advertising sales in U.S. President is Carmen Bolton, who headed Bolton Broadcasting, New York television station representative firm, until 1975. New firm's first client is CTV Canada's independent TV network. Bolton Broadcasting will make its headquarters at 1270 Avenue of the Americas, New York, 10020 (212) 307-0029.


WLUU(FM) Chicago: To Major Market Radio from Christal.

KFLO(AM) Fargo, N.D.: (KZCTI-KCPI-FM)

WSAC(AM) Augusta, Ga.: To Bernard Howard from Katz Radio.

WXRM(AM)-WTRWF(AM) Detroit: To Torbet Radio from Katz Radio.
EIGHT IS ENOUGH is the perfect choice for syndication success. Of the upcoming shows currently being offered in syndication for 1982 and beyond, EIGHT IS ENOUGH is the only program to finish in the top four in reaching women 18-49, teens and kids. So get the Bradfords on your side and prove that EIGHT IS ENOUGH can be your shining hour.

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Is this a mountain or a molehill?

That depends on how you see it.

Take, for instance, the mountains of detail that surround the broadcast business. Avalanches, logs, sales reports, even accounts receivable and payable. We can turn them into molehills.

We’re Station Business Systems. And a giant stands behind us—the Control Data Corporation.

Our systems are designed by broadcasters to give you professional service and the most advanced computer hardware, software and training available.

The only mountain you’re going to make is one of profits.

For more information, call Bill O’Toole, Vice President of Sales, at 800-243-5300, or 203-622-2400.

Station Business Systems
a Control Data Company

Julius Wyle □ Dry Sack sherry

All Brands Importers □ Moosehead beer
 Begins Nov. 9 for four to five weeks in over 10 markets. Agency: Mathieu Gerfen & Bresner, New York. Target: men, 18-34.


Planned Parenthood □ Investment opportunities begins this week for two weeks in San Francisco; Washington; San Antonio, Tex.; Dayton, Ohio; and Norfolk, Va. Agency: Casey Media, Boston. Target: adults, 18 and over.

Dain Bosworth □ Investment opportunities begins this week for one week in Denver and Milwaukee. Agency: Paragon Companies, Minneapolis. Target: men, 35-64.


Here's an offer that's short and to the point.

Diff'rent Strokes/'84

Diff'rent Strokes a TANDEM production distributed by FILMS films
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM • TAT • LSA
This week


Oct. 13-15 — Western Educational Society for Telecommunications 11th annual conference, Harrah's, Reno. Information: Dr. Donell Price, Media Production Services, California State University, Los Angeles, 800 S. 11th St., (213) 224-3396.


Oct. 13-18 — Southern Educational Communications Association fall planning conference, Bahama Hotel, Fort Lauderdale, Fla.

Oct. 14 — Louisiana Association of Broadcasters sales seminar Gateway Hotel, Metairie, La.


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


Oct. 15 — Radio Advertising Bureau sales clinic, Holiday Inn North, Charlotte, N.C.


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

Oct. 16-17 — Broadcasters Promotion Association/ Broadcast Designers Association board of directors meeting. St. Francis hotel, San Francisco.


Also in October


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


Oct. 22-23 — Alabama Cable Television Association fall meeting. Gulf State Park Resort, Gulf Shores, Ala.


American National Enterprises, fast becoming the leading independent distributor of nationwide television, theatrical and non-theatrical entertainment, is proud to offer EAGLE 1.

Its impressive, star-studded lineup of breathtaking adventures, bursting with heroes and heavies, beautiful women and hard-hitting, two-fisted action is entertaining viewers around the country.

EAGLE 1 has already been sold in over 20 major television markets and is enjoying exciting success in countries around the world.

The opportunity is now! It's yours, seize it, then soar to a new height in entertainment.

Give Charles King a call at our international offices. You'll be glad you did. It's the best entertainment package for the money, anywhere in the world.
The AP Radio Wire helps you sell the banker, the baker, the candlestick maker. With the AP Radio Wire you’ve got the kind of programming the banker, the baker and the candlestick maker want to sponsor.

In fact, AP Radio Wire users get hundreds of fully scripted programs every week—programs in business, finance, sports, politics, entertainment, the outdoors, and much, much more. They’re all produced and sent on a regular schedule so you can strip program. And they’re highly saleable to participating sponsors at fixed position rates. For example, AP’s business, financial and Wall Street programming has strong appeal to bankers, brokers, finance companies and insurance agencies among many others.

On the other hand, AP features on lifestyle and home improvement are a natural for sponsorship by decorators, boutiques and home furnishings marketers, including candlestick makers.

So, from banker to candlestick maker, when you have the AP Radio Wire, you’ve got the programming your local sponsors want to buy.

That’s why AP’s almost 4,000 Broadcast mer
come to think of the Radio Wire not as an expense,
as an almost unlimited source of profit potential.

Let us show you how the AP Radio Wire
make profit for you. We've got a short slide pre-
ation that shows you how to do it; then we'll give
research materials and selling kits to help your
'sign up the banker, the baker and the candle-
maker.

Write or call: AP Broadcast Services, 50 Rock-
er Plaza, New York, NY 10020, 212-621-1511. Or
act your nearest AP Broadcast Executive.
October 25-30 — Society of Motion Picture and Television Engineers 123rd technical conference and equipment exhibit. Century Plaza, Los Angeles.


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

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


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


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

October 29-Nov. 1 — Information Fund Producers of America national conference and Cindy awards banquet. Sheraton Universal hotel, Los Angeles.


October 30-Nov. 3 — Society of Telecommunications Consultants fall conference. “Integrated Communications for the '80’s,” Sheraton Palace hotel, San Francisco.

October 31-Nov. 3 — ABC radio affiliates board meeting. Lake Buena Vista Conference Center, Orlando, Fla.


November 1-4 — Scientific Atlanta’s seventh annual Satellite Communications Symposium. Speakers include Representative Timothy Wirth (D-Colo) and Ted Turner, Turner Broadcasting System. Hilton hotel Atlanta.

November 2-4 — Information Industry Association 13th annual conference. Speakers include FCC Commissioner Anne Jones, Copley Plaza hotel, Boston.


November 5-7 — National Translator Association annual low-power television and translator convention. Hilton Inn, Albuquerque, N.M. Information: NATA headquarters, 35 South State Street, Salt Lake City, Utah, 84111 (801) 237-2623.


November 7-10 — Association of National Advertisers annual meeting. Speakers include Len Jacobsohn, chairman of Chrysler Corp. Panelists include Hugh Downs, host of ABC-TV’s 20/20; Gene Jankowski, president, CBS/Broadcast Group; Gerald Levin, group vice presi-
September 22, 1981

Dear Sol,

Few people have the talent, or the opportunity, and are allowed the time to make such a major contribution to an industry.

Thanks.

Charles
BROADCASTING

The News Magazine of the Fifth Estate

December

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


Dec. 6-9—Arbitron Radio Advisory Council meeting; Cancun Caribe, Cancun, Mexico.


Dec. 10-11—Broadcast Financial Management/Broadcast Credit Association board of directors meeting; Hyatt Hotel, Oklahoma City, Okla.


Dec. 11—International Television Association San Diego chapter video awards festival, Royal Quality Inn, San Diego, Information: Pamela Taylor Waldron, P.O. Box 575, Del Mar, Calif. 92014.


January 1982


Jan. 15-16—Virginia Association of Broadcasters legislative reception and winter meeting; Hyatt, Richmond, Va.


February 1982

Feb. 3-8—International Radio and Television Society faculty-industry seminar and college conference; Harrison Conference Center; Glen Cove, New York.

Feb. 7-9—Louisiana Association of Broadcasters annual convention; Sheraton hotel, Baton Rouge.


Feb. 9-10—Arizona Cable Television Association annual meeting; Phoenix Hilton hotel.

Feb. 12-14—14th annual Midwest Film Conference, featuring creative short films and feature length films; Chicago Marriott O’Hare; Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 866-0600.

1 defense of PTAR

EDITOR: The prime-time access rule editorial in Broadcasting Sept. 28 contained a number of items that we cannot bow to unchallenged.

First, you state that NBC (and its affiliates in the top 50) will not require waivers or the 6:30-7:30 p.m. scheduling option. The access rule states that "regular half-hour network news programs when immediately adjacent to a full hour of locally produced news or public affairs programs" may be scheduled between 7 and 8 p.m. NBC (and its affiliates) would be required to seek FCC approval to change the ordering from "half-hour" to "hour" and BC affiliates in the top 50 would have to schedule one-hour of local news immediately prior to the NBC hour news. The rule would actually have to be modified, and NATPE has announced its intentions to oppose such a move.

Additionally, Broadcasting has placed itself in the position of federal judge when states erroneously that the access rule is unconstitutional, although identical arguments have repeatedly been rejected by the courts, most recently in National Association of Independent Television Producers and Distributors v. FCC, 516 F.2d 896 (2d Cir. 1975). The legality of the IAR was first litigated in Mt. Mansfield Television, Inc. v. FCC, 442 F.2d 470 (2d Cir. 1971).

The clear import of the Second Circuit's decision in Mt. Mansfield was that the characteristics of the broadcast media require the application of constitutional standards to its regulation which differ from those applicable to other types of communication." 442 F.2d 477, quoting Lion Broadcasting Co., Inc. v. FCC, 35 U.S. at 386 (1969).

And, the Supreme Court has ruled that the public's right to access must prevail over all claims ... It is the right of the viewers and listeners, not the right of the broadcaster, which is paramount! Id. at 89, 89 S. Ct. at 1806, Id. at 477. Applying these principles to the PTAR, the Second Circuit Court held that PTAR, "far from violating the First Amendment, appears to be a reasonable step toward fulfillment of its fundamental purposes." Id. at 477.

Finally, we agree that economic factors are important to any broadcaster currently considering the NBC proposal. However, they are opposite to those suggested in our editorial. Stations can take the NBC proposal, sell ten 30-second spots and reduce operating costs at the same time. Many broadcasters, including major-market NBC affiliates, claim they are unprofitable and therefore can get more for it.

How identity for a few short-term dollars? How long will the network continue to provide the same level of compensation currently offered? When taken as a whole, is it in the best interest of the entire broadcast community? At NATPE, we firmly believe it best to maintain the rule for the immediate future. PTAR has provided a few options, local identity for stations and reduced network dominance—the primary purpose for the rule in the first place. There can be no justification for changing something that is not broken, especially when the only beneficiaries will be the networks. —C. Stephen Carie, president, National Association of Television Program Executives, New York.

Thumbs down

EDITOR: What disheartening news it was to hear that the NBC affiliate board caved in on the subject of prime access. With the intrusion of network programing into the NBC affiliate board caved in on the subject of prime access. With the intrusion of network programing into weekends, late night, mornings, etc., etc., etc., etc., there will soon be nothing left for the local station to do. I think the appropriate method would be to change the half hour of local news for the station, or another PM Magazine.—Robert C. Wiegand, general manager, WPBC-TV West Palm Beach, Fla.

Cause of death

EDITOR: As the program director of one of the 65 affiliates of the recently defunct Enterprise Sports Network (Broadcasting, Sept. 28), it appears to me that a couple of things hurt the fledgling network before it really got off the ground.

First, the Enterprise project was excellent but it was also very expensive. Providing 13 hours of nationwide sports/talk a night, seven nights a week, 48 sports updates per day (on a second satellite channel), a number of features and specials doesn't come cheap. It's always better to start smaller and grow as you can afford it. Other problems we encountered included a three-month delay getting on the air because the suppliers of necessary earth station equipment were not able to keep up with orders.

A final problem was a very complex certification of performance which required entirely too much time to prepare each week. To the folks at Enterprise, it was a magnificent effort and I for one hope some of the product and sports programming concepts born there will take root elsewhere. With the explosion of satellite delivery networks now underway, I can't help but wonder how many more operators, trying to start up as a major network, will go the way of Enterprise, because the bottom line just wasn't there.—Charles H. Moss, Jr., program director, WRGG(A)/AM Mobile, Ala.

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LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.
The pioneering spirit of farm broadcasters

It wasn’t really an electrical wizard who did the first broadcasting. It was a farmer. Sowing seed broadcast, that is.

As it turned out, it is also broadcasting farmers who have sown many of the seeds that grew to produce our broadcasting industry.

For evidence there are a surprising number of top broadcasting executives who started as programers of broadcasts for farmers and rural dwellers generally or were somehow closely associated with such efforts.

Why this should be the case is not perfectly clear. One theory is that people of rural origin or contacts are likely to be more sensitive to the information and entertainment needs of our diverse society.

But then, their track records as salesmen and managers are pretty good, too. The farmer never lived who couldn’t count.

Any list of super heterodyne sodbusters who have plowed their way to executive suites would certainly omit some who are outstanding, but here are a few just to make the point.

A good place to start is with the late Frank Mullen, a South Dakota farm boy, farm magazine writer, farm director of KDRA (AM) Pittsburgh in the early 1920’s and originator of the old National Farm and Home Hour. He became executive vice president of the National Broadcasting Company in the 40’s.

A contemporary of Muller’s was Sam Pickard who did farm radio programs from Kansas State University and then became the first chief of radio at the U.S. Department of Agriculture. When Secretary of Commerce Herbert Hoover created the Federal Radio Commission, he named Pickard secretary. Later Pickard became a commission member. Then, in 1928, he moved to the Columbia Broadcasting System as vice president in charge of station relations. Not bad for two sons of the Great American Desert.

Better remembered today is Francis Marion (Scoop) Russell, a Nebraskan who went to Washington as an assistant to Secretary of Agriculture William Jardine. Soon, however, he left to join NBC as its Washington vice president.

An ongoing style is often an important element of success in broadcasting and on that scale perhaps no one has topped Burridge D. Butler, publisher of the Prairie Farmer magazine in Chicago. He purchased WLS (AM) Chicago from Sears, Roebuck & Co. and converted it to a rural service facility. For a quarter century the WLS studios were the spawning grounds of dozens of well-known names in broadcast-

Layne P. Beatty served as chief of the U.S. Department of Agriculture’s radio and television service from 1955 to 1930. From 1951 to 1954 he engaged in agricultural information training work in Europe with the U.S. aid programs. Prior to that he was farm editor for WBAP-AM-TV Fort Worth for seven years. Now semi-retired, he is a Washington consultant and writer.

and show business, including Glenn Snyder, later WLS manager, and Edgar Bill, owner of WMBD (AM) Peoria, Ill., for many years.

Notably also there was George Biggar, the station’s first farm program director—later producer of the National Barn Dance originated by WLS on Saturday nights and fed to NBC—who went on to programing posts with several Midwest stations before purchasing WLBK (AM) DeKalb, Ill.

While he was at WLBK (AM) Cincinnati, Biggar launched several other well-known farm broadcasters including Ed Mason (Wallace Mosier), now owner-operator of KXXX (AM) Colby, Kan., and Roy Battles, who later became director of the Clear Channel Broadcasting Service in Washington.

Byron (Bill) France, WSBIA (AM) Atlanta’s first farm programer, became a major stockholder in several Alabama stations. Emerson Markham was the first farm director at General Electric’s WGY (AM) Schenectady, N.Y., before his promotion to station manager and later moved to the National Association of Broadcasters in Washington. His successor at WGY, Merle Galusha, also moved from the farm spot to general manager.

Having fun in broadcasting was certainly a modus operandi of the late Harold Hough, long-time director of WAPAM-FM-TV in Fort Worth. He put the AM station on the air in 1922 and for several years was a popular on-air personality. Southwesterners still fondly recall some of his program innovations and humor as the “Hired Hand” in pre-network days. His closest friend was Will Rogers.

Along with that, he promoted service to farmers and ranchers, pushing up-to-the-minute, accurate and easy-to-understand and copy-down market reports on livestock, cotton, grain and other market commodities. On another level, he is still honored as one of the industry leaders through more than three decades of counteracting federal regulatory thrusts. He was the perennial secretary-treasurer of the Clear Channel Broadcasting Service and chairman of a dozen or more industry ad hoc committees.

Just after Pearl Harbor, WCCO (AM) Minneapolis recruited Larry Haeg, a young local farmer and member of the Minnesota legislature. Ten years later he was named station manager and 10 years after that he was president of the parent company.

Then there is Harry Butcher, who made the jump from editor of the Fertilizer Journal to CBS Washington vice president before he went to Europe as General Eisenhower’s naval aide. More recently he has been in broadcasting ownership and cable operations in California.

Another star in this galaxy is the late Joe Maland, the widely known manager of WOIA (AM) Des Moines (and WOCJAM Davenport) whose farm roots served him well in building up a strong farm department at each station. Maland also nurtured a sports staff at WHO who to emince. It’s most famous alumnus is now President of the United States.

Of a later generation, George Logar (George Loesing), manager of WBTV Topka, Kan., started as a trainee in the U.S. Department of Agriculture’s radio and television service before becoming head of a three-man farm team at WBWT.

Ray Wilkinson, head of a three-man farm operation at WRAL-FM-TV Raleigh N.C., which also serves several commodity networks in the Southestern states, is also vice president of the parent Capitol Broadcasting.

Some 30 other one-time station farm directors are now heads of their own regional networks providing sponsor market, weather and agricultural news to subscribing stations as often as 20 times per day with staffs numbering from three to 10 or more persons. Some of these networks embrace as many as 60 stations.

Proportionately, meanwhile, Canadian Broadcasting Corp. executives who started out as regional farm commentators have made it to the top spots outnumber their counterparts in the U.S.
"YOUR HIT PARADE" is an exciting, one-hour, weekly re-creation of the popular radio show that entertained America for nearly a quarter of a century, and is hosted by the program's nationally recognized original announcer, Andre Baruch, along with former singing star of "Your Hit Parade," Bea Wain. But, there's a big difference in this new version. Instead of hearing the top ten tunes of the past performed by the Hit Parade cast, we're presenting the original recordings made by the artists who put these songs on the top of the charts. "Your Hit Parade" provides stations and advertisers the golden opportunity to present one of the nation's most memorable and prestigious radio programs.

Join award-winning actor, narrator, Joe Campanella, host of such premier TV programs as "The National Geographic Hour," and "The Jacques Cousteau Specials," for THE HOLIDAY SPIRIT, a festive celebration of nine major holidays, each saluted with 25 three minute shows relating to that particular day. Each segment provides one minute for commercial time, and the total package includes 225 shows.

The shows explore, examine, and just have fun relating the history, lore, and anecdotes that are associated with these special occasions: New Year's Day, Valentine's Day, Easter, Mother's Day, Father's Day, Fourth of July, Halloween, Thanksgiving Day, and Christmas.

Two Great Gifts For Your Listeners During the Holiday Season.

For information call toll free, (800) 423-2840. Outside the continental United States and in California, call collect (213) 841-0225

Radio Arts Suite 104, 210 N. Pass Ave., Burbank, California 91505
Richard A. O'Leary is President of ABC-owned Television Stations, and of ABC International Television, Inc. He is responsible for the operations of the five ABC-owned TV stations and guides ABC's international relations.

'Ve're a believer in the competitive system. Above all, it motivates. In competing for viewer attention, variety creates a frame of reference for excellence, professionalism, integrity and character. Our system is such that it tests our character. And for me, character is all.

'Our stations became successful because of the heavy commitment we made to serving our local viewers. And our permanent and absolute commitment to achieving maximum honorable profit. Our news and information services had such a magnetic appeal that viewers made the effort to tune in to us when the traditional 'local' periods came up.

'With the arrival of cable and other alternatives, the viewers are naturally going to have more choices. They're going to have more kinds of programming available to them, in the same way that bookstores are filled with books. That doesn't mean our place in the sun shouldn't be better for it. There really are endless opportunities here for us in local broadcasting.

'No programming form is bad unto itself. Examples of those forms can be good or bad. And I don't find any one form inherently better than another. They all have a right to exist. Like the novel in 18th-century England. It evolved, producing good novels and bad novels. My own opinion of whether a particular program is good or bad comes when I ask myself a simple question: Does this enhance, or demean the human condition? One's own instincts make that fairly easy to decide.

'Ours is a motion picture society. That's why our television looks a certain way. That's also why I have to acknowledge the specific advantages that only film can provide. That 'look,' for example. Certain subjects lend themselves to film. You know they wouldn't have the same impact on any other medium. Film has served us extremely well, and will certainly continue to do so. By the way, when I think 'film,' I think 'Kodak.'

In making sense of our environment, each of us is the star of our own human drama. If we, as broadcasters, can coordinate all these human dramas to a purpose, hoping that each person finds enlightenment, then we're doing a good job. Television, in that sense, seems to be the lightning rod of today. I'm in it all my waking hours; it's my life; and I love it.'

If you would like to receive our quarterly publication about motion picture production for television, TELEK, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, NY. 14650.
"Shampoo," a contemporary trend-setter, delivered a 38 share ABC's second highest rated Friday Night Movie in '78-'79. Join 50 other stations and get your cut of VOLUME ONE FOR THE 80'S.

COLUMBIA PICTURES TELEVISION
Bell gets its bill out of Senate

Deregulatory S. 898 wins 90-4 approval, with cable industry amendments on losing end; Hollings fails to stem the tide; fate of measure now passes to House

The controversial bill that would initiate gradual deregulation in the telecommunications industry (S. 898) was passed by the Senate last Wednesday (Oct. 7) by a vote of 90-to-4. In approving the landmark legislation, the senators deleted amendments that would have prohibited federal, state and municipal rate regulation of cable services and agreed to a battery of amendments aimed at curtailing AT&T’s ability to engage in anticompetitive activities in a future, largely deregulated market.

Also accepted were amendments aimed at protecting ratepayers from sudden increases in local telephone rates once deregulation of long-distance services begins and at checking the power of the Defense Department to prevent public disclosure of information about telephone networking on behalf of national security. By a vote of 86-to-4, the Senate accepted an amendment requiring allocation of the next suitable VHF frequency that becomes available to New Jersey. Debate on the bill began Monday after Senator Ernest F. Hollings (D-S.C.) discontinued a filibuster against consideration of the bill that he had begun the previous Thursday (Broadcasting, Oct. 5). Voting on amendments did not begin until Tuesday, however, because many senators had not returned until then from a weekend away from Washington.

The first amendments considered were those concerning cable regulation. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) argued that provisions to prohibit rate regulation by cities and other government entities had been added without proper consideration by the Commerce Committee and should be deleted in favor of holding hearings some time in the future on cable legislation. Hollings and Senator Slade Gorton (R-Wash.) spoke in support of Goldwater’s effort, which would also delete related provisions codifying the FCC’s authority to set franchise fee ceilings and extending pole attachment rules currently imposed on utility companies to rural telephone and electric cooperatives.

Commerce Committee Chairman Bob Packwood (R-Ore.) argued for a compromise on the cable provisions to permit regulation of basic cable services only, grandfather existing franchise agreements, codify the FCC’s authority to set franchise fee ceilings and eliminate the extension of pole attachment requirements to rural cooperatives. “The biggest fear cities have is political,” said Packwood. “They are afraid that, once a cable TV franchise is created, the rates will go up tremendously on the local programs that people watch and that will rebound negatively to the political detriment of the members of the city council.”

Senators Wendell Ford (D-Ky.) and Howard Cannon (D-Nev.) supported Packwood, arguing that the Commerce Committee has often considered cable regulation during its efforts over the last four years to draft Communications Act revisions and that cable provisions in S. 898 are not unfamiliar to Commerce Committee members. Goldwater countered that past hearings were not specifically directed at amending cable laws and that city representatives were not heard at any of them. “It becomes a matter of honor,” said Goldwater during Monday’s debate, “I have promised municipalities there would be no cable legislation until hearings had been held.” Goldwater also argued that the “relationship between cities and cable systems has never been the subject of hearings” in his subcommittee and that even though he may end up supporting an end to cable rate regulation, hearings ought to be held.

Packwood said he and Cannon, who sponsored the compromise amendment, had believed they had the support of cities when cable provisions were initially added to S. 898 a few days before the measure was cleared by the Commerce Committee (Broadcasting, July 20). If cities insist on deleting the provisions “as a matter of pride,” he said, and if they succeed in defeating them, “I hope they will not be heard in objection to amendments or to a bill that may give them less than they will get ... under Senator Cannon’s amendment.”

The Senate accepted the Cannon-Pack-wood compromise with a vote of 52-to-40, but minutes later voted 59-to-34 to kill the compromise and accept Goldwater’s amendment to delete the controversial provisions from the bill.

“It appears as though a majority of the Senate believes there is a need to spell out the authority of cities with regard to cable television,” said Thomas Wheeler, president of the National Cable Television Association, who was in the public galleries during the action on the cable amendments. “We are gratified that the Packwood-Cannon amendment was adopted by a 52-40 vote. It is equally clear that a majority of the Senate also believed that Senator Goldwater’s point of personal privilege also had merit.”

Stephen Effros, executive director of the Community Antenna Television Association, said: “CATA is pleased that Senator Goldwater has indicated his willingness to continue efforts with members of the cable TV industry to design reasonable legislation dealing with the various problems now facing us. CATA will continue working with the senator toward that goal.”

When not debating the cable legislation,
the Senate spent most of its time on Monday and Tuesday considering amendments offered by Hollings, who argued that competition in telecommunications services would be "distinguished" under S. 898 unless the Senate took steps to restrict AT&T's ability to take advantage of its traditional power as a regulated monopoly. Ratepayers would be forced to "pay the price of deregulation" if AT&T is permitted to transfer assets to its unregulated subsidiary at costs below their value, said Hollings. Such a transfer would force AT&T to demand an increase in its rate of return on federal losses incurred by transferring those assets at a cost that would give its unregulated subsidiary a competitive boost in the marketplace, Hollings argued.

Packwood argued against Hollings' proposals, but by Tuesday morning had agreed to compromise on one of them, a "ratepayer protection" amendment. The Senate had agreed to compromise Tuesday afternoon by unanimous consent.

The amendment would require the FCC to review the valuation of assets to be transferred from AT&T to its unregulated subsidiary and to modify any values it finds unfair.

The compromise on Hollings' amendment would also delay deregulation of customer premises equipment for at least three years after enactment of S. 898, and would allow the FCC to extend that deregulation for another two years. If such deregulation occurred in only two years, as originally proposed in S. 898, "the deregulated marketplace would be swamped," said Hollings, "and the newest competitors do not have the market penetration to be able to provide ... customers with viable alternatives." Under another provision of the compromise amendment, the FCC would retain its power to suspend tariff increases while it investigates those that it finds may be unjustified. The original bill would not have permitted the FCC to suspend tariff increases while investigating them.

AT&T's unregulated subsidiaries would be prohibited from offering services duplicating those offered by its parent for at least four years after S. 898's enactment, under a fourth provision in the "ratepayer protection" compromise. Hollings argued that permission to duplicate services before effective competition has taken hold in the marketplace would encourage AT&T to offer any new services through its unregulated subsidiary to the detriment of the regulated telephone network. Consumers would be forced to pay regulated prices for services before competition provided alternatives, said Hollings.

Finally, the compromise would permit states to continue including revenues from the printed Yellow Pages when calculating AT&T's rate of return for up to four years following enactment of S. 898. If the 20 states now including the Yellow Pages were precluded from doing so, said Hollings, they would have to permit sudden, substantial rate increases for local telephone service.

Hollings lost little of his "ratepayer protection" amendment in the compromise. He had argued for deregulation of customer premises equipment only after the equipment's value had been "used up" and investment in it had been recovered and for a five-year extension on states' ability to include Yellow Pages revenues in rate of return calculations.

The Commerce Committee added the ratepayer amendment a clause requiring AT&T's unregulated subsidiary to file an annual report with the Federal Communications and Exchange Commission. Hollings argued that at least 10% of the subsidiary's stock should be owned by outside investors, so the company would be publicly traded and subject to SEC scrutiny.

He offered an amendment to that end, but it was defeated by a vote of 68-to-26 just before the Senate adjourned on Tuesday. The amendment would also have required that the subsidiary acquire its financing "directly from the capital market" rather than its parent company, as permitted in S. 898.

The Senate accepted by unanimous consent a package of 16 amendments offered by Judiciary Committee Chairman Strom Thurmond (R-S.C.) and agreed to earlier by the Commerce Committee (BROADCASTING, Oct. 5). These amendments "improved the bill immensely," said Packwood after they were added to S. 898 early Tuesday afternoon. "Initially, there was resistance to these amendments," he said, "but Senator Thurmond persuaded us they were necessary."

Senator Bill Bradley (D-N.J.) offered the amendment for VHF service in New Jersey. The Senate had approved his proposal earlier this year as an amendment to a giant budget bill, but the New Jersey provisions were removed from the bill in conference with the House Energy and Commerce Committee (BROADCASTING, June 29 and Aug. 3).

On Wednesday, the Senate accepted an amendment offered by Senators Gary Hart (D-Colo.) and John Glenn (D-Ohio) that would require the Defense Department or any other government entity to justify to Congress why information submitted to the FCC about telephone networking should be kept from public disclosure. Under S. 898, AT&T would have to file with the FCC records of all business conducted with its unregulated affiliate, and those records would be open to the public and to the affiliate's competitors. The amendment S. 898 would have permitted the Defense Department and other government entities to keep from public disclosure any documents they felt could jeopardize national security if revealed.

Under the Hart-Glenn amendment, which the Commerce Committee agreed to early last week, public disclosure of the affiliate's records could be prevented only on the grounds of national security in times of war, natural disaster or other emergencies.

Senator John Tower (R-Tex.) offered an amendment on Wednesday to require AT&T's unregulated affiliate to interconnect its network with any telecommunications services saved by a company that asks for access. The parent company would have to afford such access under S. 898, but many of the company's competitors believe that the transfer of assets from parent to subsidiary permitted in the bill and the subsidiary's authority to own its own transmission facilities would give the subsidiary an unfair advantage over its competitors. They want to be able to interconnect with both parents and with the affiliate as well. "We've ended up with a more sophisticated network than that of the parent company, as many believe will happen, competitors will have access to that more sophisticated network and will not be forced to rely on what they fear will be an inferior basic network offered by AT&T. The Senate defeated Tower's amendment with a voice vote. "We're never having the FCC services to pass that amendment," Packwood told reporters after the Senate passed S. 898. Packwood had fought the amendment on the floor, saying it was another attempt by AT&T's competitors to kill the bill.

Senator Rudy Boschwitz (R-Minn.) offered an amendment to delete from S. 898 provisions that would end the requirement that telephone companies wanting to offer cable TV services in rural areas must file for a waiver of FCC crossownership rules forbidding such activities in larger, more populated areas. His amendment also went to a vote on Wednesday and was defeated by a vote of 53-to-38.

Boschwitz and Senator Larry Pressler (R-S.D.) said Congress has never made a statement on telephone-cable crossownership, but that to do so now might slow the FCC's current proceeding to eliminate waivers for rural telephone companies. S. 898 would require the FCC to set rules within 180 days of its passage defining when and how rural telephone companies can offer cable TV services.

Voting against final passage of S. 898 were Hollings and Senators Alan Cranston (D-Calif.) and Dennis DeConcini (D-Ariz.). After it was over, Packwood said the bill "never would have gotten out of committee" if Ford and Senator John Danforth (R-Mo.) hadn't worked out a compromise between newspaper interests and AT&T that would ban advertising on electronic Yellow Pages to be offered by an unregulated affiliate over lines owned by companies other than AT&T or any of its affiliates. A committee amendment to that compromise would require that the affiliate offering electronic Yellow Pages must be separate from the other unregulated affiliate, which S. 898 permits to offer "enhanced" telecommunications services, such as data processing and computer services.

"It will be six months before the House passes a bill and I don't know what it will look like," said Packwood. "But I think we'll have some kind of telecommunications legislation from the 97th Congress."
CBS/AT&T pick New Jersey for videotext test
Joint venture will start first experiment in fall ‘82 in Ridgewood; CBS will originate both text and advertising

Ridgewood, N.J., has been selected as the test site for the anticipated CBS/AT&T videotext experiment (Broadcasting, Sept. 28). Starting in the fall of 1982, and to last for seven months, the companies said last week, the test will involve 200 households and “test a broad range of local and national consumer information and transaction services.”

Details of the test released last week are that CBS will be responsible for all the information content in the test, and AT&T will provide computer facilities and home terminals. Advertising will be carried on the system, but, in evident deference to concerns about AT&T encroachment on advertising media, Thursday’s announcement quoted Harry Smith, CBS vice president, technology, as saying: “CBS will originate that advertising, not the Bell System.”

The telecommunications facilities used in the test will be obtained under tariff from New Jersey Bell, the partners said.

The computer systems for the test will be PDP 11/70’s purchased from Digital Equipment Corp. with AT&T-supplied computer storage and enabling computer programming.

Smith also said last week: “The possible services that can be provided through videotext technology are vast, but we have to determine what people want. This test will allow us to utilize the resources and creative skills of CBS to test a variety of options. The fact that AT&T will be working with us in providing technical expertise is of tremendous value and importance.”

AT&T’s vice president, residence marketing sales and services, Randall Tobias, differentiated this venture with CBS from the previous test AT&T participated in with Knight-Ridder in Florida by stressing AT&T’s role here in providing the “underlying computer facilities” in addition to telecommunications lines and hardware.

The new partners further noted that for the test there will be no charge either to consumers or advertisers.

NBC puts hour news on hold
Citing ‘strong’ resistance to plan to lengthen evening news by affiliates, company says it will make ‘change of plans’

NBC backed away last week from its plan to expand the NBC Nightly News to an hour, but said it intended to keep working on development of a proposal that would be satisfactory to its affiliates.

Fred Paxton, president of WPSD-TV Paducah, Ky., and chairman of the NBC-TV affiliate board, said the board realized that the proposal for news expansion through waiver of the FCC’s prime-time access rule (Broadcasting, Sept. 21) would have to have near unanimous support to be viable. He said “this measure of support had not developed and the board has decided it should not further advance the proposal without a unified affiliate body.”

He noted the board always has been opposed to total repeal of PTAR and “reiterates its opposition.”

The plan had won support from many affiliates but met strong opposition among a number of major stations (Broadcasting, Sept. 28).

An NBC spokesman said the concept of a one-hour news program has not been abandoned but a different plan to achieve that objective would be developed.

The plan had offered what all agreed was an extremely liberal compensation package for the affiliates—50% more, one said, than affiliates had bargained for when NBC sought to expand the evening news a half-dozen years ago.

The compensation package would have given affiliates ten 30-second spots a day to sell locally within the news cast, plus a 72-second spot for local sale at the end. NBC seemed obviously to be counting on this offer to sell the plan—and it did to many stations—but such major opponents as Storer, Cox, Taft and Westinghouse were unimpressed.

Even before NBC conceded defeat, there had been hints the opposition might be too great for the plan to proceed (“Closed Circuit,” Oct. 5).

In a memorandum to news department heads, bureau chiefs and executive producers, NBC News President William Small acknowledged that the “resistance” from some stations was “strong.”

Small reminded his colleagues that the affiliate board had strongly endorsed a plan to seek an FCC waiver to the prime-time access rule to permit a one-hour evening show in the fall of 1982 (Broadcasting, Sept. 21, et seq.). He said the response from the majority of affiliates was “strongly affirmative,” but that the opposition also was “strong.” Without saying the plan had been abandoned, Small made this observation:

“Although this resistance may require a change in the plans of NBC and its affiliate board to seek a PTAR waiver, you should know that NBC will maintain its leadership position in the fight to establish an one-hour NBC Nightly News.”

Network affiliates were apprised of NBC-TV’s expanded news intentions via a closed-circuit feed on Sept. 18. The NBC Nightly News is now carried at 7-7:30 p.m. NBC proposed two feeds, 6-7 p.m. and 7-8 p.m. (NYT), and gave affiliates the opportunity of broadcasting from 6:30 to 7:30 p.m. In this way affiliates would keep the access period (7:30-8 p.m.).

In his memorandum to his executive staff, Small said that top management of NBC, including Chairman Grant Tinker and President Robert Mulholland, agreed with him that a one-hour Nightly News is a top priority and obligation.

Small said that “we intend to fulfill that obligation” and urged his staff to “keep up the talk and the enthusiasm as we fight the good fight to get the long overdue hour news.”
Media walk tightrope through another assassination

By now familiar, all-day coverage appears on American television; broadcast journalists capture footage in Cairo of Sadat shooting; caution rules the day in reporting

Television and radio became the focal points for news of tragedy on an international scale once again last week in instant and continuing coverage of the shooting and death of Egypt's President Anwar el-Sadat last Tuesday (Oct. 6).

They were again the sole sources of public information throughout the critical period starting moments after the shooting occurred during a military parade in Cairo. Their exclusivity continued until afternoon newspapers began rolling off the presses hours later. Even then, the major broadcast and cable networks had—and made the most of—the advantage of instantaneous reporting to keep them far ahead of the print competition.

It wasn't easy. In Cairo, the confusion created by the shooting was compounded by the Egyptian government's delay in announcing Sadat's death. In Washington, even the White House was getting—and giving out—bad information on the severity of his wounds.

Throughout most of their continuous and commercial-free coverage of the assassination, journalists of the three major television networks were guided by the assumption that Sadat had indeed been killed.

At one point before official confirmation came from Cairo, CBS anchor Dan Rather apologized on air for “operating on the assumption” that Sadat was dead.

About 45 minutes before the official word came from Cairo that Sadat had been assassinated (1:50 p.m. EDT), ABC's David Brinkley said in Washington that there is “no doubt that he's dead, but I'd rather not say it because I don't know it.”

All three networks, throughout their coverage, interviewed various political leaders and Middle East policy experts (all three were able to snag former Secretary of State Henry Kissinger) concerning the impact that Sadat's death would have in the troubled Middle East.

CBS's Rather accurately (if somewhat understandably) described the situation in Cairo last Tuesday, and the networks' coverage of it, as a “mild state of confusion at best.” Although each network painted the same general picture, many of the details were at variance.

All initial estimates of the number of dead and wounded were low. CBS's Scotti Willison, reporting from Cairo, said that two others in addition to Sadat had been killed, but that it was “hard to tell” what the exact number might be. Dean Winters, the culprit, might have been at first as sketchy.

ABC's Barbara Walters, relying on high-

reviewing. The moment the gunfire erupted at the reviewing stand Egyptian TV cut off the picture to its Egyptian viewing audience. The carnage that followed, while not shown in Egypt, was shown in graphic color to the U.S. audience by all three networks.

After the short black and white clip was shown, ABC went back to its Washington desk while NBC aired a still-shot photograph depicting a man waving for an ambulance with another figure lying face down in the lower right-hand corner of the picture, believed to have been Sadat. The audio segment omitted one minute of thunderous automatic weapons fire, yelling and screaming which revealed the "absolute pandemonium" that occurred there, said NBC's Brokaw.

Then NBC and ABC came on almost simultaneously, with CBS following a minute or two later, with color footage that all three at first attributed to Egyptian television. ABC later claimed credit. The action started with a jet formation flying overhead, leaving trails of colored vapors in its wake. What appear to be soldiers were then shown running toward the reviewing stand, firing automatic weapons. The reviewing stand itself was the focus of the rest of the footage. Chairs were scattered in total disarray atop of bodies. (Sadat was not positively identified by any of the networks.) A hand covered with blood was seen grasping a chair leg. A bald man in a gray suit was sitting on the floor, clutching his wrist, resisting the temptation to look down at the rest of his arm, which, from the top of the forearm to the bottom of the triceps, had been reduced to a shredded, bloody pulp.

A network-by-network summary follows:

- **ABC News**' television coverage began with a 7:24 a.m. bulletin on Good Morning America and concluded that afternoon with raw footage of the shooting from ABC News cameraman Fabrice Moussou—footage that was picked up by other networks as well and apparently inadvertently credited by the others to Cairo television whose material had been on the satellite immediately prior to Moussou's. Moussou was said to have told ABC News executives later that he continued to videotape with the machine-gun fire close by and that he and his soundman had gone behind one side of the reviewing stand for
ear that they too might become targets. From there, Moussos recorded the scene.

During the day, and following the first
2MA report, ABC News’s Doreen Kays, in a live phone report from Cairo at 7:50 a.m. said that shots had been fired at Sadat. Eleven minutes later, Kays reported that Sadat apparently had been shot. GMA with David Hartman and Steve Bell was expanded an extra hour and then Frank Reynolds joined Steve Bell to co-anchor the coverage.

While the afternoon’s coverage concluded at 3 p.m., ABC later broke its regular schedule again in late night with an expanded Nightline with Ted Koppel.

The assassination coverage also marked David Brinkley’s first appearance for ABC News, for the most part in commentary. ABC News claimed to have put the first Sadat report on air about a minute before ABC-TV, and the four ABC radio networks had considerably more than 50 live special reports and newscast inserts during the day. Anchor for radio was Bob Walker in New York.

CBS News believes it broke the story of the Cairo shooting in this country with a CBS Radio Network report at 7:11 Tuesday morning. CBS’s foreign desk had been conducting its daily morning survey of foreign bureaus, and was on the line with the Cairo bureau when word came that there had been gunfire near the parade reviewing stand. That news was passed to CBS News correspondent Charles Osgood in New York, who had just completed the network’s 7 a.m. hourly newscast, and he returned to the air with a special report. Then at 7:18 Osgood reported that Sadat was believed to have been wounded.

On the television side, CBS led the Morning News with Charles Kuralt and Diane Sawyer with the Sadat story, providing continuing coverage through the conclusion of that regular broadcast at 9 a.m. Kuralt returned to the air at 9:25 with Walter Cronkite for discussion and updates of the situation; the two were later joined by Dan Rather in Washington and Sawyer in New York.

At noon, CBS television carried an audio report from CBS News correspondent Mitchell Krause, who had not only been on the scene of the massacre, but sustained a minor shrapnel wound. Krause filed his report from the Cairo airport, where he then caught a plane to Rome, carrying with him videotape of the disaster shot by CBS cameraman David Jeffrey. That tape, and a report by Krause, formed part of the prime-time special report broadcast by CBS News Tuesday night. Also included on that broadcast were a live interview with former President Carter, a reprise of a past 60 Minutes interview with Mr. Sadat, and discussion of the Sadat assassination between Mike Wallace and former Secretary of State Henry Kissinger.

Comprehensive coverage, including bulletins, news reports and specials and interviews with Mideast experts, was provided by NBC News on TV and radio.

The first word on television came on Tuesday over the Today show at 7:22 a.m. with a bulletin reporting the shooting. Early reports from Cairo that Sadat’s wounds were not serious were broadcast. But at 10:37 a.m. NBC correspondent Art Kent, who was in Cairo on assignment, telephoned that "an NBC staffer" who has "close contacts with Egyptian security personnel" was told Sadat was dead.

On assassination day NBC News provided continuous television coverage from 10:30 a.m. until 3:08 p.m. Tom Brokaw anchored until shortly before 11 a.m., when he was joined by John Chancellor.

The first 90 minutes of the Today program on Wednesday concentrated on reaction to Sadat’s death and an assessment of its probable effect on world peace. Interviewed were congressional leaders and foreign affairs specialists, including former Vice President Walter Mondale; Senator Henry M. Jackson (D-Wash.); Zbigniew Brzezinski, former national security advisor, and Walter Levy, an oil consultant.

NBC Radio also carried special reports 20 minutes before and 20 minutes after the hour. They were anchored by Ann Taylor. A special report wrapping up the day's developments was broadcast on Tuesday at 6:06-6:30 p.m., with Cameron Swayze as anchor.

Reese Schonfeld, president of Cable News Network, emphasized caution as the main concern during preliminary reports on the Sadat shooting.

CNN first reported that story at 7:25 a.m. on Tuesday during anchor Dave Walker’s newscast. Shortly afterward, Cairo bureau chief Dean Vallas phone the Atlanta studio and told Walker, via live split-screen interview, of reports he had obtained from a variety of Egyptian sources.

Some of the filmed footage of the assassination, which CNN credited to ABC, was repeated at least three times during the day. However, CNN acquired additional footage from German television via a two-hop satellite from Amman, Jordan. This was first shown at 9:20 p.m., with a portion repeated at 9:56 and again at 10:20 during a one-hour special report. After Sadat, What? with CNN’s Washington senior correspondent, Daniel Schorr. Two live interviews with former President Jimmy Carter by CNN reporters added another perspective on the day’s events.

Associated Press Radio managing editor, Ed DeFontaine, said that AP’s first bulletin on Sadat came at 7:58 a.m. NYT. In addition to news analysis pieces and interview cuts, which lasted well into the next morning (Oct. 7), AP radio fed wrap-ups (in addition to the regular newscasts) at 30 minutes and 55 minutes past the hour from 8:55 a.m. until 1:55 p.m., shortly after the official Egyptian announcement that Sadat had been killed.

In addition to regularly scheduled, three newscasts per hour, Mutual Broadcasting System offered affiliates seven live special reports on Sadat last Tuesday.

Mutual’s Cairo correspondent, Paul Cainer, provided updates as well as material for regular newscasts. At 9 a.m. Mutual fed its first special: a five-minute status report on Sadat’s believed condition. Two five-minute bulletins, at 10:06 and 11:06, were anchored by Dick Rosse, of the Washington bureau, as well as the initial one.

The two RKO Radio networks pooled their resources. Although regularly scheduled newscasts continued at their respective times, special three-minute updates were shared.

The United Press International Audio Network sent out its first bulletin on Sadat at 7:55 a.m., "a little later than I would have liked," said the network’s New York audio bureau manager, Jim Buchanan. He indicated that his bureau “got cut off four or five times” in attempting to reach UPI Audio correspondent Wadia Kirolos.

Beginning at 9:50 a.m. UPI fed “special live programing [one-minute cuts] every hour for seven hours,” said Buchanan.
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NTI Reports: 1/76-5/81

Nielsen ROSP: 11/80
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*NAD Reports: 9/78-1/81, regular TP programming.
**NTE: 9/78-5/81, all first runs.

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**TAXI**

Renewed for its 4th network season! Ranks consistently in the top 5 among 18-49s and 18-34s. Winner of "Best Comedy" Emmy and Golden Globe Award every time out!

Syndication debut: Fall 1981.

*NAD Reports: 1978-80, regular TP programming.

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**THE ODD COUPLE**

Syndication's most versatile time-period success for 7 seasons! Uniquely balanced profile makes it a winner from early fringe to late night: 44% of its audience is Young Adults 18-49 and 21% is Teens and Kids. Sold in over 70 markets!

*Nielson ROSP: 11/80

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**The Brady Bunch**

Phenomenal syndication longevity! Off-network since '74 and still #1 in Kids in 79% of its markets! Perfect Young Adult appeal, with 81% of its adult audience 18-49. Sold in over 110 markets!

*Nielson ROSP: 11/80
Cable programming gets its own convention

Cable Software Symposium attracts 2,000 to New Orleans to view exhibits and discuss state of the art in panels

If television is programming, the cable industry got the measure of itself last week at the Cable Software Symposium in New Orleans, the first show of its kind. Almost 2,000 producers, distributors, operators and satellite network representatives gathered to do business and discuss the problems and opportunities in cable programming.

The programers shared the exhibit floor with a number of program guide and trade magazine publishers (there were 100 exhibitors in all) and there was some discussion of videotext and other interactive cable services at the panel sessions, but the convention seldom strayed from its purpose.

Of the 2,000 who attended, the National Cable Television Association, which co-sponsored the event with the Cable Television Administration and Marketing Society, estimated that about one-third were cable operators. To the exhibitors, the fraction seemed much smaller than that.

Scores of small producers and distributors competed with the major satellite networks for attention. The former were looking for program buyers, the latter for affiliates. Susan Eenberg, who expected to sell programming to the MSOs and independent systems, and was disappointed, complained that the networks dominated the floor, although, she added, she could not “imagine a convention without them.” Kathryn Creech, vice president of affiliate relations, Daytime, said: “Operators were in high demand.”

The show was nothing like the National Association of Television Program Executives annual meeting, the marketplace of broadcast television programming. Unlike broadcast television, cable television does not have hundreds of independent programmers (stations) in need of programming. The Software Symposium, if nothing else, made clear that without the satellite networks the programming market in cable is a small one. Creech said selling to independent and stand-alone cable systems may be “premature.” But, she said, it’s an evolutionary thing; the marketplace will grow with the industry.

Most of the suppliers of the satellite networks were on hand, but many of them didn’t bother to exhibit. Some of the major motion picture studios threw parties and the smaller outfits simply made the rounds. Thomas Seehof, vice president, sales, Samuel Goldwyn Co., said it would be foolish to exhibit when “I only have 12 customers.”

Jim Miller, a programming executive with Showtime, had a chance to meet with most of his suppliers, but said that since most of them are headquartered conveniently in New York and Los Angeles there is no need for a convention. Miller said, however, that Showtime had agreed to take a look at some programming of producers and distributors at the convention.

NCTA has already made the commitment to do it again next year. NCTA President Tom Wheeler said NCTA is in the process of negotiating to hold the symposium in a city that will be announced as soon as the dates are set. The convention will probably be held a little later in October to avoid conflicting with the Jewish holidays, he said. The details of CTAM’s involvement in next year’s show have not been worked out, Wheeler said.

Wheeler agreed with many cable operators and exhibitors that there are too many cable conventions. “There are,” he said “too many instances of state and regional associations that want to put on conventions instead of business meetings.” Only
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four major shows spread out over the four quarters of the calendar, he said, are needed: The National Cable Television Association convention, the Western Show, the Cable Television Administration and Marketing Society’s annual meeting and the Cable Software Symposium.

"There are major differences between the four major meetings in terms of attendees and the kind of program that is put on," he said.

Panelists debate cable's ability to create enough quality programming

"The Cable Programming Explosion: Fact or Fiction?" was the question posed to the five participants in the Cable Software Symposium kick-off session last week. Mike Dann of ABC Video Enterprises and Ken Gorman of Viacom said "fact," Norman Horowitz of PolyGram Television said "fiction," and Joel Chaseman of Post Newsweek and Bruce Boyle of Meredith Video Publishing reserved judgment until more evidence is in.

There is no question that during the past eight months more programming services have been announced or actually gone on the air than during the previous 30 years since cable's inception," Dann said. And it's not only movies, he added.

In 1980, cable spent $23 million on production, he said. The "newspaper channels" will spend $160 million in 1981 and $200 million in 1982, he said.

By 1984, Dann said, there should be between 50 and 60 software channels available by satellite to cable operators. Twelve to 14 of them will be entertainment channels, he said, and the rest will be information and service channels. "At the current speed that some program suppliers have been moving, I have the deadly fear that someone is going to start cablecasting before their particular satellite goes into orbit.

The programming will be both pay and advertiser supported, Dann said. By 1985, the advertising industry will be spending $500 million annually in the medium. Because many cable channels will be information and service, he said, much of the advertising will come out of publishing newspapers and magazines.

As for pay, Dann said, "we constantly underestimate cable's revenue every time we make projections." Systems are being built in Dallas and Houston that will produce monthly bills of $50 to $60. And by 1985, he said, the figures in the same markets "could certainly reach $150 for a 30-day period.

Despite the "excitement" about the national services, Dann said, "there is a deadly silence" about local programming. Dann warned that local pressure groups are going to demand that cable operators allocate money and manpower to local programming. That will mean more than making channels available for the "local harmonica players or native sexual ritual dances," he said.

Dann predicted that local programming will be a "great business" and the "combination of strong national programming and local services is the only way of making sure cable will reach the potential we all want to see happen as quickly as possible."

Like Dann, Viacom's Gorman is a true believer in cable. "Cable is "for real" and isn't blowing smoke," he said. "You have smelled the smoke and the fire underneath lies a fire, a fire that needs tending."

It takes between $10 and $40 million to run a cable programming network, Gorman said. "It must be for real or my company [half owner of Showtime] is building some great tax shelters.

Today the typical cable network spends $5 million to $10 million for programming, which breaks out to $1,000 or $2,000 for per hour and which compares to $250,000 to $300,000 the broadcast networks spend on a half-hour of programming. The gap will narrow considerably in the years ahead, Gorman said, as cable penetration and subscribership grow.

A counterpoint to Dann was Horowitz. Describing himself as a salesman of every thing, Horowitz said "dormancy in" Horowitz said cable is a long way from being able to produce network quality programming. "The heavyweights" of television program production did not attend the symposium, Horowitz noted. The economics of cable permit production of only low-budget programming that has little value outside cable. Overseas broadcasters are interested only in "slick Hollywood productions," Horowitz said.

"If not for the money from the theatrical releases [on cable]," Horowitz said, "I wonder whether any of us would be here."

Cable will have arrived, Horowitz suggested, when it can produce something like Happy Days. For better or worse, Horowitz said, the sitcom has been seen at one time or another by an estimated 175 million people and is now grossing between $100 million and $115 million in syndication.

Presently, Horowitz said, cable is "an opportunity for independent producers to get their programing on television."

Meeting with reporters after the session, Horowitz defended the quality of network programming. Filling three or four hours of prime time seven days a week is "tough," Horowitz said, "and cable doesn't have an answer for that."

Horowitz also expressed concern about the broadcast networks' control of television. "Three people, the heads of the networks, decide what America will watch tonight, tomorrow night and for years." Cable may do what the FCC wanted the prime-time access rule to do—put the selection of programming into more hands. Chaseman said he attended the symposium was motivated by curiosity and his desire to be where the "action is, where the creative energy surges and crackles through an electric atmosphere." He wanted to find out, he said, whether cable will pour some of its profits into "strong and effective original programming" and see what develops on the many channels available to urban system operators.

Besides his personal reasons, Chaseman said he had several professional reasons for attending. As a broadcaster, Post-Newsweek is curious about the competition. As a producer, Post-Newsweek is interested in creating programs for cable and, as a business, Post-Newsweek is "determined to be where the dollars are," he said.

As a newcomer, Chaseman joked, Post-Newsweek is also interested in learning the cable business from such "pure, old-time people" as Dann, Jack Schneider, John Lack, Brenda Fox, Bob Wussler and Jonathan Hayes.

Chaseman said he has detected a "disturbing pattern emerging in cable: abundance without diversity. The channels are filling up and with the same old programing—sports, movies and broadcast stations often unwillingly imported from distant markets."

Chaseman wondered whether cable would produce public affairs and children's programming and whether cable and broadcasting in the "unregulated future" would be willing to "subsidize controversy" by editorializing. "Or does one's concentration on the box office lessen our willingness to make intangible investments and to be unpopular if necessary in defense of our reports and our opinions?"

Perhaps the Cable Software Symposium and others like it in the future will stimulate the development of specialized programming, Chaseman said. "The alternative for cable is for cable to fall into the broadcasting ratings trap and join the crowd aiming at the largest possible something-for-everybody programming already glazing the eyeballs and trying the patience of families all over America."

Meredith's Bruce Boyle had many of the same reasons for attending the meeting as Chaseman. Meredith is in the process of creating, producing and licensing programing for the new media based on its array of consumer publications, he said. Meredith, he said, is attracted by the advertising potential of cable. Six of the top 10 advertising agencies have announced that they each intend to spend more money in cable this year than the entire advertising industry did last year. The advertisers are turning to cable in the hope that it may one day be a thriving advertising medium and out of the "frustration with the idea of spending $70,000 for a 30-second network spot."

Turning red ink to black with pay-per-view events

It is almost a cliche to say cable television is capital intensive but it is a fact, and to offset the enormous cost of building and operating a cable system, cable operators are looking beyond basic and pay revenues to whatever new sources of income they can find.

A panel of industry experts at a general session of the Cable Software Symposium last week discussed a number of poten-
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With cable systems expanding to 20, 35, 54, 100 channels, Myhren said, there is a need for remote-control converters and program guides, for which consumers are willing to pay. Extras should not be given away, he said, nor should the right to sell them during the franchising or refactoring process.

John Goddard, president, Viacom Communications, agreed with most of what Myhren had to say: "Program guides can benefit operators indirectly by changing subscribers' viewing habits" and "their perceived value" of the cable product. Operators have been able to increase cash flow by adding additional pay services and increasing pay rates, he said, but operators should also work to improve their basic package and increase the price of it. He also suggested that they look around for other revenue-producing nonentertainment services.

Myhren thought Goddard's assertion that there is a limit—around $30 per month—to which the average consumer will pay for cable service missed the point. With pay-per-view, Myhren said, the operator is not interested in what the average subscriber will pay but in what a specific group of subscribers will pay. "Some heavy users will pay a lot," he said.

In order for cable to capitalize on advertising, said Al Gilliland, president, Gill Cable, and chairman of the National Cable Television Association, "we must have a large enough market to sell to advertisers." Since, with rare exceptions, individual cable systems are too small to attract advertising dollars, systems should interconnect and share the advertising revenue. Interconnection, he said, does not preclude individual participating systems from selling local advertising on the side. Myhren added that as a practical matter interconnected systems should put the same programing on the same channel. It facilitates the engineering and the marketing, he said.

Ted Rogers, vice chairman and chief executive officer of Rogers Cable Systems, thought the first thing operators must do is expand the channel capacity of their existing systems and strengthen the basic service to prepare for competition from direct broadcast satellites and subscription television. "What if most pay is supplied by STV and DBS?" he said. "Will you survive?"

Rogers also stressed the strategic importance of a system having two-way capability. "It's what makes cable different from STV and DBS," he said, and it allows the operator to compete with AT&T in the interactive services market. "We do have a tremendous superhighway and we should take advantage of it," he said.

Use caution when leasing channels, cable operators urged

"Go slow, do your homework and make sure what you do is in your best interest and that you do not lose control," Merritt Rose, director of advertising sales, Cox Cable Communications, advised cable operators contemplating leasing channels or forming partnerships to operate channels.

Robert Stengel, director of government affairs, Continental Cablevision, who appeared with Rose on a panel at the Cable Software Symposium last week also preached caution. "If you go through with the planning exercises," he said, "you will get insight into both the opportunities and the problems."

Both panelists agreed that some kind of partnership or joint venture is preferable to an outright lease of a channel, regardless of whether the outside entity is a bank, retailer, radio station, television sta-
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The revenues are there. Alter said, and with total ad dollars expected to double in the next 10 years, "cable is going to get a lot of that money if only on the basis of growth."

A representative of Warner Amex Cable Communications in the audience said that the best way to turn some of the cable advertising potential into cable income is to hire salespeople with experience in radio and television. "You must have someone who speaks the language of the advertisers," he said.

Alter shared with the operators some of the results of a survey that the Radio Advertising Bureau conducted shortly before he left that organization early this year. The size of radio sales teams, the survey found, ranged from 6.5 people in the largest markets to 3.8 people at stations serving fewer than 50,000 people. Regardless of market size, the radio managers said they were understaffed by 20%.

Alter said a surprisingly large percentage (36%) of radio sales people are women. "Once the stations swallowed [Equal Employment Opportunities];" Alter said, "they found that women made damn good sales people."

Judging from the survey, Alter said, cable operators should not be alarmed by high turnover in their sales departments. The survey reported that 64% of radio sales people had been in their present job less than two years and that 78% of radio salesmen fail in their first year.

Following cable's lead. Claiming first for over-the-air TV, municipally owned wvxc-tv New York launches "programming blocks [that] resemble the format being used by cable, each serving a different special interest," on Oct. 19. Blocks, involving various series, are black cultural service, bilingual children's programming, adult education, Public Broadcasting Service encores and New York City service (news, comment and black magazine show). Jewish cultural programming and video art are among services being developed. According to John Beck, director of station, programing changes are meant to "serve the underserved" and also "to prepare the kind of programming which may eventually be utilized on New York's civic cable channels.... We anticipate that wvxc will become known as SuperCable." Wvxc currently is picked up by local cable.

In the marketplace. D.L. Taffner Syndication Sales puts Three's Company station tally now at 76, including 46 of top-50 markets. Syndicated airing begins in fall 1982.... ITC Entertainment's Super Space Theater pay-TV package of "Supermanization" films with electronic puppets and special effects has been picked up so far by Home Box Office, Showtime, Times Mirror SelectTV, Buford TV, American Television & Communications and Star TV, according to distributor.

Record budget. CBS Entertainment has approved spending approximately $100 million for between 50 to 60 new made-for-TV movies, most of which will be aired during 1981-82 season. Division's vice president for made-for-TV movies and mini-series, William Self, attributed record expenditure to increased competition, higher labor costs and greater demand for product. He pointed out that as recently as five years ago, CBS ordered only half dozen made-for-TV movies in single season.

Epic begins. CBS-TV has begun production on The Blue and the Gray, eight-hour miniseries about Civil War. Network terms it "most ambitious long-form project ever undertaken by CBS," involving 250 speaking roles and 2,000 extras. Film will be shot entirely on location by Larry White Productions and Lou Reda Productions, for airing at undisclosed time.

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Our rainy weather conditions have brought area-grown tomatoes to market this week at record low prices. You have seen ads, but do not be fooled. These tomatoes are water laden and rotting in your grocer's cooler. Do not let them rot in yours.

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FIVE BONANZAS! FROM TELEVISION'S BIG MOVIE COMPANY
Panellists debate question of compensation to cable systems from networks

Rifts within the cable industry over affiliate compensation were highlighted at the close of the Cable Software Symposium last week.

Jack Clifford, president of Colony Communications, and Andrew Goldman, vice president, Spanish International Network, one of the few program networks that compensates affiliates, argued that cable operators should receive money from the networks for carrying their programming.


Clifford said the operators should be compensated for, in effect, creating the marketplace for the networks. The channels are valuable, he said, and yet the Colony systems have been offered only “token payment” from the Entertainment and Sports Programming Network and for that, Colony must give up some of its local advertising spots during prime time.

“Almost all the channels,” Clifford said. “You want them, you pay for them.”

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“We’ve got the channels,” Clifford said. “You want them, you pay for them.”

Goldman welcomed the program that they don’t begin paying for carriage if operators will find someone who will pay for carriage, he said.

Some of the new, smaller services, he said, would have never come into being had they been forced to pay for carriage.

Instead of asking programers to pay for carriage, Lack said, cable operators should be offering their help in conducting research into new programming services.

Lack suggested that cable operators will receive indirect forms of compensation. WASEC, he noted, last year spent $5 million on affiliate relations and $2 million on marketing its services.

It’s too early for the present relationship between the operators and networks, Lack said. “There’s not a program in this room that’s making money.” When the programmers begin to turn a profit, he said, then it will be time to start talking about compensation.

Responding to Clifford’s assertion that operators should be rewarded for building the system and the marketplace, Lack said, “It wasn’t the blank channels that did it, it was the marvelous programming.”

Wussler contended that instead of paying affiliates, revenues earned by the cable networks should be poured back into promoting the network. TBS, he noted, had committed $10 million for program development in 1982.

To further illustrate TBS’s commitment to quality programming, Wussler said he learned 45 minutes before going to the session that TBS’s Cable News Network had spent $30,000,000 above its normal daily expenditures to cover the assassination of Egyptian President Anwar Sadat.

Cable operators, councilman and attorney debate problems with R-rated programming

Cable operators have a right and an obligation to “vigorously program channels as we best see fit,” John Gaul, president of Manhattan Cable, declared at a Cable Software Symposium panel session on R-rated cable programming. “We are video publishers and must fight to our las

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New medium for CBS. At 7:30 p.m. tonight (Oct. 12), CBS will throw the switch on its cultural cable service, announcing a 12-hour-a-day package that includes music, dance, drama, foreign films, interviews and video magazines up to Westar III and back down again to 3 million plus cable subscribers. Above is a sampler of what will be seen in the opening weeks—from left: Sir Alec Guinness, starring in "The Gift of Friendship," one of the A Play for Love series, that will be included in the opening night program lineup at 9:30; "Bach Duet," one of the dance works that will be included in Confessions of a Corrnermaker, a one-hour show choreographed and directed by Twyla Tharp and which will be seen this Tuesday (Oct. 13) at 8:30; (upper right) Sizwe Bandi is Dead, Athol Fugard's play, which will debut on CBS Cable next Monday (Oct. 19) at 8:30; (lower right) Patrick Watson, who will serve as the host of CBS Cable. All the CBS cable programming will be arranged in three-hour blocks which will be repeated to fill out the 12-hour schedule.

Designing and advertising a support system, CBS Cable has already signed up several sponsors—Quaker Oats, in fact, will sponsor the entire opening night; Kraft is sponsoring a new Kraft Music Hall, and Exxon will sponsor a series titled Bernstein & Beethoven.

CBS Cable is kicking off its premiere with a gala evening at the ornate Main Branch of the New York Public Library. That city is one of the 38 of the top 50 television markets in which CBS Cable will appear thanks to a total of 250 cable systems, including New York's Manhattan Cable and Theta Cable in Los Angeles.

breath for our First Amendment rights."

At the same time, he said, cable operators have an obligation to themselves and to their viewers to refrain from carrying X-rated programming.

The industry, he said, should police itself to ward off legislative initiatives aimed at regulating cable programming content. Such legislation would have a "chilling effect" on the development of experimental and innovative programming, he said.

The specter of state and municipal content regulation was raised by two of Gaul's fellow panelists. George Arthur, a Buffalo, N.Y., city councilman, who has been deeply involved in cable for years, said a vigorous campaign is currently being waged in his city against the local cable system's R-rated programming channel. The city council is receiving letters and phone calls demanding everything from the cancellation of the franchise to the establishment of citizen groups to prescreen the cable product. They may be a minority, Arthur said, but "they are organized and they are being heard." And city councils, he said, are sensitive to such pressure.

The situation in Buffalo will be repeated elsewhere if the cable operators don't improve their relationships and lines of communication with citizen groups and with the municipal government. "Your public relations . . . [are] terrible," Arthur said. The cable industry is alienating the few friends it had, he said.

Paul McGeary, general counsel, Morality in Media, said that cable television is vulnerable to state and municipal program regulation. People, he said, have a constitutional right to receive indecent or obscene material (standard movie ratings of G, PG, R and X, he noted, have no meaning in a courtroom). He based this assertion on the fact that such programming is banned by law on broadcast television. And since the federal government has no laws governing cable programming content, it has not pre-empted the authority of state legislatures and city councils.

Just because there is a market for R-rated programming, he said, doesn't mean it can't be prohibited or should not be prohibited. According to a 1977 Gallup poll, he said, most people do not want indecent and obscene television in their homes.

Al Gilliland, operator of a cable system in San Jose, Calif., and chairman of the National Cable Television Association, said that when it comes to R-rated programming, he operates on the theory that there are two distinct groups of subscribers in any cable market. One has the right to see R-rated programming, he said, and the other has the right not to have R-rated programming in its homes. The solution to protecting the rights of both groups, he said, is technology.

The only subscribers that can receive R-rated programming in his 85,000-subscriber system are those who pay additional fees for the service and for an addressable decoder. At no charge, he said, such subscribers are given a "lock box" which, at the turn of a key, causes the service to revert to basic.

In all the time his system has offered the service, Gilliland said, it has only received one complaint. A woman came home and found R-rated programming on the set, he said. It was later discovered to have been ordered by her husband, he said. Technology can't solve that kind of problem, he remembered.

Swift and Sharp debate cable's First Amendment protection

A session at the Cable Software Symposium last Monday on cable's rights and responsibilities under the First Amendment sparked some mild disagreement between Representative Al Swift (D-Wash.) and FCC General Counsel Stephen Sharp on how much impact government will have on controlling program content.

According to Sharp, the First Amendment was conceived to protect media from government. Controlling the excesses of cable programmers, he said, should be left to community pressure. "It is much better to have subscribers tell you [how to pro-
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To Broadcasting, sharing this milestone with us, our congratulations. May we all continue to serve our industry for another 50 years.
gram] than to have the government trying to tell you.”

“The world ain’t that simple,” countered Swift, who along with Representative Bill Tauzin (D-La.) participated via a video satellite hook-up between the New Orleans Hyatt Regency, the site of the symposium, and Washington. Citizen groups disturbed by what they perceive as obscenity on a cable system will turn to government to force their will on cable operators, Swift said. Government, he said, is not some “alien” entity. It is an agent of the people, responding to their demands. Swift warned that groups can bring “tremendous pressure” on city councils that regulate cable systems. “That same kind of pressure is going to be applied on every level of government that has any regulation over cable.”

Sharp insisted that there is no reason to involve government. The Moral Majority and The Coalition for Better Television, unhappy with the nature of network television, were able to effect some changes in that programming by threatening an advertiser boycott, he said. “That clearly demonstrates the power that can be brought to bear without turning to government.”

Sharp added he would think government would like to be able to tell constituents upset by programming: “Gee, I can’t do anything about it. Why don’t you talk to the advertisers?”

A response like that, Swift said, is the “sures, we not to be there in the next Congress.” He added: “The people most concerned will seek support from government to do something about it. They are going to seek a government solution.”

Bob Ross, the former senior vice president of the National Cable Television Association, now in private practice, supported Sharp’s contention that government should have no role in content regulation. The only role government has is to “eliminate barriers” to the entry of new media into the marketplace, he contended.

Sharp’s belief in the marketplace regulation of programming content underlies the FCC’s proposed legislation that would do away with equal time and the fairness doctrine for broadcasters and cable operators. He suggested that it is ridiculous to apply different First Amendment standards for the different media simply because one is more powerful than another. An extension of such thinking, he said, would mean fewer First Amendment rights for the New York Times than for the New Orleans Times-Picayune.

On the contrary, Swift said, different standards for different media are unavoidable. If he were a cable operator, Swift said, he would, as Ross had done earlier in the session, argue that cable should have all the First Amendment guarantees enjoyed by newspapers, “the least regulated of all the media.”

Cable is not like publishing, however, Swift said, and neither is broadcasting and direct broadcast satellites. Each of the emerging media has to be treated differently, he said. “Any attempt to apply the First Amendment in an absolute sense to the new technology will ultimately fail.”

Tauzin agreed with Swift that “inconsistencies” are inherent in media regulation. “You can’t apply all the First Amendment concepts in the abstract.”

Tauzin also said that because cable is regulated by local government there is “serious concern” that a local cable system’s news organization investigation of municipal government may be compromised.

‘Daytime’ alternative

Hearst/ABC Video Services’ new cable programming service for women, until now called by the working title of Beta, has been named Daytime. It’s scheduled to start in the first quarter of 1982 as a four-hour-a-day show (1-5 p.m. NYT weekdays), using “a beginning-to-end magazine style format” and promising viewers with “an alternative to conventional television fare,” according to Hearst/ABC President Jim Perkins. Daytime will “deal with self, home, family and relationships and cover important current issues, to offer solutions and to provide perspective,” and will also invite audience participation by phone and letter.
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Retain journalistic standards, Bradshaw tells UPI conference

Despite technological change, news people must guard their credibility, RCA chairman says

“Hang loose when you’re faced with technological change. Hang tough when it comes to the fundamentals” of journalism.

That was the advice RCA Chairman Thornton Bradshaw offered last week as keynote of UPI’s EDICON ’81, the wire service’s 22d annual conference for editors and publishers.

Bradshaw told his audience in New York to experiment with new information delivery systems but to retain high journalistic standards. Whatever the means of transmission, he exhorted, “credibility will remain the linchpin.”

“Be prepared to respond to the voting patterns of the public.” Bradshaw advised, explaining that the public eventually will decide which transmission systems it prefers. However, he added that the “votes” will be “a long time coming.”

Bradshaw, who runs NBC’s parent company, said that new technologies could bring the end of the major networks of today but he believes it’s doubtful. While RCA makes a television receiver capable of picking up 150 channels, he doesn’t think the marketplace would support such fragmentation.

Similarly, Bradshaw noted that technology would allow “printer’s ink” to be replaced by an electronic “console.” But he added that it is unknown “to what extent will people give up the printed word.”

Even should the public opt for electronics over newspapers—a choice he would not favor—Bradshaw said that those on the print side would have time enough to adjust.

In the long run, however, Bradshaw asked: “What real difference does it make” whether the system is print or electronic as long as the public is informed?

While new to the communications conglomerate (he joined RCA July 1), Bradshaw related a “credibility” lesson from his previous position as president of Atlantic Richfield.

By the time the oil industry had a real message to tell about the energy crisis, Bradshaw said, it already had lost the trust of the public. “No one listened.”

Bradshaw said. “We didn’t have the credibility.”

New PBS educational series ready to debut

Cronkite-inspired ‘Why in the World’ to start later this month as weekly current affairs show aimed at high schoolers

Why in the World, a weekly current-events series geared for classroom use, premieres on the Public Broadcasting Service Oct. 20, tapping the expertise of several CBS news veterans.

Co-produced by the nonprofit Satellite Educational Services (SES) and noncommercial KCET/TV, Los Angeles, the half-hour series is the brainchild of former CBS Evening News anchor Walter Cronkite, who, as SES chairman, plays a behind-the-scenes consulting role.

Sig Mickelson, a former CBS News president, is SES vice president and general manager, and Joseph Benti, a former anchor and correspondent for both CBS and ABC, is the series’ executive producer. Serving as the host for the debut telecast—on journalism itself—is another former CBS News president, Fred Friendly, who now teaches at Columbia University and Bryn Mawr College.

The goal is for a daily series in a year and Cronkite added that enough “funding is not immediately available.” Currently underwritten with a $1-million dollar grant from General Motors, the series is to run weekly from October through January, and twice weekly February through May. The budget for the daily show was put at $3 million.

Each program will be fed twice over the PBS satellite system, with public and private high schools and libraries given unlimited taping rights. Support materials for teachers and others are also being provided, and in Los Angeles, teletext experiments also will be involved.

Aside from the CBS veterans, others in key roles include Robert Klein, president of SES, and of his Klein & promotion/production firm, and Barbara Barnes-Vyden, SES secretary/treasurer and series producer.
THE MOST RESPECTED CALL LETTERS IN THE INDUSTRY
New issue rises to take the place of 9 kHz in Rio

It’s Canada’s five-year plan for allocated AM frequencies, and it could shake up next western hemisphere conference

If the AM channel spacing issue is fading as a principal source of controversy at the conference of western hemisphere nations in Rio de Janeiro later this fall (“Closed Circuit,” Oct. 5) another is rising to the surface to take its place. And it’s one in which the U.S.’s position is not the popular one—at least as indicated by sentiments expressed at the first session of the conference on AM broadcasting, in Buenos Aires, in March 1980.

The new issue—always a bothersome one for the U.S. but one that was forced into the background by the dispute over whether the hemisphere should reduce its AM channel spacing from 10 kHz to 9—involves the decision of the conference to adopt at its second session a five-year plan for use of the AM band.

The proposal was advanced by Canada to protect its future AM needs against what it sees as the proclivity of its much larger neighbor to the south to gobble up spectrum space at a rate Canada can’t match. Canadians and other critics call the present system “first-come, first-served.” Theoretically, at least, under the five-year plan, countries would make known—and thus attempt to reserve—AM needs from Jan. 1, 1983, to Dec. 31, 1987. Not only Canada thought it was a good idea. Of 18 countries expressing themselves on the issue in Buenos Aires, only Chile joined the U.S. in opposing it.

The American opposition was based on the ground that the U.S. has always made its assignments on a demand basis; if a station can be engineered into a location, the FCC accepts the application. Americans contend that is the most efficient way of doing the job, a reservation could prevent the use of a frequency in a given location for years. And there are signs the Americans will renew their opposition to the Canadian proposal at the six-week conference beginning in Rio on Nov. 9 to draft a plan for use of the AM band.

The official U.S. position has not yet been formulated. But the FCC’s Kalmann Schafer, who will lead the U.S. delegation to Rio, says the U.S. will stress the “difficulties” it sees with the five-year plan. Another member of the delegation put it more bluntly: “No one in the U.S. is interested in a five-year plan, so the U.S. is expected to try to kill it and continue the demand system.” Conceivably, the U.S., as a compromise effort, could push for a procedure that would “guarantee” countries access to the spectrum but stop short of being a pre-set plan.

Canada, which demonstrated impressive technical and political skills in winning major points in Buenos Aires—among other things, it was a leader in the successful opposition to the U.S.’s proposal that the hemisphere adopt 9 kHz channel spacing—can be expected to wage a determined defense of the five-year-plan idea. Indeed, it made known at a preliminary meeting in Mexico City, two weeks ago, that it intends to propose at the Rio conference that the hemisphere accept the principles of a second five-year-plan to follow the one scheduled to expire at the end of 1987.

Edward DuCharme, who heads Canada’s planning for international telecommunications conferences, said Canada will submit a resolution calling for a hemispheric conference in 1986 both to plan the use of the expansion of the AM band—from 1605 to 1705 kHz—as ordered by the 1979 World Administrative Radio Conference—and to “revise and update” the 1983-87 plan for another five years.

(Canada also intends to submit one recommendation concerning the extended band that drew opposition from the U.S. and other countries in Mexico City. It was to conclude that all nonbroadcast users from the 1605 kHz-1705 kHz segment, and limit its future use exclusively to broadcast. WARC had held that present users, including radiolocation [radar], would continue to operate there on a secondary basis. The U.S. had sought, successfully, co-shared equal sharing of broadcasting and existing services, as is the case now in this country. Americans and others opposing the Canadian proposal argued that, since they had not yet decided how to deal with the services being relegated to secondary status—some may have to be shifted to other bands—it was unrealistic to assign the band exclusively to broadcast.)

Although formal opposition to the five-year plan has not yet surfaced, DuCharme noted that an “obvious strategy for any one opposed” would simply be to “drag their feet” in resolving the incompatibilities among the existing and proposed stations in the inventories submitted by the western hemisphere countries. Those inventories include a total of some 9,000 existing stations and 4,000 operations expected to be on the air by Dec. 31, 1982. The precise number of incompatibilities among them has not been established, but it is believed to be well up in the thousands. These include the particularly thorny ones involving the U.S. and Cuba; many of Cuba’s proposals threaten to cause serious interference to stations in the Southeastern U.S.

And Wallace Johnson, executive director of the Association of Broadcast Engineering Standards, who is a member of the delegation, offered the comment DuCharme seemed to be anticipating: “We don’t think we can complete the process [resolving incompatibilities] in the six weeks available.”

He said procedures would have to be developed for completing the job following the conference. But he said that in the process, “the five-year plan would have to be killed.”

Only a handful of countries in the hemisphere, including the U.S. and Canada, have yet submitted their proposals for a five-year plan. Even though the deadline for such submissions passed four months ago. However, it is assumed that many of the countries crammed many of their proposals for the next five years into the so-called “basic” inventories.

If the U.S. and Canada appear to be at loggerheads on the five-year plan, they
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are—given the change in administration in Washington and the consequent shift in the U.S. position—new and firm allies in the effort to retain 10 khz channel spacing.

Canadians and Americans argued for the 10 khz plan both informally and in formal presentations at meetings in Mexico City last month. One session was a seminar on technical issues involved in the AM conference. The other was a meeting of a CITEC (Inter-American Conference for Telecommunications) working group that developed a number of recommendations for consideration by the conference.

Those who attended the meetings and talked to the representatives of the 16 countries that participated—about half of those in the region—were optimistic about the chances for retention of the 10 khz plan, though their optimism shined more brightly in private than in on-the-record comments. Schaefer, for instance, said prospects “certainly look better” than they did before. But he also noted that only three countries—Canada, the U.S. and Argentina—are on record in support of 10 khz. “So it still could go either way.” Others, however, speaking privately, talked hopefully of a consensus on 10 khz developing “early in the conference.” In fact, what one participant called “a conspicuous absence of discussion” of the issue led some observers to the conclusion that even strong supporters of the plan to reduce the spacing—such as Cuba—will not make it a major issue in Rio. Cuba was represented at the seminar but not at the CITEC meeting.

The seminar was also seen by some as providing further encouragement that the 10 khz plan will be retained. For one of the principal arguments for 9 khz is that it would provide 12 new channels that would facilitate resolution of incompatibilities. At the seminar, U.S. and Canadian experts stressed the value of directional antennas—largely unknown in Latin America—as the answer to improved service and reduced interference. One of the American experts was Carl Smith, of Cleveland, whose selection Canadians regarded as a master stroke. Smith is regarded as the principal developer of directional antennas. As DuCharme noted, “he wrote the books” the engineers in attendance had read.

Narrow criteria, broadcasters say, on FCC character qualifications

Citizen groups disagree, in comments before commission; commenters included beleaguered RKO, which calls for consistency

The FCC’s proceeding to clarify its procedure for determining the “character” qualifications of broadcast licensees drew predictable response from broadcasters and consumer groups as the comment deadline passed Oct. 2.

Broadcasters argued that investigations into a licensee’s “character should be narrowed, while consumer groups argued for the FCC to retain more discretion.

While the National Radio Broadcasters Association, for example, urged the FCC to “assume a very limited role in the review of so-called ‘character’ qualifications,” the Committee for Community Access, claiming that “character” determinations are among the only ways for the FCC to determine whether a broadcaster is performing in the public interest, warned: “Illegal behavior and general contempt for the public are clearly traits that impact on broadcast service and should be considered by the commission.”

Broadcasters comments took the general tack, however, that the FCC should use character appraisal sparingly, limiting its use to evaluations of a license applicant’s past broadcasting conduct.

The National Association of Broadcasters, in comments filed before the deadline (BROADCASTING, Sept. 28), said the FCC should limit the scope of its character judgments to “render those judgments more objective and less susceptible to subjective arbitrariness.”

A broadcaster’s qualifications “should be reviewed on the basis of conduct rather than some intangible moral quality,” the NAB said.

In its comments, CBS urged the FCC to “fortrightly declare that a license applicant with a satisfactory past broadcast record will henceforth be judged solely on the basis of that record, without reference to ... extraneous matters.”

CBS claimed the use of a “broad and subjective character test” gives the government a tool to erode the “insulation” separating the broadcast press from “government pressure and influence.”

Moreover, CBS said, nebulous character criteria led to “uncertainty in the renewal process” and discouraged broadcasters from making the “kind of investments in programing which are necessary to insure maximum service to their audiences.”

Like other broadcasters, CBS said that the primary purpose of character evaluations should be to “predict rationally” that an applicant is likely to continue to provide “satisfactory” broadcast service to its audience. Those evaluations shouldn’t attempt to punish past wrongdoing and consider nonbroadcast conduct, CBS said.

Among CBS’s specific recommendations were that the FCC rely on an applicant’s broadcast service record as the “principal” factor in making renewal decisions; that the FCC hold that a licensee’s nonbroadcast misconduct has “little or no relevance to future broadcast service;” and should, as a result, be dropped from consideration for existing licensees; that the FCC restrict its investigations into nonbroadcast “conduct and misconduct” for applicants who don’t have a history of broadcast service, and that the FCC “almost never” use license revocation or nonrenewal, as an enforcement device, because they are “generally disproportionately severe and ill-designed to balance the goals of correction, rehabilitation and deterrence.”

In its comments, ABC urged the FCC to adopt a “specific definition” of character that would “be limited to those traits which are relevant to the operation of a broadcast facility in the public interest,” and to state the particular evidence it would use to determine character evaluations.

ABC agreed that the best evidence for determining an applicant’s character is its “record before the commission and in the operation of its broadcast facilities.”

An applicant with a broadcast record should have its character judged “solely” on the basis of that record; “nonbroadcast misconduct” should be “wholly irrelevant,” except where “its consideration is specifically required by the Communications Act,” ABC said.

However, in cases where an applicant has no broadcast record, or for awarding a license in a comparative case, a “reasonable inquiry” into nonbroadcast conduct would be appropriate, ABC said.

NBC agreed that the FCC should limit its review to “specific conduct” that has had a “substantial impact” on the licensee’s past broadcast service, but the FCC should remember “its interest is in avoiding future misconduct, and not in punishing licensees for past behavior.”

“Elimination of the issue of ‘character’ would save the commission and its licensees a great deal of time and effort now devoted to matters essentially irrelevant to the commission’s regulatory function,” NBC said. “Surely, the result would be more coherent and predictable licensing standards more directly related to the commission’s basic regulatory responsibility—insuring that its licensees operate in the public interest,” NBC said.

A group of 18 station licensees and group owners—including Edward Communications Corp., Group One Broadcasting Co. and Tri-Cities Broadcasting Co.—agreed that the FCC should clarify its character evaluation process and “state the particular evidence which the commission will consider relevant to a determination of character.”

The stations urged the FCC to hold that an applicant will be found to have “basic character qualifications if it can be ‘reasonably relied upon’ to ‘be honest and candid in its dealings with the commission’ and ‘operate its broadcast facility consistent with the Communications Act, commission rules and policies.”

RKO General Inc., involved in pending litigation concerning its “character qualifications,” lauded this “much-needed review.” (The FCC stripped RKO of three television licenses last year, based on the misconduct of RKO’s parent, Genera Tire & Rubber.)

Although RKO declined to comment at length, to “avoid even the appearance that it is attempting to relitigate the RKO case,” it said: “The severe consequences that can flow from character evaluations in individual cases make it imperative that...
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there should be reasonable standards, clearly articulated in advance.'

Consumer groups, nonetheless, took the tack that while some clarification of character evaluations might be needed, the FCC should take care to see that it retained an effective "character" tool.

For example, the National Citizens Committee for Broadcasting noted that through "modification and clarification" of existing policy are "warranted and desirable, a wholesale abandonment of the character examination process would contradict the commission's broadcast licensing goals."

And the Black Citizens for a Fair Media

The FCC applies brakes to Computer II

It votes to adopt 'phased-in' approach to phone deregulation

Playing to a standing-room-only crowd at an open meeting Wednesday (Oct. 7), the FCC extended its deadline for deregulating new customer premises equipment (CPE) in the telephone business from March 1, 1982, to Jan. 1, 1983, and affirmed taking a "phased-in" approach to deregulating CPE in implementing its landmark Computer Inquiry II (BROADCASTING, Feb. 9).

Computer II, approved, after five years of consideration, in April 1980 and finally adopted last December, deregulates all "enhanced" telecommunications services (services that combine basic carrier with data-processing applications to provide additional or restructured information) and CPE (all telecommunications equipment, such as terminals and telephones, located on a customer's premises).

The decision permits AT&T to offer enhanced services for the first time; the company was previously barred from offering such services under a 1956 consent decree.

Under Computer II, however, AT&T would be allowed to offer enhanced services and CPE only through fully separate subsidiaries.

When it announced its April decision, the commission said such deregulation would "best serve the public interest by removing unnecessary regulatory restraints ... creating an environment conducive to the provision of customer premises equipment and enhanced services on a competitive basis ... and by removing artificial restrictions on services that may be offered consumers through the use of computer technology."

At its meeting last week, the commission debated how to implement that decision.

Although AT&T had requested that it be allowed to de-tariff its "embedded" CPE (all the CPE it currently owns, including its inventory) in one fell swoop the FCC, over protests from Commissioner Joseph Fogarty, held that embedded CPE should continue to be offered or a tariffed basis, at least until other issues affecting the deregulation of CPE are resolved. But it said that "new" CPE--that manufactured or acquired after Jan. 1, 1983--would be deregulated, and AT&T must offer new CPE through a separate subsidiary.

Although Fogarty said it was the "absolutely wrong way to go," the commission said this "bifurcated" approach would halt the growth of the equipment the commission had must eventually be deregulated while a the same time allowing AT&T to offer CPE on an unregulated basis.

Also by adopting that approach, the FCC said, it has left intact the ways in which carriers provide, install and maintain their embedded equipment.

The commission also directed AT&T to submit a "capitalization" plan, detailing how it would set up its separate subsidiary 180 days before it plans to set that subsidiary in motion. The FCC had previously required AT&T to submit such a plan to the commission approval only 120 days in advance, but the FCC staff argued it would need more time to review the proposal.

The FCC also affirmed its December decision to remove GTE from the separate subsidiary requirement and said it would initiate an "implementation" proceeding to address how to deregulate AT&T's embedded CPE.

Although Fogarty said he thought "too late" to back out of its Computer I decision, he said he now had "serious doubts" whether it would benefit consumers. One of its biggest problems is the "few people realize what the decision means," he said.

FCC Chairman Mark Fowler said he thought the decision to "phase in" th deregulation was a "good one," one that could "fine tune," if necessary.

 Said Commissioner Abbott Washburn: "We know where we want to go, but we're going to have to go on faith and prayer that the imponderables will fall where we want them to."

The FCC also affirmed its May 7 order raising AT&T's allowable rate of return to 12.75% and announced it would seek comment in an attempt to implement a "financial accounting" approach in revising its Uniform System of Accounts and Financial Reporting Requirements for telephone companies.
Showtime salutes the anniversary of Broadcasting!
New FTC head sets up his troops

Miller names Muris to top spot in consumer protection, Tollison to policy planning, Campbell to bureau of competition

James C. Miller III launched his chairmanship of the Federal Trade Commission last Monday (Oct. 5) by announcing his choices for personnel to fill the FTC’s top staff positions and by assuring other FTC staffers that he didn’t intend to dismantle the agency.

Miller, the first economist ever to head the agency (Broadcasting, July 6), made the announcements at a closed meeting attended by top staffers and teleconferenced to the heads of the FTC’s 10 regional offices.

Named to head the FTC’s Bureau of Consumer Protection, which is responsible for advertising regulation, was Timothy Muris.

Muris, a deputy counsel to Miller for the Presidential Task Force on Regulatory Relief, served on President Reagan’s FTC transition team and was assistant to the director of the FTC’s Office of Policy Planning and Evaluation from 1974 to 1976.

In 1977, Muris, an attorney, was a consultant to the FTC, and from 1976 to 1981, he was a professor at the University of Miami’s School of Law and its Law and Economics Center.

Named to be director of the Bureau of Economics and acting director of the Office of Policy Planning was Robert Tollison.

Tollison will serve on leave from Virginia Polytechnic Institute and State University, where he has been a professor of economics and executive director of its Center for Study of Public Choice since 1979.

Tollison served on the FTC transition team and the Reagan-Bush Environmental Policy Task Force. He was a classmate of Miller, receiving a PhD in economics from the University of Virginia in 1969, the same year Miller did.

Miller also appointed Thomas J. Campbell to be director for the FTC’s Bureau of Competition, which enforces and investigates violations of antitrust law.

Campbell, an economist and lawyer, has been executive assistant to the deputy attorney general and was a White House Fellow from 1980 to 1981. Campbell, a law clerk for U.S. Supreme Court Justice Byron White in 1977 and 1978, received a JD degree from Harvard Law School in 1976, and received a PhD in economics from the University of Chicago in 1980.

General counsel to the FTC will be John B. Carley, partner in Rogers & Wells, a New York law firm.

Miller also announced the appointment of Bryce L. Harlow as director and Karen Lang Stevens as deputy director of the FTC’s Office of Congressional Relations.

That office, which is responsible for communications between the FTC and Congress, will report directly to the chairman’s office, not to the general counsel’s office as it has in the past, Miller said.

Harlow has been special assistant to the administrator of the Environmental Protection Agency since February and was director of government relations for the Grocery Manufacturers of America Inc. from 1976 to 1981.

Stevens has been special assistant to Miller at the Office of Management and Budget since April, and was congressional affairs officer for the U.S. Regulatory Council from 1979 until 1981.

To his personal staff, Miller announced the appointment of Carol T. Crawford as executive assistant and Anne N. Young as staff assistant.

Crawford, who also served on the FTC transition team, has been an attorney for Collier, Shannon, Rill & Scott, a Washington law firm, and was senior legislative assistant to Senator Bob Packwood (R-Ore.) from 1969 to 1975.

Young was a staff assistant to Miller while he was administrator of information and regulatory affairs at the Office of Management and Budget.

Miller also named William Doying and Lydia Parnes as his attorney-advisers.

Doying has been with the FTC general counsel’s office and Parnes has been at the general counsel’s office at the White House’s Office of Personnel Management.

Miller had little new to say about hi
The Compact 22. Priced to keep the competition on its toes.

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plans for the agency.

Miller reiterated that he would place a "special emphasis" on trying to see that "regulatory and government barriers" didn't stand in the way of the workings of a competitive marketplace.

And Miller again stated that he hoped the FTC would develop a "significantly less adversarial relationship with industry" under his chairmanship.

Miller, whose confirmation was put on hold by Senator Slade Gorton (R-Wash.) (Broadcasting, Aug. 3)—who expressed concern about Miller's intentions for FTC antitrust enforcement—said that "dual enforcement" of antitrust laws (the Department of Justice and the FTC share antitrust enforcement) was the law of the land and would remain so unless Congress changed it.

Miller also said what effect any further cuts of the FTC's budget (President Reagan has announced his desire to cut agencies' budgets another 12%) would have on the FTC's regional offices remains to be seen.

The FTC transition team Miller headed recommended phasing out the regional offices (Broadcasting, Feb. 9).

An FTC spokesman said Miller, who planned to spend much of the rest of his first week in office discussing FTC policy with his chief staffers, would have more to say on his plans at a press conference scheduled for Oct. 23 and a speech slated to be delivered before the American Association of Advertising Agencies at the end of the month.

NBC before high court in movie case

Victim in 'Scottsboro Boys' case surfaces 40 years later to sue NBC over 1976 movie which, she claims, libeled her

The U.S. Supreme Court has agreed to review a case in which the chief witness in the celebrated "Scottsboro Boys" trials of the 1930's is suing NBC for $6 million for libel. At issue is whether Victoria Price Street was a "public figure" 40 years after those trials ended.

Street was one of two women whom nine blacks were accused of raping on a freight train traveling from Tennessee to Alabama. The death sentences of the young men attracted international attention, but were later overturned by the Supreme Court.

NBC's "Judge Horton and the Scottsboro Boys," televised on April 22, 1976, and again on Jan. 3, 1977, dramatized the event in a manner Street claims libels her. She once referred to as a "whore" and a "perjurer."

NBC claimed that Street had not demonstrated that "malice" was involved and that, since she was a public figure, the case must be dismissed. Under Supreme Court rulings, a public figure seeking to sue for libel must prove malice.

The trial court disagreed with the argu-
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*Station Exchange Subject to F.C.C. Approval
ment that she was a public figure. It held that even though public interest in the trials had continued, Street, who had not sought publicity over the years, could not be considered a public figure. However, it directed a verdict against Street on the ground there had been no showing of fault or negligence.

The U.S. Court of Appeals for the Sixth Circuit affirmed—but on different grounds. It held that Street was indeed "a public figure" and that there had been no showing of malice.

Street's attorneys, in seeking Supreme Court review, said, "If she was a public figure in the 1930's, she is not after 40 years of complete withdrawal from the events" of the trial. "She simply wanted to be left alone."

Quello reiterates call for First Amendment fight

Echoing Fowler, commissioner urges broadcasters to put all their efforts behind push to eliminate fairness, 315

FCC Commissioner James H. Quello last week seconded Chairman Mark S. Fowler's call for broadcasters to support the commission's legislative proposals for freeing them from political broadcast regulations, including equal-time and fairness doctrine rules. He also offered a further deregulatory idea of his own, to eliminate the license renewal process and indicated he favors just about any other regulation covering offenses that are within the jurisdiction of other agencies.

Quello, who spoke before the New Jersey Association of Broadcasters in Atlantic City, noted that he has been urging "full First Amendment rights" for broadcasters since 1978 but that, as Fowler has noted, broadcasters have done little to protect their rights, or regain those they feel have been lost.

"If you are really determined to gain these vital freedoms, you need to mobilize your forces for a massive, coordinated drive," he said, in outlining what he said was "a plan for action (and success) for 1981-1982." "Just think of the cumulative impact and sheer power of about 10,000 radio and TV stations concentrating all their resources of personnel, suppliers, public contacts, viewers and listeners."

Then he began ticking off a list of organizations which could be marshaled in broadcasters' behalf—from AAAA to NABOB, from AMVETS to the AMA to AFTRA to the American Bar Association.

"Why not get support from your governors, state legislators, mayors and city councilmen?" he asked.

The main thrust of the argument those resources would make, he said, would be simply that the time has come to remove all First Amendment and regulatory constraints from broadcasting. It is past time to give broadcasting full First Amendment rights, the same as newspapers.

As for the license renewal procedure, Quello believes it would be made obsolete with the adoption of a free marketplace concept for broadcasting similar to that known to newspapers. The savings in time and money would be affected from abandoning a process used to ferret out "those few licensees who have failed to meet a subjective 'public interest standard' would be enormous," and could be better spent on programming and news, he said.

With "comprehensive unregulation," Quello said, broadcasters would be subject to the same laws and rules as newspapers and other businesses—criminal codes, invasion of privacy, libel and slander laws, antitrust laws, equal employment opportunity requirements, and all the rest. There is no need to single out broadcasters for "special restrictive regulations," he said.

Quello sought to assure his audience he was convinced there remains a role for government—though he did not cite any areas anymore examples of where that role might be exercised. And, although he has regularly criticized citizen groups that tried to influence broadcasters' policies through the threats or actual filing of petitions to deny, Quello said, "There is a continuing need for consumer activist participation." He said it should be focused on "products, organizations and services that mislead or bilk the consumer."

Geller petitions FCC to make leased access channels mandatory on large cable systems

The FCC, whose main occupation currently seems to be stripping away regulations, last week was asked to add one, or cable television. Henry Geller, former head of the Telecommunications and Information Administration, and an associate petitioned the commission to initiate a rulemaking aimed at requiring large-capacity cable systems—that with at least 30 channels—to lease a percentage of their channels on a first-come, first-served basis.

Geller, who is now director of Duft University's Washington Center for Public Policy, and Ira Barron, a law clerk at the center, argue that a cable operator's retention of control of content of all channels in a large system—30 to 100 channels, for instance—runs counter to basic commission policy.

They contend that the commission's "diversification policy [alone] compel[ing] substantial leased access." They note that the commission "must not permit one entity to control two TV stations or two radio stations in the same market—yet cable asserts the right to control 100 channels in the same community."

Amidst other things, they cite also "the bottleneck problem." They note that cable operators could foreclose competition in a service—pay television, for instance—by denying a pay television entrepreneur access to the system. "Failure to gain cable access can doom a service," the petition says.

The petitioners' proposal as to the percentagge of channels that systems should be required to lease on a common-carrier basis is relatively modest. They say systems with between 30 and 49 channel should be required to lease between 5% and 10% of them; those with between 51 and 99 channels, between 15% and 20% and those with 100 or more channels, between 20% and 25%.

The petition says a range has been used because the figure chosen will reflect "no a scientific or economic analysis but real a political judgment [as to diversification and related policies] in the highest sense of that abused term." However, the authors say they "strongly prefer" the high end of the range in each case.

The petition faces tough going with a commission that, under Chairman Mark S. Fowler, has embarked on a deregulatory course. What's more, the cable television industry can be expected to muster considerable lobbying skill in opposition to the proposal.

But the petition contains several provisos designed to appeal to the industry. One argues against commission regulation of the rates to be charged for the leased channels. Another says the commission should pre-empt state and local regulation of the services provided by the leased channels.
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ABC Radio
Wyman’s rifle-shot approach to broadcast journalism

CBS president says network will abandon gavel-to-gavel coverage of conventions, won’t be ‘slavish’ in primary treatment; calls for 24-hour voting day and broadcast First Amendment rights

CBS plans to abandon gavel-to-gavel coverage at the 1984 national political conventions in favor of coverage dictated by news judgments, Thomas H. Wyman, president and chief executive of CBS Inc., said last week.

He also suggested that CBS will cut back its coverage of the numerous state presidential preference primaries, saying that “we must all exercise more editorial judgment than we have in the past, when there was a tendency toward slavishly full coverage of the primaries.”

Wyman clearly was calling upon all broadcasters to follow suit. He made the disclosures in a speech to an International Radio and Television Society luncheon Wednesday in New York. He also renewed the call, initiated by former CBS President Frank Stanton years ago, for a national 24-hour voting day, and called for broadcast newsmen to be given “parity with other journalists” through the elimination of restraints imposed by Congress and the FCC.

There is a growing public appetite for broadcast news, which “has captured public trust superior to all others,” Wyman said. To maintain that trust, he said, broadcast newsmen must live up to the highest journalistic principles, and to enlarge their contributions to the democratic process they must be freed of restraints that keep them from operating as print journalists do.

“There are no more powerful means than television and radio to help our citizens recognize and understand the issues of the day,” Wyman asserted. But “there is little doubt that there will be no relief [from restraints] unless we press for it,” he admonished.

On that basis he called for repeals of the fairness doctrine and equal-time requirements, the personal attack and political editorializing rules and the “reasonable access” rule. Of the last, upheld by the Supreme Court in the Carter-Mondale case, he suggested that broadcasters may have to settle for urging a “narrow” interpretation by the FCC, although repeal would be clearly preferable.

Speaking of the presidential nominating conventions, Wyman said that 30 years ago they were “both newsworthy and exciting,” and that gavel-to-gavel coverage gave viewers “a political education sitting in their living rooms.” But, he added, “unfortunately, over the years the conventions have become far less significant political events,” and “we must ask ourselves whether the public is well served by the availability of long hours when the political process is embarrassed by triviality. The viewers say no. They are watching other programs.”

“We cannot blame the politicians very much. I suppose,” he continued, “for they are responding in a very natural way to what they perceive as a golden opportunity for a week of national visibility. The blame is ours.”

“We have been responsible for handling an important step in the political process, and we have done it badly when we were on the air with low-content broadcasts. All of us have witnessed the embarassment of anchormen struggling in a desperate effort to create broadcasts out of non-events.”

As for CBS, he said, “as we see it now, we do not plan gavel-to-gavel coverage for the 1984 conventions. We will be staffed and equipped to provide coverage as fully as the news warrants. We will be there when the conventions open and major developments will be broadcast live. We anticipate that comprehensive summaries will be carried each evening, along with special-subject highlights. It is my expectation that our news people will fill our public service responsibilities far better if we approach the conventions with this perspective.”

Wyman conceded that “some cynics” will say CBS is taking this tack to save money, but he said that is not the case: “We probably will not enjoy any appreciable financial benefit. An extensive editorial and technical complex still will be necessary to provide this coverage. There will be inevitable difficulties in scheduling the portions of the conventions we do carry live.”

The Supreme Court’s Carter-Mondale decision, Wyman said, means that “when a candidate asserts a need for broadcast time, we must sell it to him. Our editorial judgment becomes distinctly secondary. And as soon as one candidate is granted access, the equal-time rule requires us to grant access to other candidates.”

That, he said, “locks us in a vise between the reasonable access and equal-time rules. Loosely interpreted, it could shred the network schedules.”

“We must secure relief from the impact of the Carter-Mondale decision before the next primary season. A narrow FCC interpretation of the decision would be helpful in limiting the damage. The sounder solution would be repeal of Section 312(g)(7) of the Communications Act, which established the reasonable access requirement.”

Wyman questioned whether “nonjournalists” should run broadcast debates between presidential candidates, as the League of Women’s Voters has done in

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the last two elections. “Newspapers have the right to organize such affairs without impediment,” he said. “Why not broadcasters? We will press for the same freedom as other news media, and in the form of permanent change through repeal of Section 315 rather than through temporary suspension. The question is not what is good for the candidate, not what is good for the broadcaster, but what is good for the electorate.”

He said broadcasters should not “laugh off” criticisms of their reporting of election returns while some polls are still open. The criticisms will continue, he said, until the problems are solved.

“When Jimmy Carter decided to concede before polls closed in the West,” Wyman said, “it was a major news development that demanded immediate transmission. Early announcements of official results in the East fall in the same category. Our business, indeed our responsibility, is to report news when it happens.”

The solution, he said, is the 24-hour voting day in which the polls “open and close at the same time everywhere.” He found it hard to believe that this concept could be seriously opposed, and called upon broadcasters to “revive the concept, rally its other advocates and make sure that this reform is achieved.”

Cable, he said, will be an important part of the future and “any major company in our business” will be participating in it “in some way.” But network television, he said, “will remain the most important, the most influential and the most profitable part of the broadcasting business.”

This finding was incorporated into the 1981 ANA survey of “Company Practices in the Use of Corporate Advertising,” released at the association’s Workshop on Communications and Advertising in New York last Tuesday (Oct. 6). The survey was the fourth in a biennial series started in 1975, and its results were based on 362 companies responding, of which 203 ran corporate advertising.

ANA estimated that the 203 companies spent about $675 million in 1981 for corporate advertising, almost 70% of the total. Television was tied with magazines in the number of companies spending most of their corporate ad budget in a particular medium. There were 68 users each for television and magazines.

The survey showed that identification—building better awareness—remains the number-one objective of corporate advertising, named by 44% of the respondents. Other uses of corporate advertising were as a vehicle for umbrella marketing and for issue advertising.

More than 200 advertising executives attended the workshop. They heard the luncheon speaker, R. E. (Ted) Turner, board chairman of Turner Broadcasting System, once more blast the TV networks for “idiotic” programming. He contended that for the past 30 years, commercial television has downgraded patriotism, ridiculed business and crusaded against industry in general but never discussed its own problems.

He said his WSB TV Atlanta and Cable News Network have attracted a substantial number of corporate advertisers because those facilities attract upscale audiences. He predicted a period of rapid growth for the cable industry over the next decade but warned against the concentration on ownership of systems by large corporations.

Dr. Tony Schwartz, president of New Sounds Inc., spoke on radio as a newscasting corporate advertising medium. He suggested that before embarking on a campaign, the advertiser conduct what he called a “pro-search” to ascertain the listeners’ knowledge of the subject at hand. Armed with this information, he said, the advertiser can create a commercial to fill the needs of the target audiences.

Saralee Hyman, vice president of the Cabletelevision Advertising Bureau, provided advertisers with an overview of cable television’s subscriber growth to more than 21 million homes and expected advertising revenues this year of more than $100 million. She said that corporate advertisers have the opportunity via cable to reach the specific audiences, including men, women, children, blacks and Hispanic viewers.

Topol gives S-A view to analysts

Chairmen reports converter division will soon hit the black, sees DBS complementing cable

“With the marriage of business and entertainment services in a cable system taking place ‘at the head-end,’” he said, “that vision of the future was given to New York securities analysts last week by Sid Topol, chairman and president of Scientific-Atlanta, as he detailed for them the growth prospects of both his industry and his company.

For its part, Scientific-Atlanta has logged a 31% compound annual growth in sales and 43% in earnings since 1972, said Topol. In the last eight quarters alone, Topol said, sales growth has topped 40% at Scientific-Atlanta.

Topol quarters industry analyst Pau Kagan’s estimate that converter unit sales will reach six million annually by 1985 and he said that by 1983-84, S-A hopes to have 20% to 25% of the converter market. With over 70 million television homes and converters costing at least $100 each Topol put the total market potential to such products at $7 billion.

As to satellite antennas, Topol predicted that by 1985 there would be 25 to 30 satellites in orbit serving varied users in this country and providing “an adequate amount of transponders.” Topol down played the role Torus antennas, with their capacity to receive signals from up to three satellites, would play in the future. Their chief application, Topol suggested—will be where real estate problems exist, such as “on the rooftops of Manhattan.” Torus design will be in S-A product line “when the time is right,” Topol said.
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VJCW(AM)-WQUT(FM) Johnson City, Tenn. Sold by Tri-Cities Broadcasting Corp. to Bloomingtom Broadcasting Corp. for $3.4 million. Seller is owned by James Wilson who has no other broadcast interests. Buyer is group of 30 stockholders who own WGWAM(AM)-WS2(AM) Chatanooga and WJBC(AM)-WBNQ(AM) Bloomington, Ind. Timothy R. Ives is resident and 12.19% owner. WJCW is on 10 kHz with 5 kw day and 1 kw night. WQUT is 101.5 MHz with 100 kw and antenna 1,500 feet above average terrain. Broker: Cecil L. Richards Inc.

RDS(AM) Tolleson, Ariz.; KYMS(AM) Santa Ana, Calif.; KBRN(AM) Brighton, Colo. Sold by Southwest Broadcasting Inc. to Interstate Broadcastng System Inc. for $2.8 million plus $1 million for covenant not to compete. Seller is owned by Arthur J. Shadek and wife, Katherine F. (44.6% each), their three children at less than 1% each. They own 97% of KPRI(AM) San Diego and ZZY(AM) San Antonio, Tex. Arthur Shadek and wife also own 50% each of OGD(AM) San Diego. Buyer is owned by aul J. Toberty Financial Corp. (60%) and Ronald McClatchey (40%). Stockholder is owned by Paul J. Toberty and wife, Joyce K. (100% jointly), who are range, Calif., real estate developers and investors. McClatchey is general manager of KYMS(AM) Santa Ana, Calif. They have no other broadcast interests. RDS is on 190 kHz with 5 kw day and 250 w night. KYMS is on 106.3 MHz with 3 kw and antenna 130 feet above average terrain. KBRN is 500 kw day with antenna 800 feet.

ASK-AM-FM Lafayette, Ind. Sold by Lafayette Broadcasting Inc. to Allied Roasting Systems Inc. for $2.650,000. Seller is owned by Henry Rosenthal (57%), George William son (7%) and Jerry Miller (4%) who have no other broadcast interests. Buyer is owned by Paul and Ann Lindgren. He is chief executive officer of the Indianapolis-based farm equipment manufacturer and owns 8% each of SRM(AM) Noblesville and WNON(AM) ebanon, both Indiana. WASK is on 1450 hz with 1 kw day and 250 w night. WASK is on 105.3 MHz with 50 kw and antenna 310 feet above average terrain. Broker: Blackburn & Co.

RFD(AM) Columbus-Worthington, Ohio Sold by Buckeye Media Inc. to Salem Media of Ohio Inc. for $1.8 million. Seller is owned by Ohio Farm Bureau Federation, nonprofit group of more than 90,000 Ohio farmers. Michael D. Mahaffey is general manager. It has no other broadcast interests. Buyer is owned by Stuart W. Ep-
for $1.15 million. **Seller** is owned by William A. Lemer, who has no other broadcast interests. **Buyer** is owned by Robert Linowes (30%), Kenneth R. Sparks (10%), Barry Zorthian (10%) and 10 others at 5% each. Linowes is Washington attorney. Zorthian is former president of Time-Life Broadcasting. Sparks is executive vice president, Federal City Council, Washington civic organization. Six of 10 other principals are attorneys with Washington law firm of Verner, Liipert, Bernhard & McPherson. None have other broadcast interests. **WLMD** is 1 kw daytimer on 900 kHz.

**WMAD(FM) Sun Prairie, Wis.** Sold by Patten Communications to Erin Broadcasting for $1,275,000. **Seller** is Southfield, Mich.-based owner of four AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. Patten has also sold, subject to FCC approval, **WGOO(FM) Daytona Beach, Fla.**, for $3 million (Broadcasting, Aug. 3). FCC also granted its approval to sell majority interest in **WMXP(Am) Midland, Mich.** (Broadcasting, Aug. 24). **Buyer** is owned by Nancy C. McManus who holds CP for new AM at Sun Prairie (Broadcasting, July 6). **WMAD** is on 92.1 MHz with 3 kw and antenna 300 feet above average terrain.

**KBLF(AM)-KSNR(FM) Red Bluff, Calif.** Sold by Communications by Design Inc. to Wireless Associates for $1 million. **Seller** is owned by David Caldwell and wife, Kathy, who have no other broadcast interests. **Buyer** is principally owned by Gary Katz, vice president and general manager of **KATA(AM) Arcata** and **KFQI(FM) Eureka**, both California. Katz also is 50.1% owner and managing general partner of **KAGO-AM-FM Klamath Falls, Ore.** **KBLF** is on 1490 kHz with 1 kw day and 250 w night. **KSNR** is on 95.9 MHz with 2 kw and antenna 1080 feet above average terrain.

**KBID(FM) Wichita Falls, Tex.** Sold by Mustang Broadcasting Co. to **KNIN Broadcasting Inc.** for $550,000. **Seller** is owned by Vernon Buck (50%), Lloyd Sutton, James Warman and estate of Paul Teague (16.66% each), who have no other broadcast interests. **Buyer** is owned by Richard J. Moren (99%) and Richard deButts (1%), who own **KNIN(AM) Wichita Falls.** **KBID** is on 92.9 MHz with 100 kw and antenna 920 feet above average terrain.

**KLYQ-AM-FM Hamilton, Mont.** Sold by Bitter Root Broadcasting Co. to Alexander Communications Inc. for $750,000. **Seller** is owned by Luin K. Dexter (99%) and Rosalie Smith (1%) who have no other broadcast interests. **Buyer** is owned by Scott P. Alexander, sales manager at **KLYQ.** **KLYQ** is on 1240 kHz with 1 kw day and 250 w night. **KLYQ-FM** is on 95.9 MHz with 2 kw and antenna 790 feet below average terrain.

**KGNM(AM) Olympia, Wash.** Sold by **KITN Corp. to National Communications Inc.** for $700,000. **Seller** is owned by Donald F. Whiteman (98.8%) and son, Douglas R. (1.2%), who have no other broadcast interests. **Buyer** is owned by S. Walter Reiche and F. A. Koscielak (50% each). They own 40% of **KOSO(FM) Patterson, Calif.** and 12.5% of **WXUS(FM) Lafayette, Ind.** Reiche owns 50% of **WCC(DAM) WYUR(FM) Ripon, Wis.** **KITN** is on 920 kHz with 1 kw day and 500 w night.

**WPTN-AM-FM Cookeville, Tenn.** Sold by **WPTN Inc. to Drue Huffman and Robert W. Gallaher** (50% each) for $650,000. **Seller** is principally owned by Louise Keelner, Naomi S. Turner and J. B. Crowley. Crowley owns 100% of **WMSK(AM) Morganfield, Ky.** and **WCDN(AM) Shelbyville, Ky.** and 32% of **WLCK(AM) Scottsville, Ky.**, all Kentucky. **Buyer** Gallaher owns 20% of **WXNN(AM) Greenville, Ala.** 25.5% of **WKRJ(AM) Burkesville, Ky.** and 75% of **WBC(GAM) Wickliffe, Ky.**, which has been sold, subject to FCC approval (Broadcasting, March 23). Huffman is former vice president and one-third owner of **WLIV-AM-FM Livingston, Tenn.** **WPTN** is 250 w daytimer on 1550 kHz. **WPTN-FM** is on 94.3 MHz with 3 kw and antenna 211 feet above average terrain.

**KQY(AM) Juneau, Alaska** Sold by Mid night Sun Broadcasters Inc. to **KINY Associates for $500,000. **Seller** is licensee of **KINY-TV Juneau. Alvin O. Bramstedt** is president. It also sold, subject to FCC approval, **KTRN(AM) Ketchikan, Alaska** (Broadcasting, Aug. 17). FCC approves its sale of **KENTV Anchorage and KEAR-TV Fairbanks** for $4.6 million (Broadcasting, March 30), and **KENI(AM) Anchorage** for $712,000 (Broadcasting, July 13). **KFAI(AM) Farmanks** for $675,000 (Broadcasting, Sept. 28). **Buyer** is owned by Charles M. Gray (45%), Edward W. Christiansen (25%), Earl F. Reilly and Kenneth L. Wiley (15% each). Gray Christiansen and Reilly are minority stockholders in Midnight Sun. Wiley is station manager at **KINY. KINY** is on 801 kHz with 5 kw full time.


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**Cable**

Cable system serving Boyerton, Pa. Sold by Eastern Pennsylvania Cablevision Inc. to Lame Communications for about $3 million. **Seller** is owned by Richard Treibich who also owns cable systems in
The New Benchmark
Improved In Four Important Ways!

No. 1 Cart Machine
Today, one out of every two broadcast cartridge machines purchased worldwide is an ITB Premium Line machine.
Now, four new features make this first-choice line an even greater value.

Improved Frequency Response
The head is new. The open-faced design is cylindrically shaped rather than hyperbolic. MuMetal laminations are surround-ed by epoxy filler impregnated with aluminum oxide particles for shielding and durability. Core windows are wider than conventional designs. The end result is greatly improved frequency response without low end humps and bumps.

Removable Head Module
True center pivot design. Azimuth, zenith and height adjust independently. Locking one does not affect the others. Steel ball pivots and longer azimuth arms permit finer tuning.

Improved Tape-Head Alignment
New cartridge positioning system assures precise, rigid alignment of tape to head even when insertion is hurried or careless.

Long-Life Pressure Roller
The 525K pressure roller offers twice the pulling power and extended life. Tolerates common cleaning chemicals. Holds its durometer even in high humidity.
**DELTA DASH.**
SAME-DAY DELIVERY
ON PACKAGES UP
TO 70 LBS.

The airport-to-airport rate between any two of Delta’s domestic cities is $40 for packages up to 50 lbs., $60 from 50 lbs. to 70 lbs. between Dallas/Ft. Worth and Los Angeles, or San Diego or San Francisco, the rate is $25 up to 50 lbs. and $45 from 50 lbs. to 70 lbs. Expedited pick-up and delivery available at extra charge. Call (800) 638-7333, toll free. (In Baltimore, you can call 269-6393.) For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your local Delta cargo office.

**CBS answers Bates’s suggestion of 5% ad budget to WTBS**

Network releases marketing information to dispute ad agency’s appraisal of strength of superstation

CBS-TV isn’t going to take it lying down. The contention by the Ted Bates advertising agency that network advertisers should divert 5% of their prime-time network budgets to WTBS-TV Atlanta (BROADCASTING, Sept. 28, Oct. 5) has drawn the ire of the network and prompted its distribution of a “marketing information” release in response.

“We applaud Ted Bates’s attempt to find a means of adjusting for variations in viewing patterns between pay cable, basic cable and noncable households,” CBS said, conceding its own recognition of “the impact of the growth of cable television and more specifically, pay-cable television on network audio-reach levels.”

But CBS said: “We find Bates’s recommendation involving the shifting of substantial advertising dollars from network television to independent superstations, based upon a study of such limited scope, to be a classic case of putting the proverbial cart before the horse.”

CBS contended that Bates failed to analyze “superior solutions” to the “pay-cable/noncable audience imbalance.” The networks said those solutions were “the inclusion in the buy of prime-time network programs known to deliver higher-than-average audiences in pay-cable households,” inclusion of network dayparts “such as late-night and weekend news” that it said perform better than average in pay-cable households, and supplemental spot buys on network affiliates in high-pay-cable penetration markets.

CBS cited one network schedule Bates had
Congratulations on Your First Fifty!
preliminarily reviewed and then dropped from comparative analysis as "atypical" which overdelivered in pay-cable households.

CBS also listed five "shortcomings" in the Bates study: that it was confined to one network schedule, that the superstation buy included fringe dayparts against the network schedule's prime-time only composition, that the demographic composition of Bates's alternative 'inflated household reach' "while, in all probability, not positively affecting target demographic (women 25-54) delivery," that the WTTV buy "probably yielded lower-than-average reach and frequency levels in noncable households" and that the analysis was "confined to May when the independents traditionally make their major programing push."

For Lorimar, times have been better

Prospectus on public offering shows company's profits not what they used to be; film division loss: $10 million

The preliminary prospectus for the first public offering by Lorimar Productions (Broadcasting, Aug. 3), one of Hollywood's most successful independent production companies, is being viewed as an indicator of the firm's changing fortunes.

The prospectus, issued for Lorimar's offering of 30,000 $1,000 notes, 600,000 common shares, and 600,000 warrants, reveals that for the year ending July 25, 1981, the firm's profit was $6,958,000. In contrast, Lorimar's profits jumped from $1,579,000 in 1977 to $6,881,000 in 1980. Before-tax income dropped from $8,501,000 in 1980 to $7,719,000 in 1981.

Although Lorimar's television revenue was a healthy $94.8 million in 1981, the prospectus confirms earlier reports that its film division has been losing money for the past three years. The report pegs the loss at about $10 million for the three-year period, with last year's revenues at just over $31 million (said to be a $4 million loss). The prospectus discloses that, whenever possible, Lorimar will reduce its risk in feature production by lining up third-party equity participation in the financing of its films.

Lorimar, according to the report, has commitments to complete four films, with none in the planning stages. It concludes that problems in feature production have "had the effect of reducing the company's overall profitability."

On the plus side, the prospectus reveals that as of last July 25, Lorimar had a backlog of $149 million in pre-sold network TV programing, syndication and feature film licenses. The company is the second largest provider of network prime-time programming for the 1981-'82 season, with five-and-a-half hours sold.

The report also says that as of last July 25, Lorimar had a long-term debt of $106,843,000. Since that time, the firm has obtained a $115-million line of credit from its banks, of which $102 million had been used by Sept. 15 to retire existing bank debts. The need to reduce its long-term debt is seen as a major motivating factor in Lorimar's decision to make its first public offering.

Growth promised for ad volume on TV, air and cable

Study of agencies shows that investments in cable will rise, with TV climbing as well

A nationwide survey among corporate advertisers concludes that there will be substantial increases in their advertising budgets over the next five years and that cable television is expected to be the main beneficiary.


Some 66% of the respondents indicated that their cable advertising budgets would increase over the next five years, while 53% said their network television and spot TV spending would climb over the same period.

From these findings, Centerpoint commented that "despite the availability of alternatives and the prediction that advertising dollars will support these alternatives in the future, the networks will still dominate the television industry."

The question of television costs was of concern to respondents, with 78% pointing to mounting increases in TV time costs; 78% citing the costs of producing commercials and 80% apprehensive about the cost-efficiency of TV.

A overwhelming majority of advertisers (88%) acknowledged that television is "the most persuasive medium" for advertising. As a consequence, 65% said that even though television costs continue to increase, they must find ways to assure their presence on television.

To another question, 57% of the advertisers surveyed disagreed with the statement that "the quality of programming is not as important as cost-per-thousand target audience considerations."

The survey reveals that 65% of largest advertisers (those with budgets over $1 million) have explored alternatives to television and 82% of them said they would test other media in the next few years. But even mid-size advertisers ($1 million to $15 million) and small advertisers (under $1 million) indicated they intended to investigate television alternatives over the next few years.
Saluting
Sol Taishoff
and
Broadcasting Magazine.

50
Years

Pioneers in Broadcasting

Warner Amex Cable Communications Inc.
Professional Performance
With A Bottomline Benefit.

The MX-5050B

The Otari MX-5050B. The ¼” production machine that’s earned the reputation of The New Workhorse. Because of quality that delivers unmatched reliability. Reliability that an engineer depends on. And accountability that makes your banker smile. Smiles, because it eases your production burdens while making a “return on investment.” The 5050B offers the performance and features of machines which cost more than twice as much, and the “B” will keep on returning your investment long after it’s written off.

Now, that’s why we claim that dollars for dB’s, it’s the best you can own.

The New Workhorse

OTARI

Otari Corporation, 2 Davis Drive
Belmont, California 94002 (415) 592-8311 Telex: (910) 376-4890

Television for NOW

In push to win ratification of Equal Rights Amendment, women’s group is running spots in fund-raising effort

With less than nine months remaining in the effort to win approval of three more states needed for ratification of the Equal Rights Amendment, the National Organization of Women is turning to television as a medium for persuasion. Like many other organizations engaging in issue advertising, particularly those on the right, NOW is not only pitching a cause, it is soliciting funds to fuel the campaign.

The campaign, which was unveiled at the NOW conference in Washington, last Friday, is opening next week on a test basis in five cities—Seattle; Portland, Ore.; Washington; Harrisburg, Pa., and Syracuse, N.Y. In November-December, the second phase begins, with ads running in six of the 13 “unratified” states—Florida, Illinois, Oklahoma, Virginia, North Carolina and Missouri.

The 30-second ads, created by Beber, Silverstein & Partners, of Miami, end with a super and/or voiceover giving an 800 number viewers are invited to call to pledge $20 or more to the ERA “countdown fund.” The spots may be the first in which a liberal organization seeks funds in that manner.

One spot opens on a group of white, middle-aged men in a “smoke-filled room.” Then NOW President Eleanor Smeal is shown on camera asking, “Should a handful of politicians trade away women’s rights?” Another shows two gravestones in a graveyard as a voiceover declares that George Baker’s wife’s credit died with her husband, then adds, “Three weeks ago, Edna Baker finally became George’s equal. No woman should have to wait that long.” The third shows a number of celebrities including Betty Ford, Ed Asner and Alan Alda urging support of ERA.

How long the campaign will run and the amount it will cost depend on whether and how soon the necessary three states ratify the amendment and it becomes part of the Constitution. However, ERA is budgeting a minimum of $2 million. If the campaign stretches to the June 30 deadline for ratification by the 38 states required, the cost could be substantially higher.

NOW officials cite a $6 million figure. But that would not be only for time for pro-ERA ads—which will be changed over time. It will also include time for political advertising. For ERA officials talk of rewarding state officials who support the amendment and of attempting to punish—through negative advertising—those who oppose it. “We will start focusing on candidates in April and May,” said Kathy Bonk, director of NOW’s media project.

NOW is using alternate endings for two spots, in case some stations are unwilling to carry tough issue-oriented ads.
A lot has happened in broadcasting in the last 50 years...

and you covered it all. Thanks, Broadcasting.

RKO RADIO

Happy 25th birthday to video tape from the people who lit the first candle.
Continental quality, per
Performance & service:

offers you a new strength in AM & FM radio broadcast equipment.

NOW! Continental Electronics offers you a new strength in radio broadcast equipment: AM and FM transmitters from 1 kW to 50 kW; transmitter coupling and phasing equipment; antennas, antenna systems and accessories; transmission line and accessories; studio audio equipment; remote studio equipment; STL and transmitter remote control equipment; test and monitoring equipment; 24-hour parts and professional field service for Collins and Continental transmitters.

Since its founding in 1946, Continental Electronics has pioneered many advances in rf transmitter and systems technology at power levels from kilowatts to megawatts; for radio broadcast, communications, radar and scientific research applications. Continental medium and short wave transmitters have achieved a world-wide reputation for quality components and construction; circuit innovations and unique, easy-to-operate designs which produce superior performance.

Call your local Continental sales representative whenever you need product data, information or service. Learn first-hand how we can meet your radio broadcast equipment requirements.

Continental is ready to offer you a new strength in professional service and quality equipment.

Continental Electronics Mfg. Co.
Box 270879 Dallas, TX 75227
Phone: (214) 381-7161
If you buy "Prime Time" spot TV you should know...

WHAT EVENING PROGRAM GAINED VIEWERS ACROSS THE BOARD WHILE NETWORK "PRIME TIME" LOST VIEWERS?
GOOD NEWS
FOR YOUR TV STATION'S NEWS.

Media People is a new alternative resource for finding top caliber television news personnel. From anchors to engineers, we pride ourselves on carefully scrutinizing all of our applicants. We'll send you only those tapes and/or resumes which fit your stated requirements.

You can question what makes news, but we know what makes a news program better. We can provide those people. Contact us, we’re Media People.

GOOD NEWS FOR YOUR TV STATION’S NEWS.

Media People is a new alternative resource for finding top caliber television news personnel. From anchors to engineers, we pride ourselves on carefully scrutinizing all of our applicants. We’ll send you only those tapes and/or resumes which fit your stated requirements.

You can question what makes news, but we know what makes a news program better. We can provide those people. Contact us, we’re Media People.
**Better than ever. Better than "Prime Time."**

Since EVENING MAGAZINE's premiere five years ago, some interesting changes occurred in regard to EVENING's growth vs. the decline of network "Prime Time" programs.

![Bar Chart](image)

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### NETWORK "PRIME TIME"

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Source: A. B. Reports for four Group W Markets where Evening Magazine aired from 7:30-10 PM, Tuesday night. Evening's first broadcast year: Jan 1977, Mar 1978, and Nov 1978. "Prime Time" networks: ABC, CBS, NBC, FOX, and FOX. Primetime ratings reflect time April 1, 1980, to March 31, 1981. The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service cited.

**GROUP W TELEVISION SALES**

New York - Chicago - Detroit - Los Angeles - San Francisco - Atlanta - Philadelphia

Westinghouse Broadcasting Company
PAY TV.
EITHER YOU’RE IN ON THE ACTION.
OR YOU’RE OUT OF THE PICTURE.
BROADCASTERS: BE IN THE PICTURE NOW WITH MDS.

THE MDS OPPORTUNITY.
Now you can become part of the growing pay television industry. Through MDS (Multipoint Distribution Service).

IF YOU’RE LOOKING AT CABLE, YOU’RE OUT OF THE PICTURE.
The government may not allow you to operate cable in your local area. But does that mean you’re closed out from pay tv? No, not with MDS. Cross ownership rules don’t apply and local franchises aren’t needed.

MICROBAND MAKES PAY TELEVISION PAY OFF.
Through new, yet tested technology. It’s really very simple. And affordable. With a surprisingly small investment you can get a jump on competitive pay tv systems. You can even use your broadcast facilities to promote your service.

AN INVESTMENT IN MDS.
With low breakeven levels, MDS pay tv is suitable for almost any size market, whether cabled or not. And with satellite-delivered programming, you are assured of providing the top quality, uncut productions which your audience demands. Even turnkey operations are available to reduce capital risk.

Let MDS pay off for you with pay tv that’s unfettered by the restrictions of cable (both financial and legal). Call Mark Foster at (212) 867-9590.

Get in on the action. If you don’t, someone else will. Get the picture?

WE DELIVER THE WHOLE PICTURE.
Microband National System, 655 Third Avenue, New York, N.Y. 10017
Hollywood, Calif.-based group of four AM's, four FM's and two TV's owned by Roy E. Disney and family. Stanley P. Gold is president and chief executive officer. Buyer: Principally owned by H.A. Gilliam Jr., who is principal owner of WERT(AM) Jacksonville, Fla., and WLKO(AM) Memphis, Tenn. Filed Sept. 22.

- KLYC(AM) Laurel, Mont. (AM: 1490 kHz, 1 kw-D, 750 w-N) - Seeks assignment of license from George M. Fox to Sunstar Communications Group for $344,000 (Broadcasting, Sept. 14). Seller has no other broadcast interests. Buyer: Lonnie M. Smith and Fred Rockwood (49%) each and Derek A. Preece (25%). Smith is vice president at American Tourister Inc., Warren, R.I. Rockwood is vice president of Hillenbrand Industries, Batesville, Ind., parent of American Tourister Preece is former account executive at KXEM(AM) McFarland, Calif. They have no other broadcast interests. Filed Sept. 25.

- KMCD(AM) Ogallala, Neb. (93.5 mhz, 3 kw, ant. 300 ft.) - Seeks assignment of license from Connell RadioWest Inc. to John A. Bower for $75,000. Seller: W. David Connell is president. Licensee has no other broadcast interests. Filed Sept. 25.

- WCTA(AM)(CP) Alamo, Tenn. (1280 kHz, 500 w-D) - Seeks transfer of control of Crockett Broadcasting Corp. from Ralph Clancy and Brandon Townsend (100% before; none after) to Roy Davis (none before; 100% after). Consideration: $4,000. Principal Buyer: is fire marshal for state of Tennessee and former owner of WSUM(AM) Red Bank, Tenn. Filed Aug. 7.

- WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis. (AM: 1220 kHz, 3 kw-D, 500 w-N; FM: 103.3 mhz, 8 kw, HAAT: 230 ft.) - Seeks assignment of license from Advance Broadcasting Corp. to Wisconsin Rapids Broadcasting Corp. for $1,145,000. Seller: Subsidiary of Wisconsin Rapids Tribune Co. publisher, of which is owned by William F. Hoffman. He published the Wisconsin Rapids Daily Tribune and owns, through Advance Broadcasting and Wisconsin Rapids Tribune Co., 18.14% of Forward Communications, Wausau, Wis.-based group of six AM's, six FM's and six TV's. Buyer: Subsidiary of Gazette Printing Co., Janesville, Wis.-based group of five AM's and five FM's owned by Robert W. Bliss family. They also publish three daily newspapers. Filed Sept. 24.

**Actions**

- KINY(AM) Juneau, Alaska (800 kHz, 5 kw-D) - Granted assignment of license from KINY to KINY Associates for $50,000. Seller: Alvin O. Barretted is president. It also sold, subject to FCC approval, KTEN(AM) Ketchikan, Alaska (Broadcasting, Aug. 24). FCC approved its sale of KENI-TV Anchorage and KFAR-TV Fairbanks (Broadcasting, March 30) and KENI(AM) Anchorage, July 13) and KFAR(AM) Fairbanks, Alaska (Broadcasting, Sept. 28). Buyer: Charles M. Gray (45%), Edward W. Chresten (25%) and Kenneth L. Wiley (15% each). Gray is secretary-treasurer and 8.16% owner of Midnight Sun Broadcasters. Chresten is vice president and principal in two Alaska cable TV companies and 33.3% owner of MSB. Wiley is with the Katz agency in Seattle, Wash., and 2.63% owner of MSB. Wiley is station manager at KINY. Action Sept. 25.

- KFAY(AM) Fayetteville, Ark. (1250 kHz, 1 kw-D) - Granted transfer of control of Big Chief Broadcasting Co. from Lovell M. Beasley (100% before; none after) to Letty F. Demarest & Norman D. McChristian (none before; 100% after) for consideration $88,000. Principals: Seller is liquidating 51% interest in station. Buyers are currently principals and general manager and engineer, respectively, and 49% owners. They seek 100% ownership with Demarest 89% and McChristian 11%. Action Sept. 25.

- KBIL(AM)-KSNR(FM) Red Bluff, Calif. (AM: 1490 kHz, 1 kw-D, 250 w-FM: 95.9 mhz, 3 kw, ant. 1,080 ft.) - Granted assignment of license from Communications By Design Inc. to Wireless Associates for $855,000. Buyer is owned by David Caldwell and wife Kathryn, who have no other broadcast interests. Buyer is principally owned by Gary Katz, vice president and general manager of KATA(AM) Arcata and KPMI(FM) Eureka, both California Katz also is 50.1% owner and managing general partner of KAGO(AM) Kalmath Falls, Ore. Action Sept. 24.

- WYYY(AM) Jasper, Ga. (AM: 1490 kHz, 1 kw-D) - Granted assignment of license from Pickens Country Broadcasting Co. to Mountain Broadcasting Co. for $92,439. Seller: Robert P. Schwab Sr. (100%), who also solely owns WLSN(AM) Copperhill Tenn., and WLEH(AM) Ellijay and WPPP(FLM) Blue Ridge, both Georgia. Buyer: J. William Ruckle (100%), who owns Douglassville, Ga., general in surance agency and has no other broadcast interests. Action Sept. 18.

- WXLA(AM) Milledgeville, Ga. (AM: 1060 kHz, kw-D) - Granted assignment of license from Ocoee Broadcasting Corp. to Baldwin County Broadcasting Corp. for $250,000. Seller: Paul Wilkinson, Thomas E. Owen Jr. and Robert H. Herndon (one-third each) for which have no other broadcast interests. Buyer: Donald O. McDougal, Paul S. Atkins and T.C. Rushing (one-third each). McDougal is former Savannah banker and also bought, subject to FCC approval, one-third of WYNQ(AM) Danville, Va. (Broadcasting, Aug. 17 et seq.). Atkins is Statesboro, Ga. builder. Rushing is Statesboro farm supplier. They have no other broadcast interests. Action Sept. 21.

- WLOB(AM) Portland, Me. (AM: 1310 kHz, 5 kw-D) - Dismissed transfer of control of Portland Radio Inc. (Maine) from Portland Radio Inc. (Delaware) (100% before; none after) to Pilgrim Broadcasters (none before; 100% after). Consideration: $1,100 plus assumption of liabilities. Action Sept. 22.

- WLMD(AM) Laurel, Md. (900 kHz, 1 kw-D) - Granted assignment of license from Intercity Broadcasting Corp. to Mid-Maryland Communications Corp. for $1,150,000. Seller: William A. Lerner, who has no other broadcast interests. Buyer is group of 1 stockholders. R. Robert Linowes is chairman and Kenneth R. Sparks is president. Linowes is Silver Spring Md. attorney and real estate investor. Sparks is executive vice president of Federal City Council, Washington-based civic association. None have other broadcast interests. Action Sept. 24.

- WCBY(AM)-FM Cheboygan, Mich. (AM: 1240 kHz, 1 kw-D, 250 w-FM: 105.1, 25 kw) - Granted assignment of license from WCBS Radio Inc. to Fabiano Stricker Communications Inc. for $275,000. Seller: Richard E. Hunt (100%). Hunt also owns WPTW(AM) FM Plaquemps, Ohio, and sells WSOO(AM)-WSUE(FM) Sault St. Marie, Mich. to same buyers (see below)

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**Offering the Communications Industry Total Tower Systems and Services**

Fabrication, Installation and Maintenance of AM-FM-TV-CATV & Microwave Towers

**World Tower Company, Inc.**

Mayfield, Ky.

**Call or Write:**

M. N. "NATE" SHOLAR, Owner

WORLD TOWER CO., INC.

P.O. Box 405

Mayfield, Ky. 42066

Phone (502) 247-3649
Studio Standards
Canon 18X Series, Canon 12X Series

Canon broadcast television lenses represent the state-of-the-art, providing an exceptional combination of advanced electronic technology, mechanical durability and optical superiority.

ABC Television has made Canon 12X and 18X Series broadcast lenses standard in practically all of their major studios and production facilities. One reason is outstanding performance: dynamic range, high sensitivity and relative aperture, and superior edge-to-edge sharpness. Another is reliability, proven day in and day out on major ABC shows and local and network news.

Tune in any time to see why Canon lenses should be standard in your operation, too. Or call or write for detailed information and full specifications on Canon studio lenses. The standards against which all others should be judged.
Buyer is owned by James C. Fabiano (60%) and James W. Strickler (40%). Fabiano is businessman in Mt. Pleasant, Mich. Strickler owns geological consulting firm in Carbondale, Ill. Action Sept. 22.

KDWZ(FM) Cookeville, Tenn. (FM: 97.1 mhz, 10 kW, antenna 360 ft.; Grantor: transfer of control of Station broadcasting inc. from Philip and Deborah Sonksen (100% before; 20% after) to Michael L. Leighton (none before; 80% after; consideration: $7,587). Principals: Seller: Philip Sonksen; others: Michael L. Leighton.

WWAO(FM)(CP) West Union, Ohio (FM: 103.1 mhz, 1.4 kW, antenna 471 ft.; Grantor: assignment of contract from Bell Broadcasting inc. to Ohio River Broadcasting Association for $4,870. Seller: principally owned by Joel M. Bell, president, who has no other broadcast interests. Buyer: Virginia M. Pardy (76%) (her parents Arthur H. Moore and Helen L. (12%) (other people). Purdy owns the property, Ohio, Ohio shop. Miners are retired. Action Sept. 21.

KSY(FM) Roswell, N.M. — Traded by Ray Moran to Cary L. Acker as partial payment for KYTV(TV) Amarillo, Tex. (see below). KSY is on 97.1 mhz with 25 kw and antenna 233 feet above average terrain. Action Sept. 29.

WRAM(D) Ridgeland, S.C. (AM: 1340kHz, 1 kW D; Grantor: assignment of license from Ridgeland Broadcasting Co. to Voice of Entertainment inc. for $10,000 plus accounts receivable at closing. Seller: Dure B. Robinson and wife, Helen (75%), and J. Omin Tice Jr. (25%), who have no other broadcast interests. Buyer: Tyrome G. Lowther and wife, Eugene and latter's mother. USFloa Inc. (one third each). Tyrome Lowther is associated with Ridgeland convocation center. Eugene works for Medical Services of America. USFloa is school principal. They have no other broadcast interests. Action Sept. 21.

WPTN-AM-FM Cookeville, Tenn. (AM: 1550 kHz, 250 w-d, FM: 94.3 mhz, 3 kw, antenna 210 ft.; Grantor: assignment of license from WPTN inc. to Druze Hiltons and John W. Hall for $605. Seller: principally owned by Louise Keil, Naomi S. Turner and J. B. Crawley. Crawley owns 100% of WMSK (AM: Morganfield, KY, 50% of WLHG (FM: 96.5 mhz, Bardstown, KY, 50% of WLCK-AM-FM Scottsville, all Kentuck. Buyer: Hiltons and Hall (50% each). Hall owner of WFXN (FM) Greeneville, Ala., 25.5% of WKYR (AM) Burlington, Ky., 75% of WICM (AM) Wickliffe, Ky, Hiltons is former vice president and


WTIT(FM) Franklin, Tenn. (AM: 950 kHz, 1 kW D; Grantor: transfer of control of station broadcasting inc. from Tom T. Hall and others (none before; 100% after) to Tom T. Hall and others (none before; 100% after; consideration: $35,000. Principals: Seller owns Tom T. Hall (100%); others have no other broadcast interests. Buyers are Tom T. Hall (100%), John D. Lentz and Tanny D. Rice Jr. (10% each). Hall is Nashville-based entertainer and 49% owner of WAGG(FM) Franklin, Tenn. City of Nashville attorney Rice is booking agent. Action Sept. 21.

KJTV(TV) (CP) Amarillo, Tex. (ch. 14, 12.6 kw, 20.4 aura, 832 ft.; Grantor: assignment of license from Amarillo Television inc. for KRZ(FM) Roswell, N.M. plus $25,000. Seller: Ray Moran (100%). He assigned his license for KTV in exchange for license of KRZ(FM) Roswell, N.M. plus additional consideration. Acker also owns 100% of KWAS(FM) Amarillo, 100% of KROS(FM) Jacksonsvill., Fla., 80% of KJAK(FM) Stein, Tex., 50% of KFXX(FM) Los Angeles, Calif., 50% of KLEF(M) Shreveport, La., and 25% of KLJF(M) Springfield, Mo. Buyer: Ray Moran (100%). He also owns KRSY(FM) Roswell, and KFJE(FM) Lubbock, all Texas, and 30% of KRZY(AK)-KRST(FM) Albuquerque, N.M. Action Sept. 10.

KKOL(A) El Paso, Tex. (AM: 1590 kHz, 1 kw; Grantor: assignment of license from Lubbock Broadcasting inc. to Go Group Inc. for $105,000. Seller: FB. Taylor, wife, Mable, son James (30% each); Charles C. Ashworth (10%). They also own KINT- FM El Paso. Buyer: George L. Acker (100%). He owns KFAS AM Amarillo, TX., WROS(FM) Jacksonsvill., Fla., 50% of KFXX(FM) Shreveport, La., 80% KJAK(FM) Stein, Tex., 50% of KFXX(FM) Los Angeles, Calif., 50% of WFXN (FM) Greeneville, Ala., 25.5% of WKYR (AM) Burlington, KY., 75% of WICM (AM) Wickliffe, KY, Hiltons is former vice president and


KBID(FM) Wichita Falls, Tex. (FM: 9.2 mhz, 10 kw; Grantor: assignment of license from Mustang Broadcasting Co. to KNIN Broadcasting Inc. for $250,000. Vernon Beck (50%); estate of Paul Tague, Lloyd Sutton and James Warner (66.66% each); who have no other broadcast interests. Buyer Richard J. Moran (99%) and Richard DeBults (1%) who own KNIN(FM) Wichita Falls. Action Sept. 23.

KITN(A) Olympia, Wash. (929 kHz, 1 kw, 50 kw w-n); Grantor: assignment of license from KITN Corp. to National Communications Inc. for $700,000. Seller: Donald F. Whitman (98.8%) and Donald L. Whitman (1.2%), who have no other broadcast interests. Buyer: S. Walter Richey and F. A. Koscielski (50 each). They each own 40% of KOSO (FM) Patterson, Calif., and 12.5% of WXXE(FM) Lafayette, Ind. Also, Richmond owns 50% of WCW(AK)-WUR(FM) Repton, Wis. Action Sept. 23.

WMAD(FM) San Pierre, Wis. (91.2 mhz, 3 kw, antenna 360 ft.; Grantor: assignment of license from Pat ten Broadcasting Inc. to North Broadcasting Inc. for $1,275,000. Seller is Southfield, Mich.-based owner of five AM's and four FM's owned by Mr. P. Patterson, chairman, and 20 others. Patterson also holds subject to FCC approval. WDQO(FM) Dayton Beach, Fla., for $2 million (BROADCASTING, Aug. 10). FCC also granted it approval to sell majority interest to WMPX(AK) Midland, Mich. (BROADCASTING Aug. 24). Buyer is owned by Nancy C. McMahon who holds 15% for new AM at San Pierre (BROADCASTING, July 6). Action Sept. 23.

Facilities Changes

AM applications

WIBO(AK) Tampa, Fla. — Seeks CP to change hours of operation to 0 to by adding 1 kw, change E power to 15 kw, install DAA-N, and make changes in ant sys.; change frequency to 1040 kHz; change city of license to Pinellas Park, Fla.; change TL to change SL & C. Action Oct. 2.


WJXK(AK) Spring City, Tenn. — Seeks CP to

Kosie, L. — Seeks CP to change SL to 1 Bala Cynwyd Plaza, Bala Cynwyd, Pa. Ann. Sept. 29.

WJXK(AK) Spring City, Tenn. — Seeks CP to change SL to 1 Bala Cynwyd Plaza, Bala Cynwyd, Pa. Ann. Sept. 29.
Before there was LPTV, there was low-power television.

There was EMCEE, too.

In 1960, before there was LPTV, there was low-power television translator service. And EMCEE Broadcast Products television translators.

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Broadcasting has changed over the past twenty-one years. The EMCEE commitment to low-power television technology has not. This commitment is your assurance of reliable performance for your station. Whatever your requirements.

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EMCEE WHHV
"We sold the Dick & Bert Campaign for $50,000 from the demo tape, alone!"

I'm a copywriter, and outside of ads, I couldn't sell a raffle ticket to my grandmother. But I can sell The Creative Department with no problem... I tried it. I took the demo tape that this ad is all about to a car dealer in my market... he's been disenchanted with radio, but he listened. Before it was even over, he said "I like that... I want it." Instant excitement.

The Creative Department has put together a collection of brilliant campaigns here, and your station can have the exclusive on them, in your market. And they do sell themselves... I proved that to my satisfaction.

A neophyte salesman who'd been in radio for two weeks, took the same tape to a merchant who had never advertised on radio in his market... sold him on a $28,000 schedule. Just listen to it... you'll see why (or, rather, hear why) it rivets their attention, on the spot. It'll rekindle the interest of old, 'dead' accounts and generate new leads all over your market. Here's what station personnel are saying about it:

WSGN, Birmingham, AL. Debbie Crumpton, Gen. Sales Manager—(205) 942-0600

"I really like being able to offer such super creativity to our clients at a price they can afford! It sets us above all the other stations in the market place. We've already sold $45,000 worth and I know we'll continue to do well with The Creative Department.

KJQY, San Diego, CA. Dave Pearlman Sales Manager—(714) 238-1037

"We sold a Toyota Dealership the Dick & Bert for $47,000. This not only quadrupled their annual expenditure on KJQY, but they also decided to spend over 80% of their total advertising dollars in San Diego on Radio."

WRAL, Raleigh, N.C. Claire Shaffner, General Manager—(919) 781-6101

"We played a Dick & Bert campaign for a restaurant client and we got the order right on the spot from a brand new client who had spent zero dollars. The schedule was for 52 weeks and it paid for the entire package. In the first three days we wrote $72,000 of new business."

WXCL/WKQA, Peoria, IL. Dick Lewis General Manager—(309) 685-597.

"The largest single sale ever accomplished on WXCL/WKQA was made utilizing the Creative Department. It more than paid for our cost. The Creative Department did everything FirstCom says it will and MORE!!"

KFMG/KAMX, Albuquerque, N.M.

Tom Birk, General Sales Manager—(505) 265-8811

"We presented a campaign from the Creative Department to a furniture store here. We not only closed the sale but the advertiser quadrupled his budget."
Put a stable of commercial superstars to work, selling for you... introduce your market to THE CREATIVE DEPARTMENT!

And there are many, many more such graphic examples in markets of all sizes, throughout the country... and it's available to you. When you tap the resources of the Creative Department, you've acquired exclusive rights in your market for profit center the likes of which you've never heard before... at a fraction of what it would cost to produce anything comparable to these highly original, revenue-generating commercials... commercials that incorporate the biggest names, the rightest talent, and the most professional production staff in the business!

These result-producing, lead-generating, sales-reviving commercials have won every top honor in broadcast and increased sales (for the stations and the merchants) in every market in which they've aired.

Put the magnetic, compelling sales once and for all from the Creative Department to work in your market... before someone beats you to it. Send the coupon, or write, or call FirstCom, now.

YES! HAND IT OVER. I WANT TO SEE HOW IT PLAYS (AND PAYS) IN MY MARKET.

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214-934-2222 (Call collect)

FirstCom
change TL to Ideal Valley Road, Spring City, Tenn. Ann. Oct. 2.

FM applications
- WOQC(FM) Berlin, Md. —Seeks modification of CP (BPW-11,087, as mod.) to identify as Berlin-Ocean City, Md. Ann. Oct. 2.
- KCCM-FM Moorhead, Minn. —Seeks modification of CP (BPED-79329AJK) to make changes in ant. sys.; change TL and SL and RC; change type trans.; change type ant.; decrease ERP to 66.3 kw (H&V); increase HAAT to 655 ft. (H&V) and change TPO. Ann. Oct. 1.
- KZFM(FM) Corpus Christi, Tex. —Seeks CP to change TL, respect SL/RC; increase ERP to 100 kw (H&V); change HAAT to 640.3 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Sept. 25.

TV applications
- KRIV-TV Houston —Seeks CP to install an aux. ant. at four miles S.E. of Missouri City, Tex.; change ERP to 450 kw, 69.5 kw aud., and change trans. Ann. Oct. 1.

TV actions
- KLAA(TV) West Monroe, La. —Granted CP to change ERP to 100 kw, 105 kw aud., and change trans. Action Sept. 16.
- KXTT-TV Dallas —Granted CP to change ERP to 450 kw, 450.8 kw aud., and change trans.; make changes to ant. sys. Action Sept. 22.

AM actions
- WQDK(AM) Decatur, Ga. —Granted CP for changes in ant. sys.; change TL; and increase height of tower to 346 ft. Total Aug. 20.
- KNCN(AM) Fortuna, Calif. —Granted CP to make changes in ant. sys. Action Sept. 16.
- WPZU(AM) Evanston, Ill. —Grant modification of CP (BPW-921, 239 as mod.) to change TL to N.S. quadrant of intersection of Dunbar Road and Northern Illinois Toll Highway, Wheeling, Cook County, Ill. Action Sept. 17.
- WMRM(AM) Westwood, N.J. —Granted modification of CP (BP-20385) to change TL. Action Sept. 17.
- WSBY(AM) Salisbury, Md. —Granted CP to increase N power to 5 kw; change TL; change SL and RC to undetermined site. Action Sept. 17.
- WNCO(AM) Ashland, Ohio —Granted CP to move ant. site; increase tower height and decrease ant. power to compensate for increased ant. efficiency. Action Sept. 16.
- WTRW(AM) Dyersburg, Tenn. —Granted CP to make changes in ant. sys.; increase height of tower to accommodate FM ant. and change SL and RC. Action Sept. 22.
- WOXE(AM) Lawrenceburg, Tenn. —Granted CP to change TL; increase tower height and decrease transmitter output power. Action Sept. 22.
- WVEE(AM) Memphis —Granted CP to change city of license from Memphis to Germantown, Tenn.; change hours of operation to U by adding 2.5 kw, D: 6 N; increase D power to 2.5 kw, change D and N, TL; change SL and RC. Action Sept. 22.
- KSOK(AM) Dallas —Granted CP to change hours of operation to U by adding 1 kw, D: 6 N; change city of license from Dallas to University Park, Tex.; change SL and RC, and make changes in ant. sys. Action Aug. 28.

FM actions
- KFMM(FM) Thatcher, Ariz. —Granted modification of CP (BPW3902329BB) to locate SL and RC. Action Sept. 22.
- KPOF(FM) Roseville, Calif. —Granted CP to change TL, change SL and RC; increase HAAT to 394 ft. (H&V); change type trans. and make changes in ant. sys. Action Sept. 24.
- KBOS(FM) Tulare, Calif. —Granted CP to change TL; increase ERP to 16.4 kw (H&V); increase HAAT to 947 ft. (H&V) and make changes in ant. sys. Action Sept. 22.
- KSTC-FM Stenning, Co. —Granted CP to install aux. ant. on main tower, to be operated with ERP of 1.8 kw (H&V); change HAAT to 424 ft. (H&V) and change TPO (for aux. purposes only). Action Sept. 25.
- WETA-FM Washington, D.C. —Granted CP to install aux. ant. on main tower, to be operated with ERP of 8.05 kw; change HAAT to 448 ft. and change TPO (for aux. purposes only). Action Sept. 16.
- KJVE(FM) Kailua, Hawaii —Granted modification of CP (BPW-800225AG) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 10 kw (H&V) and change TPO (for aux. purposes only). Action Sept. 16.
- WKKF-FM Aurora, Ill. —Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 880 kw (H&V); increase HAAT to 510 ft. (H&V) and change TPO. Action Sept. 22.
- WCLF-FM Carbondale, Ill. —Granted CP to make changes in ant. sys.; increase ERP to 175 kw (H&V); increase HAAT to 400 ft. (H&V); change SL and RC and change TPO. Action Sept. 18.
- WCBW(FM) Columbus, Ill. —Granted CP to change TL; change type trans.; change type ant.; decrease ERP to 1.75 kw (H&V); change HAAT to 500 ft. (H&V) and change TPO. Action Sept. 22.
- WNNI-FM Evansville, Ind. —Discontinued application for modification of CP (BPED-2933, as mod.) to decrease SL and RC to 9201 Petersburg Road, Evansville, Ind. Action Aug. 12.

Designated for hearing
- Tahoe City, Calif. new FM (96.9 mhz) —High Sierra Broadcasting Inc., Cascade Communications Co., Tahoe City Wireless Ltd., Minority Broadcasters of Tahoe Inc., North Tahoe Broadcasting Co. and The Women’s Network and North Shore Broadcasters; to determine with respect to Cascade whether original application and amendment were properly certified and executed; whether Cascade attempted to mislead FCC or was lacking in candor with respect to preparation of its application; whether Cascade should be disqualified or comparative demerit assessed; with respect to Wireless, Minority, Women’s, North Tahoe and North Shore if they are financially qualified; which of proposals would, comparatively, best serve public interest; and which to grant (BC Doc. 81-637-643). Action Sept. 11.
- Decatur, Ill. new TV (ch. 22) —Decatur Foursquare Broadcasting Inc. and Jackson Telecasters Inc. to determine with respect to each applicant whether there is reasonable possibility that tower height and location proposed would constitute hazard to air navigation; whether Decatur Foursquare is financially qualified; which of proposals, comparatively, would better serve public interest; and which of applications to grant (BC Doc. 81-663-664). Action Sept. 18.
- Norfolk, Va. new TV (ch. 49) —Tidewater Television Corp., Focus Broadcasting of Norfolk Inc. and

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Broadcasting Oct 2 1981

FCC tabulations as of Aug. 31, 1981

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Tidewater Community Broadcasting Inc. to determine if Tidewater and Focus are financially qualified; whether there is reasonable possibility that tower height and location proposed by Focus would constitute a hazard to air navigation; which proposals would, comparatively, best serve public interest; and which to grant. (BC Doc. 81-667-669). Action Sept. 18.

Procedural rulings
- Indianapolis TV proceeding (Channel 59 of Indiana Inc., et al.)—ALJ Edward J. Kuhlmann granted joint petition and approved settlement agreements; dismissed applications of Channel 59 of Indiana, United Television Corporation of Indiana and Indiana 59 Inc.; authorized reimbursement by Indianapolis Television Corporation to Channel 59 for $72,254.51, to United for $29,011.43, and to Indianapolis 59 for $20,035.94; granted petitions by applicants for leave to amend, granted Indianapolis Television Corporation's application and terminated proceeding (BC Doc. 81-122-232). Action Sept. 22.
- Deadwood, S.D., FM proceeding (Associated Investors Inc., and Flatau Broadcasting Inc.—ALJ Joseph Stimmer by two separate actions, granted petition by Flatau to meet financial issue specifically against it (By Order, Action Sept. 22); granted joint petition and approved agreement, authorized reimbursement to Flatau for $77,000.00, dismissed Flatau's application with prejudice and ordered Associated Investor's application remain in hearing status (BC Doc. 81-78-90). Action Sept. 22.
- Fairview, Tenn. AM proceeding (B. L. C, Inc., and Bryant Radio Co.—ALJ Byron Eickson by two separate actions, dismissed as motion by BLP to enlarge issues (By Order, Action Sept. 23); and granted joint motion and approved agreement, authorized reimbursement to Bryant for $6,629.35, dismissed as preferred by action, granted BLP's application, terminated the proceeding (BC Doc. 81-118-119).

FCC decisions
- FCC upheld station's action denying Fairness Doctrine complaint filed by Don R. Cunningham against WOWT(TV) Omaha, Neb. Cunningham claimed he had complied with editorial policy of WOWT(TV) in attempting to reply to its editorial opposing city's Home Rule Charter, but was denied such reply three weeks after editorial was aired, contrasting view was given by president of Omaha City Council. By failing to act upon request immediately, Cunningham contended, it became stale. FCC's Broadcaster Bureau pointed out that under Fairness Doctrine licensees has discretion in handling complaints and no individual has right to receive broadcast time. Because only three weeks had elapsed between airing of editorial and contrasting viewpoint, Bureau said station has not failed to act reasonably in fulfilling Fairness Doctrine. Commission agreed, stating Cunningham's application for review of Bureau's action contained insufficient grounds to reverse ruling. Action Sept. 22.
- FCC affirmed Bureau's denial of complaint that KCONS-TV El Paso, Tex., had broadcast slanderous documentation about jailing bond issue and failed to identify sponsor. Complaint stated that documentary, which was furnished by political action committee and which KCONS-TV aired in Sept. 1979, portrayed county employees as prisoners, which amounted to news staging, and that program lacked sponsorship identification and complained that station helped produce program. At Bureau's request, KCONS-TV investigated and supplied Bureau with visual slide of sponsor credit that allegedly appeared at end of documentary. Bureau determined that complainant's assertion that station participated in program's production and intentionally distorted news was unsubstantiated. Commission affirmed Bureau's news distortion finding and further stated that either no sponsorship identification announcement was shown at end of documentary or not all present questioned facts, but that such isolated incident did not warrant hearing. Thus agency admonished KCONS-TV and said it expects station to 'be particularly sensitive to, and comply with, the statutory and regulatory provisions regarding sponsorship identification statements' to ensure that public knows who is attempting to persuade it. Action Sept. 22.
- FCC denied Northern Television Inc., review of $500 for repeated frequency deviation of KTVA(TV) Anchorage, Alaska. Fine was assessed on April 1980, because licensee failed to maintain its assigned frequency within permissible limits on four dates in 1979. FCC said Northern had not submitted any evidence that substantial loss of accuracy of equipment might have been faulty. It said FCC frequency measuring equipment has specified frequency accuracy within 0.1 MHz better than frequency tolerance permitted by rules for broadcast services and it is periodically calibrated to ensure compliance with this specification. FCC noted STA referred to by Northern was granted six times were not committed. Therefore, FCC said, Bureau was correct in assessing that forfeiture and no mitigation was warranted.
- FCC denied request by K.A.L.E., Inc., licensee of KALEAM(TV) Tri-Cities, Wash., for review of $1,500 fine for repeated violation of rules and failure to comply with terms of license. Last October Broadcast Bureau assessed $1,500 forfeiture after finding licensees repeatedly failed to cease operation by remote control within one hour after detection of system malfunction, failed to calibrate controls of remote control system, failed to make antenna proofs of performance and failed to comply with license requirement made for field strength measurements. It rejected K.A.L.E.'s assertion that fine should be reduced or cancelled because it took corrective steps on its own saying that if licensees had been careful violations would not have occurred. Action Sept. 22.
- FCC affirmed previous ruling which dismissed New Jersey Public Broadcasting Authority's application to move transmitter of WNBTV(TV) New Brunswick, N.J. to West Orange, N.J. NPBA tough reconsideration of Nov. 1979 FCC decision which disapproved application for waiver of short-spacing requirements because proposed relocation caused significant interference to WBCI(TV) Bridgeport, Conn. In that decision FCC noted move would cause two stations to be 12.7 miles closer to each other than allowed. FCC denied reconsideration finding that NPBA had not presented any new argument to show original ruling was in error. Action Sept. 22.
- FCC approved assignment of licenses to WNBQ, WNBQ and WNBQ-FM Metro Broadcasting Co., Inc., licensee of WMBQ, WMBQ, and WMBQ-FM, Inc., respectively owned by Richard E. Hunt, to Fabiano-Strickler Communications Inc. FCC adopt rule prohibiting commonly-owned AM's and FM's in same market, Fabiano-Strickler will be required to divest itself of one or two stations in accordance with rules. FCC rejected petitioner alleging that WMBQ's proposed news programming was inconsistent with Section 73.1250 of rules concerning emergency broadcasting because AM's were sort of emergency area. It said that normal emergency study by FCC's staff had revealed that except for WNBQ an WNBQ, other AM's, including WQBQ, did not provide emergency hours during daylight hours. FCC cited WMBQ's proposal to provide emergency weather information during presurvival periods.
- FCC approved accepted EBO Program for KS(TM) (AM) El Paso, Texas. In letter sent in Oct. 1980, FCC directed station to develop more comprehensive EBO program because of station's failure to recruit Hispanic employees. Action stated that though station had acknowledged that insufficient number of Hispanic had applied for jobs, it had done nothing to analyze problem or propose alternative recruitment services. In 1980, FCC directed station to form a system to evaluate effectiveness of retransmission sources and had added new sources to attract applicants from El Paso's large Hispanic available workforce. Action Sept. 22.
- FCC denied Joseph Dale Soler reconsideration of
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   LAWRENCE B. TAISHOFF  
   Publisher  

*Average no. copies each issue during preceding 12 months.  
**Actual number of copies single issues published nearest to filing date.  

KESX(FM) Fort Worth, and KLIS(FM) Palestine to specify newly assigned channels; effective Nov. 23 (BC Doc. 81-102). Action Sept. 17.

** FCC established Temporary Commission on Alternative Financing for Public Telecommunications mandated by Public Broadcasting Amendments Act of 1981 to study possible sources funding. Commissioner James H. Quello was designated as chairman. First meeting is Oct. 2, provided General Services Administration approves charter, as required.  

Applications  
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Sought by  
New AM's  
KBXN  
Bear River Broadcasting Inc., Tremonton, Utah  
WYKM  
New FM's  
KKAZ  
Parano Broadcasting, Page, Ariz.  
WMMK  
Gulfcoast Broadcasting Inc., Destin, Fla.  
WGRS  
Vaccation&Broadcasting Services Inc., Saco, Maine  
KIDM-FM  
Miles City Broadcasting Corp., Miles City, Mont.  
KHEM  
Stephens County Broadcasting Co., Commerce, Okla.  
New TV's  
WLX-TV  
Consolidated Broadcasting Corp., Greeneville, N.C.  
KEQO  
Red Caper/Country Broadcasting Corp., Endicott, Idaho  
WYOL  
WLRS  
WYCN  
WKRU  
WTRW  
WGAM  
WABO  
KRWV  
WJWZ  
WJRT  
New Existing FM's  
KKRQ  
KSDM-FM, Sibley, Iowa  
KORQ  
KSHB  
KSGU  
KRTM  
KCCM-FM  
KGTM-FM, Kearney, Neb.  
WFRN  
WIAZ  
KQXZ  

text continues

Grants  
Call  
Assigned to  
New AM's  
WXIR  
East Cooper Communications, Mount Pleasant, S.C.  
KQFO  
Seguro Broadcasting Co, Marana, Ariz.  
KQCG  
Valley FM Radio, Weed, Calif.  
WEWZ  
Radio Stations, Inc., St. Augustine, Fla.  
WLS  
Western Illinois University, Macomb, Ill.  
WKSO  
WCCW  
New TV's  
WJQ  
Sage Design Communications Inc. Sagen, Minn.  
WXAT  
Alecio Video Corp. Alecio, Pa.  
Existing AM's  
KZKZ  
KXZ  
KBQ  
WBGI  
WKMK  
WOKW  
WOKW  
WSSS  
WKTU  
KSHB-TV  
KKB-TW, Kansas City, Mo.  

Broadcasting Oct 12 1981 114
SOL,

CONGRATULATIONS
FROM YOUR
FIRST
ADVERTISER!

HUBBARD
BROADCASTING,
INC.
Welcome to the 50th Anniversary Club

Summit knows what a golden anniversary feels like.

Ours was last year. We entered broadcasting in 1950 with WSJS-AM in Winston-Salem.

We've grown with the industry just as Broadcasting has grown.

In 1947 we acquired our first FM station.

In 1953 we entered the growing Television field.

In 1970 our first Cable System became a reality.

And now we're into Space. We've just added a new satellite division devoted to business communications.

Summit's 50 years in broadcasting have been exciting, and we're looking forward to the next 50.

For all those years, we've enjoyed Broadcasting and we've learned a lot. We're looking forward to the next 50 years of Broadcasting, too.

So, congratulations Sol. And thanks. Broadcasting wouldn't have been the same without Broadcasting.
It seems like only yesterday that we put the first issue of Broadcasting to bed. Now, 50 years later, we’re putting the 2,341st issue to bed—the one enumerated Vol. 101, No. 15. That’s a lot of printer’s ink for anyone’s lifetime, and I count myself lucky to have been able to spend so much of it at work and play with the business and the people I love best.

This 50th anniversary issue is special in a number of respects. It serves to sum up the year-long history of the industry that Broadcasting has been publishing week by week for the entire course of this past anniversary year. Somewhat reluctantly, I was persuaded to add my own recollections to those the magazine has put on the record over the years; they appear in the “At Large” interview that occupies pages 119-142.

Immediately after that we’ve assembled a 50-year chronology of major stories and milestones that we believe all readers will find useful in the years to come. It begins with the “Fifth Estate Family Tree” on pages 144 and 145, in which we’ve tried to capture in one artful embrace all the media we’ve come to call our own.

And then we put the past behind us in a major special report—beginning on page 207—looking ahead to what the world of electronic communications will be like in the year 2001, a short 20 years from now. We hope you’ll find that reporting as thought-provoking as we do. This much is sure: It’s going to be fascinating to see how it all turns out.

So now we’re off on the second 50 years. We hope our family tree, and yours, will continue to flourish, and that readers will always have reason to feel about the magazine as we do: that the best issue of Broadcasting is the next one.
Congratulations!

50 years of Broadcasting

Fetzer
50th Anniversary

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

WJFM
Grand Rapids

WKJF(FM)
Cadillac

KOLN-TV
Lincoln

WWAM
Cadillac

KGIN-TV
Grand Island

KMEG-TV
Sioux City
"The First 50 Years Were the Hardest"

When did you get your start in broadcasting?

I wrote my first radio story probably around 1925, when I was at the Associated Press doing offbeat things and radio wasn't assigned to anyone. The Department of Commerce licensed radio ships at sea—the old safety of life, SOS thing. It wasn't until 1927 that you got a Federal Radio Commission.

When did the idea of Broadcasting magazine first germinate?

It probably started when Martin Codel and I were on the staff of the U.S. Daily for David Lawrence, probably in 1928 or 29. He was writing the Robert Mack radio dispatch for the Consolidated Press. I spelled him when he was on other assignments, and I also wrote the Mack dispatch. I've forgotten precisely when Codel left the United States Daily, which was the predecessor of the U.S. News & World Report, but when he left, I immediately began to write the Robert Mack dispatch on what amounted to a full-time basis, five days a week. When I had a story that was hot or timely on Saturday or Sunday, I would write it for my own byline and distribute it on the Consolidated Press Association wire, which David Lawrence also owned.

After Codel left and went to work writing a column for the North American Newspaper Alliance we became competitors but we remained friends. He was not married then and had very few ties here, and occasionally I would take him home with me on Friday for a kosher meal. We started talking about radio needing its own Editor and Publisher. The idea of Broadcasting germinated from those discussions. That was in the late 1920's.

By that time Codel had left the North American Newspaper Alliance to run something he labeled the Radio News Bureau in Washington—special coverage for radio stations and a weekly newsletter. I was still writing the Robert Mack dispatch and working for David Lawrence. And the newsletter business wasn't doing very well.

How much were you making with Lawrence?

I was making $45 a week on the U.S. Daily, $35 a week for writing the column. But on the side, whenever I covered a hearing or something like that, I might furnish a black sheet [carbon copy] for the New York Times or the New York Herald-Tribune. It was nothing to work 12 or 14 hours a day on these things. I was doing pretty well. I was probably averaging over $100 a week, which was much better than most news guys in town were doing.

The Robert Mack dispatch was a pseudonym owned by David
Lawrence. I was Robert Mack number three, and Codell was number two. Lawrence also had another specialized column on business way ahead of the press associations. I remember he had another columnist whose name was Hardin Colfax, which spelled out "hard and cold facts." He also was one of the early European dispatch distributors, and if I remember correctly, he had a byline man named Paristonatti. Don't ask me how to spell it, but any guy that came along that had come back from Europe and had a good feature story got the Paristonatti byline. And this was Lawrence's genius.

Who was Robert Mack number one?
A fellow named Bill Sweetzer, who was an announcer on WRC here and who was assigned to something else. Most of Lawrence's people doubled in brass.

Well, then Codell and I decided that radio should have its own trade paper because it was a journalism medium, not a jukebox. We began looking around for an angel. But we couldn't get anybody to put up the money. This was the bottom of the Depression now—1930.

Then along came a fellow named Philip Geiselman Loucks, who was a lawyer and a good friend of mine—a former United Press guy. Phil became the managing director of the National Association of Broadcasters. He was elected to the post, and was given the assignment of raising the money to sustain an office—drawing $10,000 in pay, if he could raise that much. Phil started this thing with two offices in the National Press Building. The NAB itself was not located in Washington at the time. It was a speakeasy in New York. True story. There was a guy named Hap Baker who ran the New York office. It was in the downtown area, and it was a place you could get a drink during Prohibition, and that was the NAB headquarters. Originally it had been formed in Chicago.

What did it do besides providing a drinking service?
Baker worked for one of the nonexclusive brokers in New York, and the NAB was an avocation. Phil was the first full-time person in Washington. There was another man named Paul W. Morency, who was also identified with the NAB in some way in New York. He used to call on WTC, the Travelers Insurance station in Hartford, and wound up managing the station.

Phil became the managing director in Washington. He had a few clients, one of whom was a fellow named Harry Shaw in Waterloo, Iowa—WMT, now Cedar Rapids. Harry was a dapper guy who once had been in the trade paper business. He ran a paper in Chicago that had to do with refrigeration, Refrigeration News or something like that. And he was a bit of a promoter; he owned half of WMT and half of a newspaper in Waterloo. The newspaper was sold, and he had some money, and it was at that time that Phil Loucks said, "You know, if you want to get into a new venture and you know the trade paper field, why don't you back these boys in a trade paper? They've got a format, a dummy made up." And so Phil told us, "This is it. I think the man has money and will back you in a monthly publication."

When all the details were straightened out, Shaw had 52% and Codell and I each had 24%. My wife, Betty, thought I was crazy going into the thing. I had a good job with Lawrence, although this was a bad time; The U.S. Daily was about to go under. We'd taken cuts in pay. I was still writing the Robert Mack dispatch. Codell's newsletter had disappeared by that time.

Shaw put in a man of his own, a fellow named F. Gaither Taylor, who had worked for him on the newspaper in Waterloo, which had been sold. Gate was a nice enough, corn-fed country guy. He at least knew what make-up was. He knew what a rate card was. And he knew things that we'd never learned because we'd never been in the publishing business. We'd been news guys. Gate worked with us pretty well.

And Shaw did all right. Phil Loucks had promised him the presidency of the NAB within a year after he backed the paper. It was an honorary job; the managing director ran the thing. As things turned out, Shaw was elected president one week after Broadcasting began publication on Oct. 15, 1931, as a semi-monthly.

Were there many broadcasters in the NAB at that time? Quite a few. I think there were probably 250 or 300 people at the 1931 convention that elected Shaw.

How long did he retain his 52%?
On March 4, 1932, the first bank in the country to close its doors—ahead of the bank holiday—was the First National Bank of Waterloo, where Harry Shaw had his money. Harry had put up $5,200 as a 10% down payment on $52,000 for 52% of the stock, so there'd be no problems about what would happen when it finally worked out. He told us that his assets were frozen and that we would have to forage for ourselves, and that he would regard his $5,200 as a loss.

We went out to our key accounts after a few issues of the magazine had been published and asked them whether they thought it was worthwhile, whether radio really needed a trade paper. The three networks were included. There were a couple of station representatives. There were some manufacturers. All agreed that it was desirable, and we gave them a 15% discount on their advertising under a one-year contract, which was the balance of 24 issues. We raised another $6,000, and that is all the money that originally went into the magazine. And that was the way things went until I bought out Codell in 1944.

Who were the leaders in the industry at the time you started the magazine?
There was Alfred J. McCosker of WOR in New York. They called him "Hollywood Al" because of his fancy dress. He always wore cuffs on his clothes, you know. His best friend was Mayor Jimmy Walker. McCosker was a surprisingly articulate guy, and he served two terms as NAB president. There was a guy named Henry Adams Bellows who came from General Mills, who had a byline in our first issue. He was the CBS Washington lobbyist at the time. He also was a former member of the Federal Radio Commission.

There were other leaders, too. Take John Shepard 3d. He was of the Shepard Stores in Boston and New England—a very bright man who ran the Yankee Network and wore the loveliest clothes. McCosker wore the fanciest. In the South, at WSM in Nashville, there was Edwin W. Craig of the National Life and Accident Insurance Co., who had working for him a guy named Ed Kirby. In Atlanta there was Lambdin Kay, the great pioneer announcer at WSB who covered Dixie like the dew. Later on there was John Elmer in Baltimore, who was instrumental in founding Broadcast Music Inc.

Then there was Walter Damm of WTMJ Milwaukee. They called him "The Great God Damm"—a nickname I gave him. He was a mean, sour guy, but he didn't mean it. He was a Dutchman who was meticulous as he could be. He put in the finest radio station you ever saw. All the walls were tile, so you could take a wet rag and wash the walls, never have to paint them. He had his own kitchen on the mezzanine floor, so he could have lunch and watch what was going on in the studios. He had no children, but he had the damnestest hobbies you ever saw. He liked to knit, and he'd make fancy stuff with beads and shells. A very organized guy. I gave him the nickname because he was always griping and bitching.

Wasn't he the president of the NAB at the time the magazine started?
Yes. As a matter of fact, you'll find a quote in the first issue of the magazine which is still applicable today. It's a hell of a quote, confess that I wrote it.

"Broadcasting in the United States today stands in grave jeopardy politically.powered and efficiently organized groups actuated by selfishness and with a mania for power are now busyly at work planning the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the monies which we..."
"An Aggressive Innovative Broadcaster"...The New York Times

The New York Times also points out that Bonneville International "has been gaining a reputation as an aggressive marketer, an innovative public service programmer and a leader in television technology."

There are many reasons why the Times threw these bouquets at Bonneville. One of them, for instance is G. Donald Gale. Don has been broadcasting regular editorial comments on Bonneville's KSL and KSL-TV since 1962. And for the past two years in a row he's won the Radio-Television News Director's International Award for Editorial/Presentation.

Don is just one example of the many important people that help Bonneville stations serve their communities better.

Bonneville International Corporation

Our Strength is Our Service

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<th>CITY LOCATION</th>
<th>FM RADIO</th>
<th>AM RADIO</th>
<th>TELEVISION</th>
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<td>New York, N.Y.</td>
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<td>WAAM 50,000 Watts</td>
<td>K4AM 5,000 Watts</td>
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<td>Los Angeles, Calif</td>
<td>KBIG Stereo</td>
<td>WCLR Stereo</td>
<td>KIRO 50,000 Watts</td>
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<td>Skokie/Chicago, Il</td>
<td>WQXR Stereo</td>
<td>KOT Stereo</td>
<td>KMBZ 5,000 Watts</td>
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<td>WGBK Stereo</td>
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THE BONNEVILLE GROUP
have expended, nor the services which we have rendered the American public in the development of the greatest broadcasting system in the world. They speak of our business as if it could be cut down and destroyed by the mere wave of a wand or legislative fiat. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to the millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction?"  

Where was he in the succession of NAB presidents?  
He was probably number five or six.  

Who was first?  
The first was Eugene E. McDonald of Zenith, who owned WJAZ, a 100 watt in Chicago. The NAB started in Chicago. A fellow named Paul Kluge, who was a public relations man for radio set manufacturers, organized it. The main thrust of radio in those days was to sell radio sets. This was the first wave of receivers following the old improvised cat's whiskers, the vacuum tube set. There were a number of important manufacturers. Majestic, the mighty monarch of the air, was one of them. Zenith was another. Kolster was the one I had, and it was a big set. It cost $400 or $500 even in those days. Kolster was a radio inspector in the ship service of the Department of Commerce and then went into the set manufacturing business in that first wave, and the Kolster was a fine set.  

A. Atwater Kent was a set manufacturer. That was a gooseneck set. And Atwater Kent made a tremendous fortune in the business. As I recall, he was manufacturing sets at the time the NAB had one of its early conventions in Los Angeles, and held a reception at his house, which was a showplace. He had the driveway up to the house strewn with beautiful flowers, orchids, all planted just for the occasion. He was making that kind of money even then, with a gooseneck speaker and the three-dial tuner.  

That was before John V. L. Hogan invented the gang condenser, which made it possible to tune your radio with just one dial. The gang condenser made a lot of money. Hogan was a bachelor and a brilliant engineer, one of Louis Caldwell's favorite witnesses in anything that came along. Louis Caldwell was the first general counsel of the Federal Radio Commission. He came right out of the Colonel McCormick law firm in Chicago as the first big-time communications lawyer in Washington, and after having been general counsel of the radio commission—I think in 1927 or 1928—left to open up the practice of Kirkland, Fleming, Green & Martin. Caldwell was the resident partner.  

But Louis was a brilliant guy. He should have been a law school dean. He had a house just off the Shoreham hotel on Calvert Street, standing right in the middle of two streets; it's still there. During World War II the house became an R&R place for anybody in communications who happened to come through on leave. Caldwell called it the Malay Club. Why the Malay Club, no one knows, but the District of Columbia government wanted to arrest him, I think, because he was running a boarding house. And he insisted it was not a boarding house—it was a recreation center for colleagues. It went through the courts, and the briefs that were filed are now legendary in the field of law. I don't know how many man-hours were spent by lawyers in trying this case, and they finally got it settled that it wasn't a boarding house.  

Caldwell later became the first counsel for the Clear Channel Broadcasting Service.  

Was Caldwell a bachelor?  
No, he was separated. His wife, Irene, was a socialite. As a matter of fact, she was the niece of Colonel McCormick of the Chicago Tribune. Both Caldwell and Irene were white-headed, absolutely white-headed and a very charming couple. Louis was a smoker and a drinker. And he was told by his doctor he could not smoke but he could have one drink a day before dinner. So Louis got himself a 16-ounce glass, and he would fill it with scotch and ice, and that was his one drink a day. He had constant parties at his place, and he would go around with the girls who smoked and have them blow cigarette smoke in his mouth. He was another of that Paul Moses Segal school, brilliant guys who thought they had fun and thought they were kidding their doctors and doing it their way. Segal was another lawyer-friend of mine. He was a radio ham as well as a gifted attorney. He became a connoisseur of wine and knew the best French vintners whom he cultivated on visits to France. He died before his time.  

Did Caldwell have more of an impact on the FCC than some of the commissioners?  
He did most of the implementation of the original Radio Act. Yes, he was brighter than most commissioners. There are not many people around who would remember Louis's contributions. In the early days of the commission it was a very, very small operation, and everybody knew everybody else. There was empire building up to a point—there always is—but this was a temporary outfit. It wasn't until you got the Communications Act of 1934 that things really began to happen. The early days were pioneering—they were breaking new ground everywhere. There was very little known about shortwaves, for example. The shortwaves were opened by the radio hams, by the amateurs, who probably contributed more to broadening the spectrum than any other group—not the big scientists in the laboratories but those hams just playing around and improving equipment.  

Herbert Hoover, as secretary of commerce, had a lot to do with the formulation of an allocations policy after the so-called breakdown of the law, when there was no licensing, and radio stations would just occupy one of the two frequencies and cause devastating interference.  

There were only two frequencies?  
Yes. They called them meters, and I don't know what the translation into kilohertz would be. There was a two-meter band and a four-meter band, and then they went to kilocycles, which later came to be called kilohertz.  

There's an interesting story about one of the early chairmen of the FCC—Anning Prall. He had been a congressman from Staten Island who was defeated in the 1934 elections. So here was a lame duck from President Roosevelt's own state who had to be taken care of.  

So FDR called in Prall and said: "Anning, I'm going to give you the second most important job in Washington. I have the most important. But we have created a Federal Communications Commission which is going to include radio, the remarkable invention, the telephone, telegraph, cable—you can't imagine how much power will be involved and what influence you'd have in this job."  

And so word got out that Anning Prall was going to be named chairman of this Federal Communications Commission. And I called up Prall and said: "Congressman, I understand you're going to be the chairman of this new Federal Communications Commission. When do you plan to take office?"  

"Immediately," he said.  

I said, "I'm afraid you can't under the law. You cannot serve on a commission which was created while you were a member of Congress. You have to be out of Congress; this session of Congress would have to adjourn sine die." He said: "Well, I don't think you know what you're saying." And I said: "Why don't you check with Lou Deschler, the parliamentarian of the House?" And he called me back after a couple of hours and said: "Young man, you are right. I cannot do this until after this Congress quits. Come to see me."  

And so I went to see this very affable, handsome fellow. And he said: "Mr. Deschler says you're right. How do I do this now?" I said: "Well, there's a lawyer named Hampson Gary who is going to be your general counsel, although the President hasn't designated him yet. Why don't you suggest that he be named acting commissioner—not chairman but acting commissioner—until you qualify, and then he moves over to general counsel." Prall called me the next day and said: "That is being worked out." And that's what happened. Hampson Gary was temporary commis-
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sioner for about 15 minutes or whatever it was. He moved over, and that became the commission that included Anning Prall as chairman.

It also had George Henry Payne, who was William Randolph Hearst’s designee. He was the tax commissioner of New York and was Hearst’s man. He had worked for Hearst in the newspaper office section, and he was a dandy and one of the worst phonies that ever hit the FCC. But there’s a long story on that.

**What’s the story?**

The story is that the commission originally was set up under the law as a seven-man agency with three two-man divisions with the chairman sitting ex officio in each division, so there couldn’t be a tie. Each division had a degree of autonomy that way. But the full commission had to handle matters that affected allocations. Payne was a publicity seeker. So he sat in on the hearings involving the Powell Crosley WLV 500 kilowatt experimental station in Cincinnati. And without asking permission or anything else, sitting at the table with this panel, he began asking questions that were designed to make headlines. This wasn’t chic; Payne was a member of the Staid Telegraph Division.

Well, I was indignant. Everybody was indignant about those things. So I wrote an editorial calling Payne a “publicity-seeking politician.” I called one of our lawyers, Duke Patrick, and said I wanted to make sure I wasn’t libelling the and-so-by saying that. And Patrick said: “Oh, you can make it stronger. Why don’t you make it: ‘A publicity-seeking politician who has a manner that is hardly that of a gentleman’?”

We ran it that way, and Payne sued us. It seems that under common law or something you can’t say someone is not a gentleman—even if he’s a horse thief. Well, here we were in 1934, about three years old, and this was a hell of a thing. We didn’t have any money. And so Payne got a guy in town named Roger Whiteford, who was a society lawyer—you know, the Metropolitan Club, that sort of thing—and Whiteford sued us for $100,000. We finally settled out of court but it cost us $11,000 in fees. It really hurt. But that isn’t the end of the story. The terms of the first commissioners were staggered for the first seven years. Payne was up for reappointment that year, and he was reappointed, and he had a victory party at the Metropolitan Club gloatting about his victory over Broadcasting. The next day the appointment was withdrawn. Don’t ask me how.

After the 1934 act was passed, we had a number of common carrier people come to us and ask us whether we were going to broaden the scope of Broadcasting to cover these other functions of the FCC.

Our answer was no—we operated on the premise that radio was analogous to the newspaper and not to the telephone or telegraph—but we said we’d see that they were served. So I drafted a letter and took it over to Judge Eugene Octave Sykes, who had been chairman of the radio commission and was serving as interim chairman of the new FCC before Prall’s appointment. In effect, the letter said: “We are pleased to hear that the editors and publishers of Broadcasting magazine are going to inaugurate a newsletter—Tele-Communications Reports—to serve the common carrier field, telephone, telegraph, cable, nonbroadcast services. If they do as good a job in this newsletter as they have done in the broadcast field, its customers will be well served.”

So then I had to get somebody to run it. Codel and I each agreed we would put up $500 to hire a guy to be the editor. This, of course, was in the Depression. I got a man named Roland Davies, who used to work for the AP; he came in just about the time I fired the former editor. He knew Herbert Hoover very well, and that appeared to me to be important. Davies was a ticket seller for the C&O Railroad in between jobs. Roland protested that he didn’t know a thing about the field, but I said that a good reporter doesn’t have to know anything about a field; he’ll learn. Then I said: “Now, what we’ve got to do is to sell some subscriptions, and AT&T has got to be a big customer.” And Davies said: “Oh, my mother went to school with Walter Gifford.” He was the president of AT&T at the time, and Davies went up to New York and sold him 50 subscriptions. And that was the beginning of the Yellow Peril.

But the point I was making was that until the time I wrote out “tele-communications” there had been no such word in the lexicon, in so far as I am aware.

**Well, by 1934 radio was doing pretty well, and it was beginning to knock the dickens out of the theater business. In one of the early issues of Broadcasting there’s a quote from a theater operator, who said, “You can get Eddie Cantor on the air for five cents. It costs you 50 cents or more to get into a theater.” That was L.B. Wilson who was complaining about the damage being done to the theater.**

Yes, but his own radio station—WCKY Cincinnati—was doing pretty well. L.B. was a figure of some interest in those days—all four feet 11 inches of him.

L.B. Wilson was a theater operator, a banker and owned a boiler factory in Covington, Ky. He owned some motion picture houses—not first runs—in Covington and across the river in Cincinnati. He also owned a very small piece of Churchill Downs. He owned a piece of the Gibson hotel in Cincinnati and was one of the brightest guys and one of the best story tellers you ever heard. He called me up very early on and asked me about a radio station; he wanted to get one.

So I recommended a lawyer to him—Paul Moses Segal, who was about the same height. Wilson wanted Cincinnati, which was the market, but the Ohio quota was full, and Kentucky was under quota. In the early days there were five radio zones, and each zone could have equivalent facilities, so he applied for a high frequency—1490, top of the band, highly undesirable in Covington.

I went to see him after he got this thing in Covington. Walked up four flights of stairs, got to the top of the steps, and his secretary said: “Oh, yes, Mr. Wilson’s been expecting you.” I went in and saw this cherubic little man behind this big desk. Double chin, expensive clothes. I was all out of breath, and he said: “Hi, young fellow. That’s the reason I’m up here. I want to do the talking.”

Then he said: “You’ve got a pretty good magazine here. What’s a double truck cost?” and I didn’t know what the hell a double truck was! I really didn’t. I said: “You mean two pages?” And he said: “Yeah, right.” So I said it was twice the cost of a page, which then was $160. And he said: “Well, I mean every issue.” So I said that would be at the minimum rate of $120 a page. And he said: “I’ll take it. Every issue a double truck.” That went on practically as long as he lived, although the rates went up.

Well, he became one of the greatest characters I ever met. One day I was down there and he had Senator John of Kentucky Republican, in for some function, and Wilson said: “Senator, want to make this presentation to you.” And he gave him a golf watch, inscribed: “To the next President of the United States.” I wasn’t six months later that he had Alben Barkley there, the Democratic senator, and gave him a watch inscribed the same way.

But the funniest story I remember about L.B. was at an NAI convention in Cincinnati, probably around 1935. It was at the Netherland Plaza Hotel, which had two-story suites in the penthouse apartment floor. And everybody was there, including Bill Paley of CBS and Deac Aylesworth of NBC. And L.B. came up to the two of them, who were standing there arguing about something, and said: “You know, if the two of you went over Niagara Falls in a barrel, and it went end over end, there would all be as a bastard on top.”

**Who else was outstanding in the radio business back when the magazine was getting started?**

Stanley Hubbard was one of the leaders in those days—and, even though semi-retired, still is on the leading edge of things, as witness his involvement with DBS. In the Northwest there were the Fisher’s Blend stations—still there. A pioneer in Oregon was Charles W. Myers, who coined such call letters as “KOIN” and
Thanks, Sol

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For keeping us up to date on our rapidly changing industry...
For reasoned criticism of our regulators...
For reasoned criticism of us as broadcasters...
For a warm and lasting friendship that began with our company fifty years ago...
From all of us at Belo Broadcasting, thanks, Sol Taishoff, for being our “Watchdog on the Potomac.”

BELO BROADCASTING CORPORATION

WFJA-TV, WFJA-AM, KZEW-FM, Dallas-Fort Worth
KDFM-TV, Beaumont/Port Arthur
WTVC-TV, Chattanooga, Tennessee
Queen City Telecommunications, Inc., Clarksville, Tennessee
“KALE,” both in Portland. And in the Midwest there was Colonel B.J. Palmer of the Palmer School of Chiropractic, who founded who Des Moines and woc Davenport—where a young announcer-sportscaster named Ronald Reagan got his start.

The Storer dynasty is legend: started in Toledo under George B. Storer, who became the foremost group owner in TV after pioneering in radio. Many other owners tried to emulate Storer and his brother-in-law, J. Harold Ryan, who was the figure man. Ryan also was an interim president of the NAB.

And take John Feitzer, an engineer who put together his own station group, containing himself with middle-sized markets rather than going for the top 10. And he wound up owning the Detroit Tigers and becoming the leading statesman in baseball.

J. Leonard Reinsch is a must on any list of the industry’s leaders. First he put the Cox Broadcasting organization together and then he had the vision to pioneer in cable. And Bill Daniels, out in Denver, did enough for the development and promotion of CATV to earn the unofficial sobriquet as “the father of cable.” And Tom Murphy at Capcities. He added unique dimensions to the concept of group media ownerships initiated by the late Frank Smith.

I could go on and on. The records are replete with success stories of people with a will to be creative and successful in a new and potentially important field. It was before the actuaries took over with the rule of thumb that everything had to be a “profit center.”

About the time you got started, ASCAP was beginning to cause a lot of trouble on the music copyright front. ASCAP caused trouble almost from the start. E. Claude Mills—Eugene Claude, but he called himself E. Claude—was general manager. He was a nice enough little guy—tough, wiry. I guess he was Irish. But he put it on the line to broadcasters. Pay up or we’ll throw you in jail. We’ll sue you at $250 per infringement. He was affable about the damn thing, but he shook the guys down.

Then they elected a guy named Gene Buck, who had written for the Ziegfeld Follies. He was a big, handsome guy. That was about the time that the boys in Montana, Ed Craney and his cronies, decided to start an ASCAP insurance. Gene Buck went down to Arizona on a vacation and through connections that Craney and Burt Wheeler [Senator Burton K.] and others had they threw Buck in jail. We ran the picture. Buck never forgave them—and he shouldn’t have, either.

But ASCAP went out to get its pound of flesh, and it socked the broadcasters. He would say to a station: “You’ve got 874 infringements. That’ll cost you $206,000. Or you can pay us a $200 license.” You know what they’d do. They got them all the way. Eventually, that resulted in Broadcast Music Inc., as a rival copyright clearance service for music.

And there were other fringe outfits like SESAC. Nobody ever knew what SESAC had but they had some religious stuff, and they’d catch a station playing some obscure religious thing and an arrangement that they had copyrighted—they called themselves the Society of European Stage Authors and Composers. It wasn’t European at all. But they were modest; they’d say: “Just pay us $75 or so.”

Then came—and we’ll skip a few years now—1938. NAB was torn apart on the copyright issue, and Ike Levy, the Philadelphia lawyer, and his brother, Leon Levy, who was Bill Paley’s brother-in-law, got into a situation whereby they said there ought to be a paid president for the NAB. And so they picked Neville Miller, the “flood mayor” of Louisville in 1937. He was a hero. And they told Neville that if he could get them out of this copyright mess, that he’d have their undying faith and a lifetime job.

Where were the Sarnoffs and the Paleys back when the magazine got started? Were they the giants in those days?

Very much so. David Sarnoff by that time was president of RCA and chairman of NBC. One of my early experiences with him when we started the magazine involved another New England senator, Charles W. Tobey of New Hampshire I think. He had Sarnoff testifying up on the Hill and asked him: “Now, what about this publication you own?” Sarnoff said: “I don’t own any publication.” And Tobey said: “Well, what about this BROADCASTING magazine? Isn’t that fellow Taishoff your nephew?” Sarnoff said: “No, but it would be all right with me, it’s a good publication.”

We were both born in Minsk, Russia.

Did Deac Aylesworth figure in things much then?

Merlin Hall (Deac) Aylesworth was NBC president and did most of the testifying here. He was great on the witness stand, and he always conditioned the committee by pointing out that he was raised in Denver and that his father was a preacher, and he was taught the good Christian ethic. In Denver he had been chief lobbyist for the National Electric Light Association. NELA. Aylesworth would testify before these committees and pretty soon he’d have them all crying.

Paley came into the picture in 1928, I believe, when he induced his uncle, his father and the Levy’s and a gent named Iglehart and a few others to invest their money in acquiring Major White’s Columbia Broadcasting System, 12 or 16 stations. Why? Because he’d been the advertising manager of La Palina cigars when he came out of the Wharton School, and he knew what it had done for the cigar business. He did it with the La Palina Hour and Kate Smith, and did she ever move that moon over that mountain.

Sarnoff had an apartment here at the Shoreham—with his own barber chair. He used to call me and say: “Sol, I’m going to be in tomorrow. Can you have breakfast with me?” This happened once every two or three months, something like that. And one day he was pacing up and down, and he said: “Sol, as between Bill Paley and myself, who has made the greatest contribution?” I said: “I guess you have. After all, you were there earlier, long before Bill got into the business. And you’ve been in the manufacturing end along with the broadcasting end.”

He said: “Well, second question. Who do you think’s worth more money?” I said: “Well, Paley, of course. He went in and invested in this thing.” He said: “How much do you think Paley’s worth?” I said: “I don’t know—probably 10 or 15 or 20 million dollars.” And he said: “What do you think I’m worth?” I said: “I haven’t thought about it, but I assume you’re a millionaire.” He said: “I won’t be until next week when they’re going to give me a block of stock that I can buy. And I’ve got to borrow to buy that.” It was one of the first of the stock options.

Sarnoff had a tremendous ego, and I guess justifiably so. The man had a great mind. At the drop of a hat he could make a speech that would just ring the rafters. You know, for a person who was perhaps 11 years old when he came over here, practically self-educated, he had become a world leader.

Paley, on the other hand, came from an affluent family and had the benefit of a college education. But he also was a person who was creative—he had a style, was a young man, and he capitalized on it. And he had the faculty of picking good men. The first person of real stature that he hired was Ed Klauber, the day managing editor for the New York Times. He figured the New York Times was a pretty good paper. He didn’t need the value of news very early. And the next top guy he hired was Paul Kesten. And Paul Kesten proved a great mind too, a genius.

Bill Paley had a circle of friends who went to school with him and were valued co-workers. One of them was the perennial secretary of CBS, Larry Lowman. Then there was his lawyer friend who was his outside counsel until he hired him over some dispute involving the Museum of Modern Art. Ralph Colin. He had a lot of confidence in a fellow named Mefford Runyon, who was a money man who came along later.

And then Frank Stanton was hired on the basis of a three-page, single-spaced letter on radio audience measurements. And Paul Kesten hired him on the basis of the letter as assistant director of research. And then, in Chicago, there were H. Leslie Attlas and his brother, Ralph. Those were back in the formative days—when
Congratulations, Sol!

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CHICAGO - LOS ANGELES
soap operas and big business centered in Chicago. They were always celebrating something on yacht parties. Ralph was a guy who always had a cigarette dangling from his lips; never saw him without one. Les stuttered. His two good friends were Bill Wrigley and Gene Autry, and he put them together, and got Gene Autry in the business.

Les trained Jack Van Volkenburg, Jimmy Shouse, Carl George, Merle Jones. He ran what they called the Western Division of CBS. That was his turf, there was no question about it.

In those days I had a lovely time. I covered a hell of a lot of territory. I got great satisfaction, for example, out of seeing a man like Walter Brown from South Carolina coming up here. He started out on the Hill for us, covering some hearings that I couldn’t handle because there were just two or three of us on the staff. And I got him interested in broadcasting and he winds up a millionaire station owner. And I got a lot of satisfaction out of the Lyndon Johnson family doing what they did.

And the satisfaction of getting a professional like Bob Kintner in the business when he really didn’t want to.

These things just happened. I didn’t go out there to educate them; they came with the franchise, I guess.

**The Johnson family came about because you were neighbors, were you not?**

We became neighbors later on. It came about in a peculiar way. I received a call from Lyndon the year he came to Washington as the executive assistant to Congressman Richard Kleberg, who owned the King Ranch in Texas. Johnson said, in effect: “Tuishoff, I’m told that if I want to know anything about radio, I should see you. And I want to know about radio.” He was in his twenties at the time. And I said: “All right, why don’t you come down and have lunch with me? I have a fellow sitting in my office who knows more than I’ll ever know. His name is J. Leonard Reinsch.” And Johnson said: “No, why don’t you fellows come up here? I’ll take you to the House dining room.”

And sure enough, we went up there, and we went to the House dining room. That was the beginning of a friendship. Thereafter, he checked me on anything that happened with broadcasting. I recall one little incident. After he’d been elected to the House, I suggested to him that Lady Bird, who had inherited $40,000 or $50,000 from her father, a Mr. Taylor, buy the little radio station in Austin rather than the little newspaper that Lyndon wanted to buy, because he wanted to get some return on that money and not be entirely dependent on his $10,000 salary as a member of the House and on contributions.

Johnson said: “You know, my friends in the House who are lawyers get fees. Those that are publishers get revenue. I was just a country school teacher, and they won’t pay me any more than a few dollars for a lecture.”

So I suggested that he get the radio station, but he said: “Well, that’s not making any money either.” I said: “But it will.” And they bought the little radio station, KTBC. And that is a romance in itself, how that developed, but I won’t go into it here.

There came a time when Lyndon decided to run for the Senate. They still owned the radio station, and I ran an editorial saying it would be wonderful to have someone in the Senate who knows what it is to meet a radio station’s payroll. And I received an indignant wire from the publisher of the *Dallas Morning News* and the owner of WFAA, who was supporting a chap named Coke Stevenson, who’d been governor. The telegram said: “Since when is it a province of a trade paper to delve into state politics?”

And I also received a telegram from a fellow named Harold Hough of the *Fort Worth Star Telegram* and WBPB, applauding our support of Lyndon Johnson for the Senate, and so there you are. Lyndon was elected, and he did know what it was to meet a radio station payroll.

When Lyndon Johnson became President of the United States, the family was pretty well into the broadcasting business and the cable business. They had ownership of one television station and a radio station. They had 50% of another television station, 50% of a big cable operation down there, 25% of a couple of other things.

Lyndon and I were talking about the political situation that arose. Sam Rayburn, the Speaker of the House, who had been his campaign manager, had a nephew named Robert T. Bartley, who was a member of the FCC. Everyone thought that Bartley would be named chairman. I told Lyndon: “Look, there’s nothing wrong with your naming a Republican chairman of this commission. We’ve got a fellow named Rosel Hyde, who had been chairman; he’s a Republican, but he’s not very active in politics. If you name him then they can’t point the finger at you.” And he said: “That solves my problem,” and he named Rosel Hyde chairman.

Lee deForest occurs early in the magazine’s history, just as a figure in the manufacturing business, then selling tubes.

Well, he was the inventor of the audion tube. I believe. And, from that he went into the manufacturing business, although he was not a great promoter himself. But he was regarded as a genius of sorts. He regarded radio as his invention, which it was not. He made a very definite contribution as an inventor, and gave radio a better voice. But to say that he was on a level with Marconi would be stretching it, I think. And that’s in the audio area alone.

DeForest was used by critics of radio, even in those early days, to inveigh against radio’s development by the powers that were. I’m not sure if the quote is precise, but he was quoted as saying, “What have you done to my child?” Actually, he loved publicity, and he got plenty of it. Newspapers in those days were willing to carry practically anything that anybody of any importance had to say against radio. They were afraid of radio.

The more enlightened publishers got into the medium—not because they thought it had a tremendous future, but because they thought it would be competitive. Not all of them; there were some who went to town with it—the *Chicago Tribune* with WGN, the *St. Louis Post Dispatch* with KSD, the *Milwaukee Journal* with WTMJ, the *Kansas City Star* with WDAF. These were all pioneers in the field, and they were very dominant newspapers.

That was in the Midwest. On the West Coast, the automotive dealers were the big operators. There was Don Lee with the Don Lee Network; the Cadillac-Oldsmobile distributor—and not only in Los Angeles, but through another name in the San Francisco Bay Area. There was Earl Anthony, the Packard distributor and a substantial stockholder in Packard, who had KFI and KECA in Los Angeles. Those fellows battled as competitors not only in the automotive end but in the radio end as well.

In the number-one market, the *New York Times* did not get in until very, very late—and then in the specialized good music area with WQXR. And that came largely in partnership with John V.L. Hogan, whom we mentioned earlier (page 122). The *New York World*, which was very dominant, did not get into radio. The *New York Sun*, which probably had the best technical page on radio with E.L. Bragon as its editor for years, never got into it as far as I’m aware.

Hearst did. Have I related to you the only interview I had with William Randolph Hearst?

**No. When did that happen?**

It was probably about 1933. I met William Randolph Hearst Sr. at the Washington hotel. He had retained Elliott Roosevelt, the second son of Franklin Delano Roosevelt, as his vice president in charge of radio. And I asked him why he was going into radio—in Oklahoma, I believe—and he said: “People are getting too lazy to read, but they will listen. I have been in the forefront of using pictures in my newspapers for the same reason. Short text, pictures Or they will listen.” That was his philosophy.

**If we can get back to the subject of the inventors, what about Zworykin?**

Vladimir Zworykin was one of General Sarnoff’s imports at RCA by way of Westinghouse. He was a fellow Russian. Zworykin was primarily television; he was the man who invented the iconoscope and the kinescope. He was given his head by Sarnoff;
What person in their right mind, would start a magazine about an infant industry, in the middle of the Great Depression when even the mighty New York World went down the tubes?

A genius.
Sol Taishoff.

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Television 9 WGN Radio 720

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he worked at the Princeton laboratories, which became the David Sarnoff Laboratories.

There were other television systems, but I think that Zworykin’s invention transformed the medium from a mechanical to an electronic system, by developing these tubes. Zworykin was a very important factor in the development. Have we talked about Allen B. DuMont?

No. Where did he fit in?

Well, Allen DuMont was an authentic genius. He developed the oscilloscope, which became the heart of the picture tube. DuMont had had infantile paralysis, and to some degree he was self-educated. He started the DuMont network, which began with stations in New York, Pittsburgh and Washington. The New York station—WABD—had his initials as call letters. It was later sold to what is now Metromedia, it’s WNEW-TV now.

But there were a number of important projects that converged to make the television that you have today. RCA was very anxious to get under way in television because it was in the set manufacturing business. CBS wasn’t too anxious to get started because it had such an investment in talent that it had raised from NBC, including the Jack Bennys and the Fred Allens and so forth.

What about Farnsworth?

Philo Farnsworth was an independent operator who developed a TV system of his own early on. He figured in the news, he was competitive, but he never really got off the ground.

Some accounts seem to credit him as being the father of television.

Well, there are so many fathers. There must be a lot of bastard offsprings, believe me. Farnsworth had a lot to do with it. There was E. Caldwell Jenkins who developed a mechanical TV system right outside Washington, in Wheaton, Md. He made his fortune with the Dixie cup, and then blew it in mechanical television early on. That would have been in the early thirties.

You haven’t really gone into David Sarnoff at length. Is this as good a time as any to talk about perhaps the biggest giant of them all?

All right. Sarnoff was in his teens when he migrated from Minsk, Russia, to New York. He had to support his mother, who was a widow, and I think there were other children. He sold newspapers. And he also learned international code and became a “brass powder” at an early age. At the time of the sinking of the Titanic he sat in the window of Wannamaker’s department store and copied the list of survivors. President Hoover had ordered all other stations off the air.

When did you first meet Sarnoff?

I met him when he was assistant manager of the American Marconi Co. At that time he worked for a man named W.A. Winterbottom. Sarnoff never forgot him. When RCA was established, Winterbottom became the head of the Wireless Operating Co., their common carrier subsidiary.

My first recollection of a meeting with Sarnoff was with Owen Young, who was the head of General Electric and of the group assembling RCA. I recall that Young was a very impressive fellow—tall and handsome—and he said: “David is the man who is putting this together and David will be the head of it.”

What were the components that formed RCA?

General Electric, Westinghouse, AT&T, American Marconi and United Fruit, which had its own communications system. The field was divided into a manufacturing business and a communications business, and RCA was just a wireless company at the start. What we call common carrier today. RCA was set up initially in 1919 at the request of the secretary of the Navy.

When they decided to create RCA as a manufacturing company, it was going to manufacture radio transmitters and radio receivers, but it didn’t have the capital or the facilities. So although those early transmitters and receivers carried the RCA name, they were made by either Westinghouse or General Electric.

The telephone company at that time agreed to get out of the broadcasting business. It had WEAF in New York and WCAP (Chesapeake and Potomac) in Washington—that’s WRC now. In any event, they got out of that business.

And that put RCA in the broadcasting business?

Yes, it put them in the broadcasting business and in 1926 was responsible for the creation of NBC. And then, as stations sprang up over the country, there were needs for additional service in the major markets. So they set up a Blue network as well. The Red and the Blue ostensibly were competitive, but the Red actually was the nationwide network and the Blue network had separate key stations in markets like New York, Chicago, Washington, Philadelphia and so forth but with the same supplementary.

What kind of person was Sarnoff? What did he bring to the party?

He was an engineer—self-taught, largely. A brilliant mind. An innovator and probably the world’s foremost salesman of his day.

Really?

Yes, he was a tremendous salesman. He could inspire an audience of any kind. And, surprisingly, he had a great command of the language—ad lib or rehearsed—and he could just take over an audience.

I always had the impression that he was quite a distant figure, very Olympian, and difficult to deal with.

Well, he had a tremendous ego; there’s no question about that. I can relate one experience with him. There was an antitrust suit, a criminal antitrust suit, against RCA naming Sarnoff and several other figures in RCA as defendants. Sarnoff was then chairman of the board and Frank Folsom, formerly of Montgomery Ward, was a new president of RCA. I had a date with Folsom, and Sarnoff stuck his head in and said: “Oh, Sol, I didn’t know you were here. How are you doing?” And he came in and sat down.

This thing was on his mind, this antitrust suit, and he said: “Isn’t it a sad commentary on a man as devoted as I am to this field to be confronted with a criminal prosecution?” And he said: “I think I’ve made a contribution here—certainly I’m not capable of a thing like this.”

But he so impressed me, so awayed me that I went back to the Ambassador hotel, where I was staying, and wrote an editorial. And I said that if this thing is actionable, then it should be a civil suit, not a criminal suit. This man is not culpable. Folsom is not culpable. A week later, the Department of Justice changed it to a civil suit. And Sarnoff called me up and said: “Sol, I’m not putting this in writing, but now you know the power of the press, even the business press.” And I’ve never forgotten that.

Was RCA the kind of company it was, and is, because of Sarnoff?

I would say Sarnoff wielded a great influence. Although he did not pick Merlin Hall Aylesworth to become the president of NBC, Owen Young had a lot to do with it because of the GE connection and the fact that Aylesworth was the lobbyist for the National Electric Light Association. Only Aylesworth surpassed Sarnoff in eloquence. He was a great president. He was the fellow who put together the deal with the Rockefeller’s that resulted in Radio City. If you look at the Nov. 1, 1931, issue of Broadcasting, you will see a mockup of Radio City. And when that thing was going up, he called me up one day—I went to New York quite frequently then—and he called me up and said, “I want to take you to see Radio City,” and he took me out across those damn beams and I was scared to death.

What happened to Aylesworth?

Unfortunately, he moved from president to chairman to consultant, although he was still on the payroll. He lived at the St. Regis,
Dear Sol:

We've been waiting 50 years to run this ad for you. Good things are worth waiting for.

Happy Anniversary!

COX Broadcasting

1601 West Peachtree, N.E., Atlanta, Georgia 30309
and my dates with him after that were at about 11 o'clock in the morning at the St. Regis bar. He was articulate, still good, but he began hitting it pretty hard, and so he burned out, I guess.

What about Niles Trammell? I noticed his name in an early issue when he was Chicago vice president for NBC, and the remark was made that one-third of all the network programs came out of Chicago in those days. Was that because of the soap operas?

Sure. Most of your agencies, particularly your spot agencies, were in Chicago—the Middle West. The soap operas came out of Chicago because it was about equidistant coast to coast, and—taking into account the time difference—it was regarded as the most economical way of setting up networks. And a lot of your advertising, your breadbasket stuff, your cereals—came out of that area. And mostly the soaps were there.

A good many of them were agency-owned in those days, were they not?

That's right. Frank Hummert of Blackett-Sample-Hummert, later Dancer-Fitzgerald-Sample, was the great soap writer; he'd write scripts days all day long. And that was the farm belt—WLS was owned by the Prairie Farmer, originally by Sears, Roebuck and the Prairie Farmer, and WBNR, which had half of WLS's time, was owned by the utility there. And WBBM was owned by the Atlas brothers, until CBS bought it.

So Chicago was really kind of a sub-capital of big-time radio in those days.

No question about it. It was the originating point, the soap operas were on all day long, and the West Coast was regarded only as a talent resource. Nothing originated there in the early days. And business on the West Coast was centered in San Francisco, not Los Angeles, which was regarded as tinsel and papier mache. And you went to New York for the hard business.

Niles Trammell was another figure who came in through the RCA Communications end. He had been in the military, and was hired as an RCA Communications salesman for the West Coast, and was brought into Chicago to head their WMAQ operation—which originally, incidentally, had been owned by the Chicago Daily News, while WGN was owned by the Tribune. WMAQ was a pioneer; I think the book will show it was probably set up in about 1922. The president of WMAQ Inc. was William S. Hedges, who also was the radio editor of the Chicago Daily News—which gave a banner headline to the Robert Mack dispatch every day.

Did he suffer from any conflict of interest in those dual roles?

Not in those days.

Did the Chicago Daily News carry any radio criticism at that time?

Oh, I don't think there was much criticism at all then. Very little. They couldn't fill the radio page. In those days there were probably a dozen basic stories in radio, and you kept rewriting them, putting a new lead on them. Hedges went with WMAQ when it was sold to NBC and, except for a short tenure at Crosley in Cincinnati, spent the rest of his career at NBC. He became station relations vice president for a while, and later retired.

Who were some of the other really dominant figures? Chicago used to have a reputation for being a pretty free-swinging town in those heydays of radio—I'm thinking of the Atlas brothers and so on.

Yes. Chicago was a fun town for broadcasters. They all had their favorite places. But you've got to keep in mind that these were pioneers, and they were younger people.

Take for example Harold Hough, who was circulation manager of the Fort Worth Star Telegram but president of their broadcast operations. And he operated in a business office on the front at the newspaper, where he had a desk and a secretary. He was the head of WABP, a clear channel station that was half time with WFAA in Dallas, with which they shared a regional station, too, for years.

Hough was a very influential fellow in the business, and a very wise old fellow. He was in the forefront of every activity, including the clear channel field. And he had a good friend named Glenn Snyder, who was vice president and general manager of WLS in Chicago, then owned by the Prairie Farmer. They had common interests—farm markets and that sort of thing.

WBAP never claimed to be a Dallas station; it was the frontier end of Texas, it was the longhorn country station, while WFAA was a metropolitan station. "The Old Hired Hand," as Hough called himself, would get on the air once in a while and ring a cow bell and philosophize. At one NAB convention, he and Glenn Snyder got a couple of overstuffed chairs placed out in front of the ballroom of the Conrad Hilton hotel in Chicago—then the Stevens hotel—and they had a little repartee that went something like this:

"Say, Glenn, there doesn't seem to be as much hell raising these conventions as there used to be." And Glenn would say "Harold, there's just as much—but other people are doing it!" And they'd just carry on that way.

Hough was originally from Oklahoma. His closest persona friend was Will Rogers, and he talked like Rogers. They owned station together—KTOK—that they started in Oklahoma, even though Hough was in Texas.

Hough also had a wooden leg—no one knew how he lost his leg; he said it was run over by a train, but that wasn't it. And he had a penchant for taking a few drinks with the boys, playin' cards. And he never took off his hat—big western hat—anywhere he went. Harold used to get a few drinks and sit in his hotel room with the boys, take off the wooden leg, get into his briefcase and take out an oil can and oil it. A lot of character, and a lot of fun.

What about Frank Stanton at CBS?

Well, to me, he made a major contribution to the evolution of broadcasting as we know it and has not been given enough credit. He was a man of ability. He had a touch of genius and exquisite taste. A perfectionist. And he had the faculty of picking good people. He achieved almost everything he wanted except the number-one spot at CBS; he never became the chief executive officer. Arthur Taylor was the first to whom Paley yielded the chief executive title. Then John Backe had the chief executive title, and now Thomas Wyman does. But it's just a title—Bill Paley is still the chief executive.

And why not? I mean, he owns the operation, and he hasn't fared badly. Any man who has the ability to call the right shots certainly has my applause. He's done it.

Paley is a little bit older than you, isn't he? He just turned 80. But he's perpetual youth.

Yes, and I was 77 on Oct. 8. About three years apart. Now it's no much, but in those days it was considerable.

Going back to Sarnoff. In 1953, in Chicago, [the late] Fran Beatty [a Broadcasting writer and editor] and I went down to the Merchandise Mart, I think it was, to listen to Sarnoff address the Radio Manufacturers Association—the NAB also was meeting in Chicago at the same time. We were sitting at the press table when Sarnoff said: "You can write off radio. Television is the thing; write radio off!"

I looked at Frank, and we did the old business of taking down every other sentence, so we had it damn near verbatim, and then wrote the story. And, boy, there were denials all over. But the couldn't deny it; there was a room full of people.

Over at the NAB it was a different story, because radio was still running the NAB. And there was hell to pay. But Sarnoff was impetuous and he was going with the ball. He was a promoter: "It's television, the hell with everything else." But he wasn't very happy about our reporting it.

Didn't he make a famous speech to affiliates that said essentially the same thing—get into television?

Oh, they were all making speeches to get into television, but not to write off radio. Radio had to pay the freight for television. But Sarnoff's enthusiasm was unbounded. In the early days of TV
Congratulations
Sol

PALMER COMMUNICATIONS INCORPORATED

WOC Broadcasting Company, Davenport, Iowa
WHO Broadcasting Company, Des Moines, Iowa
Palmer Cablevision, Naples, Florida
Radio Naples, Naples, Florida
Cochrane Valley Television, Palm Desert, California
KOLH TV Broadcasting Company, Duluth, Minnesota
the ongoing wisecrack was that "you don't have to be crazy to go into television, but it helps." This was premised on the high start-up costs and low rates because of the paucity of sets and head counts. I'm reminded of this by a remark that crops up in our "2001" special report this week—something to the effect that a lot of money will be lost trying to find out which of the new technologies will work and which won't. It's ever been thus: that's the unfree part of the American system of free enterprise.

Let's get back to those early days in Washington. There are two figures that keep cropping up in the early thirties, Harry Butcher and Frank Russell, who were the CBS and NBC lobbyists, respectively.

Yes. It all started with a fellow named Milton Eisenhower. He was the younger brother of Ike, and he worked for the Department of Agriculture as secretary to William Jardine, the secretary of agriculture.

Mixing business with pleasure:

Early on. Changing of the guard at the National Association of Broadcasters on Aug. 8, 1938. L to r: Ed Kirby (wsy Nashville), who became public relations head of the trade association; Philip Louches, Washington attorney and managing director of NAB; Gene O’Fallon, owner of KREI, Denver (whose call letters stood for "Kante Find Enough Liquor"); Neville Miller, the NAB’s first paid president; Herb Hollister, midwest broadcaster, and Sol Taishoff.

Family affair. Betty and Sol Taishoff were among the guests at this wedding party for the daughter of pioneer station representative Edward Peterson (far right) in 1958. L to r: Herb Akerberg, chief engineer, CBS; ST; unidentified woman; Betty Taishoff; Lee J. Fitzpatrick of WJR Detroit. Others are unidentified.

Shakespearean soiree. This motley crew of thwarted thespians performed at a Television Pioneers bacchanal written, staged and directed by Robert K. Richards, former executive director of Broadcasting. L to r: (seated) Clair R. McColough, Steinman Stations, and Glenn Marshall, WJXT Jacksonville; (standing) Ernest Lee Jahncke, ex-NBC; Carl Haverin, first president of the Broadcast Music Inc.; Ray Hamilton, station broker; "Dub" Rogers, KIUS-TV Lubbock, Tex., and TV Pioneer creator; John Fetzer of the Fetzer Stations, and cigar-smoking Sol Taishoff.

Studio tour. L to r: Victor A. Sholls, director of WHAS Louisville, escorted ST and Frank Silverman, chief timebuyer for BBDO, and F. Ernest Lackey, president of the Kentucky Broadcasters Association, during the 1949 KBA convention in Louisville.


Birds of a feather. Radio Day at the Advertising Club of Washington, May 12, 1959. L to r: Sol Taishoff; Rosel H. Hyde, then acting chairman of the FCC; Robert B. Hinckley, vice president, ABC; and T.A.M. Craven, former chief engineer and twice a member of the FCC.
Milton started out as an educator of sorts, but he was a graduate of, I believe, the University of Iowa or Kansas or whatever, and he got to know Scoop Russell, who went to the same school. Russell became an assistant to Jardine—a lobbyist, I guess—and working with Milton. So when NBC needed a man here, Milton suggested Russell.

Then, when CBS needed a man here, Russell recommended Butcher, who had gone to school with him in Ames, Iowa. Butcher's wife went to Ames, too. So Butcher—who was then chief editor of the Fertilizer Review—became the CBS Washington representative. At first he was manager of WJW, and from that he became the CBS vice president. And Butcher's wife became very friendly with Mamie Eisenhower; they lived at the Wardman Park hotel together. And they played bridge together with then Colonel Eisenhower.

Butcher became very close to Ike, and as Ike moved up, Ike—

some snapshots taken along the way

The boys from Minek. A 1956 photograph of ST (r) with David Samoff, chairman of RCA. Their shared birthplace—Minek, in Belo (White) Russia—was pure coincidence.

Big leaguers. L to r: John Fetzer of the Fetzer Stations and owner of the Detroit Tigers; Frank Stanton, CBS vice chairman; Sol Taishoff; J. Leonard Reinsch, Cox Stations; and Herbert Klein, director of communications at the White House during President Nixon's tenure.

spirit of '76. It was an NBC radio and TV affiliates convention, but the guests were ecumenical. L to r: Bob Hope; William S. Paley, chairman f CBS Inc.; Leonard Goldenson, chairman of ABC Inc.; Herbert S. Chioss, then president of NBC (and now head of RCA's recording enterprises arm); and Sol Taishoff.

Heading for the barn. This member-guest tournament at Washington's Woodmont Country Club brought out f to r: William P Sims, Washington attorney; Charles F Adams, executive vice president and director of the Washington office of the American Association of Advertising Agencies; Sol Taishoff; and Samuel Thurm, senior vice president of the Association of National Advertisers, Washington.

present tense. This May 18, 1981, reception at the Capitol Hill Club brought together the immediate past and incumbent chairmen of FCC's guests of Broad Street Communications. L to r: Richard L. Geismar, chairman of Broad Street; ST; Fred E. Walker, Broad Street president; former FCC Chairman Robert E. Lee, and the incumbent chairman, Frank S. Fowler.

At ease. NAB President Vincent T. Wasilewski (l) and Sol Taishoff at the Kemper Open in Washington in June 1981.
probably suggested to him that he get in the service some way, and he went into the Navy; he was a lieutenant commander. When the war came Youd and Ike wanted a companion over there, since the ladies were companions here, Butch became a four-striper, a captain, and an aide to Eisenhower.

**Butcher never returned to CBS after the war, did he?**

No. He went out to Santa Barbara and started a radio station and later a television station. He also got into cable and made a lot of money. Butch has lived a charmed life. The last I heard he was playing golf almost every day with the retired president of AP, Wes Gallagher, who lives there.

**Did Russell stay with NBC until he retired?**

Not exactly. Things got hot at NBC because Russell kept no records. When they had new treasurers of NBC come down to look at his expense accounts, he had none, and he'd say: "See General Sarnoff." Well, things got to the point where it was decided that Russell should no longer remain an officer with NBC. So he retired, but was hired back by RCA as a consultant, and not as an officer of the company. One provision was that he would have to have other clients—he couldn't just have RCA. So he sent out the alarm to me and to others—"I'll work for nothing; get me some clients." Well, he got to dealing with Bill Daniels, and got in on the ground floor of cable. He took no fees but took an interest in cable systems. He did very well.

It was a small fraternity then. But Russell was a very capable lobbyist. Sarnoff did some lobbying in his own right, and the report was that he'd hire anybody as a consultant at 25 G's if he felt he would do him some good. One of them was Oswald E. Schuette, who represented what he called the Radio Protective Association, which happened to be office space and a mimeograph in the National Press Building. And he would put out these releases inveigling against the RCA monopoly and the AT&T monopoly. Finally he was hired by RCA.

**How did the "VIP-pers" trip come about?**

That didn't take place until 1945, but its development began long before that. In 1941 or thereabouts, one Ed Kirby, director of public relations for the National Association of Broadcasters, had a reserve status. He was called into active duty at the Pentagon, in radio, as a major or possibly a lieutenant colonel. He was a graduate of the Virginia Military Institute, the West Point of the South. Kirby—a very creative fellow who always had more balls in the air than he could ever catch—organized and headed a radio branch at the Pentagon.

**Did he have anything to do with the 'Army Hour'?**

Yes. I think he was instrumental in getting the Army Hour off the ground. He produced the Big Picture later on. He was very, very active in getting broadcasting cooperation down the line. Toward the end of the war there developed a need for broadcasters to take over radio stations as we—the allies—invaded the enemy countries. Radio, rather than newspapers, could get to the people immediately. It was the first target. But they needed people who knew what went on at radio stations, and they recruited.

A new reserve unit was created, to be called G-5. A Colonel Looker, probably at Kirby's suggestion, called me in and asked whether I would be available for possible service in recruitment of broadcasters for some engineering training, some on-the-air training—people who would know what to do. And I said, "Sure, I'd love to."

We cooked up the idea of getting a mission of broadcasters over there. We hand picked them. We went in uniform; it was 1945 and we had the assimilated rank of lieutenant colonels. This group of a dozen and a half went over after VE Day. We were in Piccadilly Circus on VJ Day.

We were in Unter den Linden at the Reichs Chancellery a couple of days later. We went all through Goebbels' files. This was the most exciting experience I'd ever had. We were at Berchtesgaden, which had been bombed out. This was the damnedest thing that ever happened. We had R&R at Bad Homburg. We hit damn near everywhere—even Cap d'Antibes was part of the phasing out.

**Did you do any work?**

A lot of work. We got to Radio Berlin and found the Russians in control. It was in the British sector, but the Russians had moved in—there was little Russian in charge of the thing who was not authorized to be there. In our group there was a signal corps brigadier general whose name was Sam Ford; he was an RCA engineer. We go into this thing, look around, and I said, "Sam, what the hell is this? I've never seen anything like this before." I had found a machine that looked like a teleprinter, but there was a thin tape coming out of it. And Sam said, "How in the hell do you think I know? This is the first time I've been here, and I got into your coat tails. They wouldn't let us in here."

Well, we look at the strange stuff, and John Fetzer, who had a little engineering background, said, "Damn, they're playing music and voice with this stuff. I don't know what it is." We had come across the first oxydized tape and player. It was called the magnetophone.

We took all this tape and stuffed it in our pockets, and we carried it back with us. It went into the hands of the alien property custodian, and it had to be released in the public domain. And that's the way tape got over here. G-M was the first company to grab the ball—they just grabbed it and made a million dollars.

I recall going into what had been a concentration camp, and boy, it really hit me. Don Kearney was one of our conducting officers. He later became a broadcast executive with Corinthian and others, and he died just a few months ago (Broadcasting, June 29).

We all took souvenirs: I have stuff at home now—pieces of the fireplace from Berchtesgaden; it was the most amazing place you ever saw, up in the clouds, in the Alps. John Fetzer came up with a telephone that had been torn off the wall, and he later made lectures all over, saying: "This was Hitler's telephone. With my own hands, I pulled it out of the rubble."

Well, the war was over now, and people were coming back home and there was a sudden demand to build radio. There was a big post-war rush for radio station applications, was there not? There certainly was. That was when the daytimers were invented, and they were granting them almost at will. They hove onto the scene in great numbers; I would imagine the station population doubled in the course of a few years, and there were daytimers and limited timers—stations that went off the air at sunset, wherever they were, on dominant channels. Some of them made money, some of them lost money.

Charles Denny was chairman of the FCC then—from 1945 to 1947. He was succeeded by Wayne Coy, from 1947 to 1952.

Denny went to work for RCA. That's a story that can be told I happened to be having lunch or breakfast with General Sarnoff at the Shoreham hotel in Washington, and he was complaining about how difficult it was to get good executives who would make decisions. At that time a fellow named Joseph McConnell was president of NBC, and the general said that this fellow had a reputation of being a great salesman, a great executive, and he reported in glowing terms all the new business he sold, but failed to report the cancellations. And he had just arranged for this man to depart. I mentioned several friends of mine at NBC that I thought would make good presidents, and he said: "You're talking about administrators. I don't want administrators. I want dynamic leaders and decision makers."

I said: "Well, there's one guy that I don't get along with particularly, but he will make decisions, and that's Charlie Denny." And Sarnoff said: "I could buy that young man." And I said: "Well, you can't buy him now because he's chairman of the international telecommunications conference that's going on in Atlantic City—he's chairman of the conference and of the U.S. delegation."

It was after that conference was over that Denny resigned from
Sol Taishoff is BROADCASTING
BROADCASTING is a pillar of this industry.

WPIX
New York
the FCC and joined RCA to become counsel for RCA or David Sarnoff Laboratories in Princeton. There was a training period and then he moved to NBC and became, I believe, executive vice president for station relations, or something of that kind. But it didn’t work out too well. He transferred later on to RCA and became their new products head.

An interesting sidelight to that story is that when Denny went to RCA he took with him a fellow named David C. Adams, who was in the Common Carrier Branch of the FCC, and he knew nothing about broadcasting. And Adams became a star at NBC and Denny played out his career as the Washington vice president for RCA.

They’ve had an awful lot of trouble with NBC executives, up through today.

It’s because of the RCA dominance, and the fact that NBC was one of the original broadcast winners of RCA, and the head of RCA was also, at least nominally, the head of NBC. That was his prize operation and the glamour operation—the one they prided themselves on.

I wonder if RCA has ever gotten over David Sarnoff?

There’s never been anyone who starred as Sarnoff did.

Well, after the post-World War II buildup of the radio system, then came television.

Actually, television began in the late 30’s—there were perhaps 20 experimental stations authorized before the war. RCA immediately advertised sets, and the FCC cracked down on them and said, “You’re exploiting experimental operations.” And they put it back in the deep freeze. That stayed on through World War II, of course, and then they began authorizing permanent stations after the war.

By 1948 there were 108 stations on the air, and it had become apparent that the VHF spectrum wouldn’t accommodate the demand. That’s when the big freeze was put on, until 1952. Then the great gold rush was on.

But radio was still the dominant broadcast medium. We had very serious problems as a magazine. When television was emerging, we decided we had to get on the television bandwagon even though the radio guys hated hell out of television, which was poaching on their territory and getting its hands in their pockets—not unlike what has transpired in the past few years with cable.

We had changed our name from Broadcasting and Broadcast Advertising to Broadcasting • Telecasting. The “Telecasting” was very small. Gradually, as the medium grew, we increased the size of “Telecasting.” It got to the point where some of my very good friends—a fellow by the name of Ed Crane in Montana and a fellow in Tulsa whose name was Bill Way—sent out a letter to radio broadcasters saying that Broadcast had sold out to television, the company. They canceled their subscriptions and their advertising. But we kept increasing the size of “Telecasting” until it equaled the size of “Broadcasting” on the masthead.

What became of the Craneys crusade?

It fell by the wayside. In the case of Craneys, I told him on one occasion that he was cutting his own throat, that he would never be able to sell the three or four little radio stations he had in Montana for enough to retire on, but if he went into television, he could probably come out of it, and that’s exactly what happened. In his case, Bill Way just evaporated. His station, kVoo, also became a television licensee, but not with Bill Way there.

The NAB was having problems, too. It changed it’s name to NARTB—the National Association of Radio and Television Broadcasters—because of the protest of television people that they weren’t being represented. But when television came to full bloom, we just dropped the “Telecasting” because it was all broadcasting. And NARTB reverted to NAB.

What do you think of the future? What is your vision of the way things are going to go with all of the Fifth Estate media we cover?

Well, there are very interesting things developing in the field. Television seems to be the culprit—everybody points his finger at television for wasting our time, and for mediocrity. They don’t talk about the good things.

My notion is that with all these developments in the field that generally fall under the label of technology, we are actually building a computerized information-entertainment center in the home. The television set in the future is not going to look anything like it does now. The tube will always give you the information, but it’s going to come from many more sources. You’re going to dial them in, just as we dial them on the telephone now.

And there will be great competition, and I would assume that when you have such competition, you’re not worried about anti-trust. But then the big ones will start eating the little ones. And after that some guy will come along with a new idea and knock the spots off some existing thing. And all these things will find a level.

And the public, whether we like it or not, is going to pay for these services one way or another. The one true thing that was said to me by a fellow early on in cable, when I made the argument, as we all did, that people are going to be paying for something they now get for free. And he said: “So what’s wrong with that? Do you have a subscription price for your magazine? Do you sell advertising? You get both, don’t you? You have a box office. Everything has a box office except television. And why shouldn’t it have a box office?” And that’s the philosophy of the thing.

Are you ready to buy that philosophy now?

Not all the way. I can’t convince myself that the box office is the only way of getting it. If advertisers can get their return from sponsorship of the right sort of fare, why not? Why not give the public something? I don’t see making the public pay for baseball games; yet that’s what it’s going to come to. That’s what Walter O’Malley had in mind when he refused to sell baseball rights to television way back, when he moved to L.A. He told me so when I was with him. He said: “Why do that? We’re going to get real money for that.”

What is the best of all worlds? The public pays for darn near everything it gets, and it pays more than it ever paid before. And the people are earning more than they ever got before.

What’s been your specialty in reporting, and the magazine’s specialty?

I’ve always been in quest of that little tidbit, that little scoop, that little something that nobody else has. As for the magazine itself: The brick and mortar of this book are coverage of the events that happen, better than anyone else does it, and doing it honestly and without coloration. I think if you do an honest and sincere job of reporting, you will acquire a status that will be appreciated.

What do I do best? I don’t know. I don’t do anything as well as I used to. But I like people. I like to ferret out stuff. And I think that could be done more effectively if I got around a little more instead of sitting on my duff here. Maybe in this new life, I’ll do it.

Could you give us your list of the five most memorable characters in and around this business? Or whatever number you choose to take. The people who had the greatest influence on the broadcast media?

You would have to begin with Sarnoff and Paley, and I don’t see how you could leave Stanton out of it.

All three were associated with network operations. Does that say that the networks ran the business and/or were the primary influence on the business, up until now?

I think that’s right. And I think I’d rank them one, two, three. After that it gets tough.

Who is number four?

Well, I’ll give you a number four. If you’re looking at innovators
A Salute to Leadership

Through its 50-week series, "50 Years of Broadcasting," Broadcasting Magazine has contributed valuable perspective to an industry often preoccupied with rushing into its own uncertain future. That is the leadership we have learned to count on from a proud magazine, which has served as both a balance wheel and an inspiration since its founding in 1931.

Often reassuring, sometimes gently chiding, it has pioneered in responsible reporting as well as thoughtful analysis and interpretation.

The ability and willingness of Broadcasting to serve the industry well has made the magazine an institution, its founder a virtual legend.

PARK PIONEERS

Since December 15, 1927, Park Broadcasting has been the only group owning the maximum twenty-one stations allowable by law. We are proud to count among those stations a good many pioneers. Each of Park's five VHF television stations—all located in the growing South—was first on the air in its area. All have built solid track-records of leadership for decades. Topping the list of Park TV pioneers is WTVR-TV Richmond, VA, the first television station to go on the air south of Washington. For almost 34 years it has pioneered in leadership and service.

WNAY Radio in Yankton, South Dakota, was on the air for almost 10 years before Broadcasting Magazine's founding—back in the days when a young performer on the station, Lawrence Welk, had not yet become a household name. Other Park radio stations were also first in their areas.

First in their markets were: WTVG-AM (then WMBG), Richmond, VA, 1926; WNCJ-AM (then WJTC), Greenville, NC, 1940; WHEN-AM (then WAGE), Syracuse, NY, and WDE-AM Chattanooga, TN, both in 1941.

These pioneers had to be more than first on the scene. Pioneering means leading from day one. That's the objective for each and every Park station, just as it has been the goal at Broadcasting Magazine the past 50 years.

Park Broadcasting, Inc.

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KEZK-FM
PORTLAND
KWJJ-AM, KJIB-FM
CHATTANOOGA
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MINNEAPOLIS
KRSI-AM, KJJO-FM
RICHMOND
WTVR-TV-AM-FM

Terrace Hill, P.O. 550, Ithaca, N.Y. 14850-9990
or impact. I must go for Franklin D. Roosevelt. His " Fireside Chats" did more to alert the nation to what radio really was than anything that happened in the early days of this medium.

For number five, I'm going to get to a guy who falls in the network syndrome again. Pat Weaver. He was the most creative guy in those early days. I'm not going to the inventors, the Zorykins and the Farnsworths and the DuMonts.

And no overview of broadcasting development would be complete without the evolution of American Broadcasting Companies, under the inspired leadership of Leonard Goldenson. As president of United Paramount Theaters, he arranged to buy a bibbited ABC Network from Edward J. Noble, the Lifesaver (candy with a hole in it) king for $25,500,000—well, memory serves—in 1951, in what was characterized as a "merger."

Noble, who reportedly owned about 900 of the Thousand Islands in the St. Lawrence, as well as St. Catherine's in the Sea Island area of Georgia, was bailing out of the network business. He had acquired the Blue Network Co., which became ABC, from RCA for about $8 million cash in 1943 when RCA was under court mandate to dispose of one of its two networks.

What Noble and company acquired was a barebones operation having four clear-channel AM radio stations and construction permits for five major-market TV stations. A sagacious trader, Noble had sold WAMCA(AM) New York to accommodate Wiz (now WABC(AM) New York), with the result that his acquisition of the Blue Network netted out at about $6.4 million. In 1948, Noble called me with the query, "What's my network worth?"

I replied, "I never regarded myself as an appraiser but I would put a value of $5 million on each of the five television station construction permits without regard to the lack of studios and other brick and mortar."

Later we learned that negotiations had been in progress for the sale of ABC to 20th Century-Fox but it wasn't until 1951 that Noble called me to advise me that he had made a deal with United Paramount (Mr. Goldenson as the negotiator) to "merge," involving a $25,500,000 figure. I asked him how come an additional $500,000. He replied, "That was the interest I lost when Spiros Skouras, head of 20th Century-Fox, disagreed with your evaluation and made an offer of $23,500,000."

What Leonard Goldenson has done with NBC and its associated properties is now legend. He, like Bill Paley, had the ability to attract bright young people. But he worked alongside them, determined to put ABC-TV on top and to develop ABC Radio into a multiplicity of specialized networks. He succeeded ratings-wise and dollar-wise and even at this date, is still riding the crest.

Are there any station operators or station group owners who loom above all the rest?

One of the great modern success stories is Metromedia and its chairman, John Kluge, a former food broker, who parlayed a little AM station in the Washington area (WGAY Silver Spring, Md.) into the largest major-market group of independent television and radio stations as well as in the forefront of production and outdoor advertising and syndication.

I’ve already mentioned Storer and Cox and CapCities—on anyone’s list of the foremost group broadcasters. And you certainly can’t ignore Don McGannon of Westinghouse, although it’s only fair to keep in mind that McGannon inherited something from a man named Walter Evans. Evans started out as an engineer working for Westinghouse. He was the chief engineer of KYW in Chicago, and was made the vice president in charge of radio for Westinghouse in the 30’s. He bought the Fort Wayne stations—I was there celebrating with him during Prohibition, because we drank Old Rarity, the first time I’d ever seen it, in the Keenan Hotel. WOWO Fort Wayne. And they had WBZ in Boston, WZRA synchronized in Springfield, Mass. KDKA in Pittsburgh. Evans was head of the whole schmeer. During the war, he was made head of their air arm, located in Baltimore, as well as the

50 YEARS OF IMPORTANT ISSUES.

Happy Birthday, Broadcasting.

Fisher Broadcasting Inc.
KOMO-AM 1000 & KOMO Television, Seattle; KATU Television, Portland

Broadcasting Oct 12 1981 140
broadcast operation—again, a quiet engineering type.

He went to his board of directors and asked for five television stations—the maximum, five V's, and the board wouldn't give it to him. They said it was too experimental, and they gave him only one. They took Boston—WBZ-TV. They had to buy everything else they got in television.

But McGannon did make a great contribution. He was gutsy; he had courage. He had what amounted to a training school, too, and he developed a lot of other executives. There's almost a Don McGannon School of Broadcasting.

Right up there among the influentials you would have to put a guy who just lost his job—Fred Silverman. I think he took over in terms of network influence after Stanton retired. One of our editors used to say that Silverman was going to ruin the television networks of this country one at a time—he ruined CBS and then went over and ruined ABC and after he got through with NBC here was almost nothing left. But Fred Silverman ran television in this country for the last 15 years; he was THE most influential man in television. Almost everything on the air, in terms of program types and values, he put there.

Now, when it comes to the new generation of television, you have to rank Jerry Levin of HBO. There are similarities between his record and that of some of the early pioneers of the medium—there was no road map for them to follow. He started something new, with the satellite interconnection, that is changing all of our lives.

But if you're looking for heroes, there's no one man. Sarnoff happened to be the innovator, the American Marconi, whom Owen Young spotted as a comer. And Owen Young gave him a chance and Sarnoff delivered.

From time to time, I have been asked to evaluate members of the Federal Radio Commission and the FCC over the years. I have known every commissioner since the formation of the FRC in 1927 and its successor, the FCC, in 1924. The total is 64.

The FCC isn't and never was a popularity contest. Problems did not diminish, and competition for facilities burgeoned in every area. I would be disposed to rate Wayne Coy (1947-1952) as perhaps the most effective chairman. Rosel Hyde, a career success story, who began as a junior lawyer with the agency in 1927, served two terms as chairman and was admired without regard to political fealty as a conscientious and fair-minded head, immensely popular with the staff. She served as commissioner and twice as chairman from 1946 to 1969. Hyde, more than any other individual, was the savior of TV allocations. After the lifting of the deep freeze in 1952, she expedited authorization through “paper hearings” wherever possible, avoiding many tedious hearing encounters that might have run for months.

Frieda Henock, a New York attorney (1948-1955), was the FCC's first distaff commissioner and used all her wit and charm in getting results. More than anyone else, she was responsible for non-commercial, educational broadcast allocations—actually the family godmother of ETV.

The Kennedy administration brought in Newton N. Minow, who at 35 was one of the youngest chairmen ever. His maiden speech became the theme for the do-gooders everywhere—that, of course, was the catch-phrase “vast wasteland” as applied to TV.

Minow was—and still is—an activist. His law firm in Chicago numbers among its special clients such entities as CBS and AT&T—the latter he's representing in its quest for equal competitive footing in the volatile new world of telecommunications. AT&T alone, it should be remembered, has the nation "wired."

Dean Burch, the Arizona Republican (1969-1974), was regarded as efficient, even-tempered and judicial. He got things done in lawyer-like fashion. And his successor, Richard E. Wiley, was innovative, indefatigable, ubiquitous and always on the move, making speeches here, meetings there, with no regard for the clock or vacations.

And now, after some 54 years of communications regulation—
I'm counting back to the Federal Radio Commission in 1927—we've got Mark Fowler. He came on board because the Reagan administration was trying to restore order out of the chaos precipitated in the three-year reign of Charles Ferris. Fowler's "marketplace" approach, with minimal government snooping, epitomizes the Reagan mandate. And you have to remember that the President is himself familiar with broadcasting as a former news and sports commentator as well as an actor.

Fowler was never what you could call an establishment lawyer, although he too has at least some broadcaster credentials—he used to be a disk jockey. And, of course, he has endeared himself to the broadcast media by espousing repeal of Section 315 and its fairness doctrine. Now, I don't think he's likely to see fulfillment in this session of Congress, but it won't be for lack of trying. But Fowler does have a working majority of the FCC in place on critical issues. His "marketplace" approach and jettisoning of ascertainment and other hinder-and-delay devices seem possible, although some of the hard-liners in the Democrat-controlled House may block action. One thing is certain: The Ferris era of reckless disregard and punishment of the "ins" is over.

You often talk about the "American Plan of Broadcasting." What do you mean by that?

Well, at the time we started, there were two world systems. The so-called British plan, which was subsidized—the BBC—which had spread through Europe as it caught on. We were fighting for the American plan of free enterprise against the British plan.

There were a number of advocates of the other system, and they all stemmed from the so-called "Hoover Conferences" in the 1920's when Herbert Clark Hoover was secretary of commerce. These conferences were to formulate rules for the development of radio broadcasting. And Hoover said at these conferences: "Perish the thought that these services will ever be underwritten by the hawking of advertised products, or advertising of products."

But the Hoover conferences didn't get to that determination; they got to allocations, and the orderly allocation of facilities among various services—common carriers, ships, etc., and broadcast. Later, Hoover was to change his mind. And as president of the Broadcast Pioneers, I presented him an oak leaf cluster to an award that the Pioneers had given him for having been secretary of commerce at the time. In our first issue, we carried a speech—made by remote control to the NAB convention—by then President Hoover, in which he recognized broadcasting had made better progress here than under the British system—he ate his words on that.

The answer, of course, is that more and more of the world's broadcasting is now commercial to some degree. They may lump their commercials together, as in Britain, but you have a commercial system alongside the government system. And in television the costs are so great that they've almost had to go commercial. So the thing is almost academic now. Only in the very small countries where they couldn't sustain a private system do they have completely subsidized services. Except in your dictatorships, and even the Soviets have advertising on their television. They may be selling state commodities or state goods, but there are commercials.

So the American plan versus the British plan—or the European plan—was commercial versus noncommercial. And we contended that the British plan amounted to state control.

What do you think has been the result of the American plan versus the other?

Well, I think you've gotten a better product all down the line.

Does that explain the magazine's basic opposition to public broadcasting?

Yes, because we're for free enterprise. That's the American plan, a free competitive enterprise. Let him stand or fall on what he does. You now hear it as "marketplace," but they're talking about the same thing.

Do you think we'd be better off without public broadcasting?

That's a tough one. I think that public broadcasting should not be sustained by the government for a minority of the audience, using taxpayers' money to fill the needs of a very definite upper-middle-class minority of our people. Why? Let them contribute to the programs they want. Why should government funds be appropriated for the benefit of a minority of the people?

Would it have been better for public broadcasting to have been started as a pay television service?

Yes. Except that the techniques of collection weren't there at the start.

Basically, our argument against public television has been that it was using spectrum to supply a type of service that might possibly be used politically to the disadvantage of your populace or your electorate. That hasn't happened, although you have a sporadic complaint here or there.

Quite often I've defended our position against people who disagreed with it on the basis that, down deep in your heart, you fear totalitarianism, and that it comes out of your origins. That you don't want the government to have anything to do with the communication system.

That's essentially correct. I know that FDR was revered by many, many people as a great President, for a couple of terms. He did some pretty good things. But I know that he once called in his secretary of the interior, the old curmudgeon, Harold Ickes, and said: "You know, I get reaction when I make a fireside chat, but I'm beholden to the commercial networks to get the time. Why shouldn't there be a government network now? Look into the matter of putting together a network—perhaps for crop reports, weather reports and so forth for the farmers, through the Department of Agriculture. It would only take two or three clearing channels to cover the country."

And Ickes did indeed make the study, and reported back that the commercial networks were too well entrenched, and that you could not do it with two or three clear channels, that you'd have to have a dozen or more, and you'd upset the balance. You just couldn't do it.

Well, what FDR had in mind was—without asking or beholding to private interests—he could, any time he wanted, address the nation with any message that he had. Now that, to me, would have resulted in a dictatorship—you damn near had it by virtue of not two but three, and then four terms. The potential was always there. So, your answer is perfectly valid.

If you had it to do all over again, would you do it the same way?

Perhaps not quite the same way. I'd spend more time with my family, for one thing. That was my greatest failure, and now it's my greatest regret.

Well, you can't go back. But in a sense we do get a chance to do it all over again every week at Broadcasting. That's part of what makes the job so exciting. The trick is always to do it a little better the next time.

But the first 50 years were the hardest, there's no doubt about that. Yet we all have to acknowledge that they were only the beginning. We really haven't seen anything yet.

The great thing about it—as I mentioned a few weeks ago in talking to the Broadcast Financial Management Association [Broadcasting, Sept. 28]—is that we're dealing with a magic medium: "wireless," if you want to settle for the old-fashioned term. But there's never been anything like broadcasting. "It flies through the air with the greatest of ease," I said to the financial people. And it does. And it's going to keep doing just that. Low-power TV. Direct broadcast satellites. Cellular radio we'll all be showering around on our wrists. All part of the magic that belongs to no other communications media.

Truth to tell, I feel the same way about Broadcasting. The magazine. I think it will continue to grow with the times.
Warmest Congratulations to
SOL TAISHOFF
and the Staff of
BROADCASTING.

50 years of quality reporting and heartfelt support for our industry.
We are deeply grateful.

MC GAVREN GUILD RADIO
Tuned in for tomorrow...today
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1668</td>
<td>Sir Isaac Newton performs basic experiments on the spectrum.</td>
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<tr>
<td>1794</td>
<td>Alessandro Volta of Italy invents the voltaic cell.</td>
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<tr>
<td>1827</td>
<td>Sir Charles Wheatstone of England invents an acoustic device to amplify sounds; receivals via &quot;microphones&quot;</td>
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<tr>
<td>1844</td>
<td>Samuel F.B. Morse lays first telegraph with &quot;What hath God wrought?&quot; message sent on line between Washington and Baltimore.</td>
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<td>1858</td>
<td>First transatlantic cable completed; President Buchanan and Queen Victoria exchange greetings.</td>
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<tr>
<td>1867</td>
<td>James Clerk Maxwell of Scotland develops electromagnetic theory.</td>
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<tr>
<td>1875</td>
<td>George R. Carey of Boston proposes system that would transmit and receive moving visual images electrically.</td>
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<tr>
<td>1875</td>
<td>Alexander Graham Bell invents the telephone.</td>
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<td>1877</td>
<td>Thomas A. Edison applies for patent on a &quot;phonograph or speaking machine&quot;.</td>
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<tr>
<td>1878</td>
<td>Sir William Cooke of England patents high voltage through a wire in a sealed glass tube causing a pinkish glow—evidence of cathode rays.</td>
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<tr>
<td>1884</td>
<td>Paul Nipkow of Germany patents a mechanical, rotating facsimile scanning disk.</td>
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<td>1885</td>
<td>Heinrich Hertz of Germany proves that electromagnetic waves can be transmitted through space at the speed of light and can be reflected and refracted.</td>
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<td>1895</td>
<td>Wilhelm Conrad Roentgen of Germany discovers X-rays.</td>
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<td>1896</td>
<td>Guglielmo Marconi of Italy applies for British patent for wireless telegraphy. He receives American patent a year later.</td>
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<tr>
<td>1900</td>
<td>Arthur Kennelly and Sir Oliver Heaviside propose theory that radio waves will bounce off a reflective layer in the upper atmosphere (Kennelly-Heaviside layer) and travel them to any great distances, especially at night.</td>
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<tr>
<td>1901</td>
<td>Marconi sends first transatlantic signal from England to Newfoundland.</td>
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<td>1908</td>
<td>Lee deForest invents a three-element vacuum tube (the audion), which becomes the basic component of radio signals.</td>
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<td>1908</td>
<td>Reginald Fessenden transmits speech and phonograph music using a high-frequency generator.</td>
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<td>1916</td>
<td>David Sarnoff, assistant traffic manager of Marconi Wireless Telegraph Co., proposes developing a &quot;radio music box.&quot;</td>
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<tr>
<td>1920</td>
<td>Westinghouse's KDKA Pittsburgh is first licensed radio station; broadcasts Harding-Cox election returns.</td>
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<tr>
<td>1923</td>
<td>Vladimir Zworykin files for patent for all-electronic TV system.</td>
</tr>
<tr>
<td>1927</td>
<td>Philo T. Farnsworth applies for patent on image dissector camera tube.</td>
</tr>
<tr>
<td>1931</td>
<td>First issue of Broadcasting is published on Oct. 15.</td>
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In Gannett’s world of different broadcasting voices, each station serves its own community in its own way, reflecting local preferences for news, information and entertainment.

In seven cities, from Atlanta in the Southeast to Phoenix in the Southwest, each Gannett television station holds a mirror to its community with strong news and public service efforts from early morning to late at night.

In seven cities, from Los Angeles to Cleveland, Gannett’s 13 radio stations provide music, news, sports, talk and special programming attuned to their local audiences.

Each local Gannett broadcaster is served—as are all others in the nation—every week by Broadcasting Magazine. And each joins its colleagues from coast to coast to congratulate Broadcasting and its founder, Sol Taishoff, for 50 years of service to the industry.

**GANNETT**

**A WORLD OF DIFFERENT VOICES**

WHERE FREEDOM SPEAKS

---

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- KHIN TV
  - Phoenix
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  - Little Rock
- KOSI FM, KPRZ
  - Los Angeles
- KSDK, KEZL FM
  - San Diego
- WKTV
  - Denver
- WXIA TV
  - Atlanta
- WJFe FM
  - Tampa
- W/DDK FM
  - Cleveland
- WOKY FM
  - Fort Wayne
- WOCL FM
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- WDRB FM
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- WWJ FM
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The running story of the Fifth Estate

1931

Jan. 15 Senate adopts resolution ordering FRC to investigate radio advertising stations; feasibility of government operation of broadcasting along European lines. Refusing to bow to Petullo's demands, Chicago broadcasters stand firm, avert strike, win new contract on own terms.

Feb. 1 FRC adopts order requiring all applications for station licenses to include sworn statements of transfer terms, designed to stop 'trafficling in wave lengths and licenses.'

Feb. 15 Senate launches study to find if State Department has negotiated with Mexico and Cuba to protect radio channels used by U.S. broadcasters. BBDO survey finds over 75 regular weekly transcribed programs on air for national advertisers, 175% increase in two years. NBC reduces incomes of CBS and NBC in 1931 to $53,791,000, gain of 33.8% over 1930.

March 1 House Committee on Patents begins examination of American Society of Composers, Authors and Publishers and what copyright legislation designed to protect broadcasters and other users of music is planned.

March 15 CBS, NBC and New York area stations, notably WORJAV, go into round-the-clock operation to cover Lindbergh kidnapping, radio's biggest spot news reporting job to date.

Samuel Clyde, director of advertising, General Mills, urges that broadcasting stations operate on standard time year round as railroads do, eliminating semiannual time change which he called "the one big drawback" in radio advertising. William S. Paley, CBS president, and associates buy half interest in network radio advertising firm of Paramount-Publix Corp., giving them complete ownership of network. Lehn & Fink, in daring enterprise, puts complete 1932 advertising budget of Pabst toothpaste into radio. KNX (AM) Hollywood signs three-year contract with United Press for wire service for four broadcasts each day plus "extras."

April 15 ASCAP boosts copyright fees to broadcasters by 300%, to 5% of gross income, totaling some $3.5 million annually, compared with $900,000 for 1931.

May 1 NBC lifts ban on recorded programs for its owned and operated stations, leaving it up to judgment of station managers, but still barring them from network use.

Rejection of ASCAP's demands, NAB sets up committee to negotiate better deal with copyright owners, secures moratorium until Sept. 1.

June 15 Federal Radio Commission, after six-month investigation of broadcasting, particularly its advertising activities, reports to Congress that "lack plan... to eliminate the use of radio facilities for commercial advertising purposes..." Advertising agencies also queried, say any law limiting advertising on air to announcement of sponsorship would cause most advertisers to cease their use of radio.

July 1 State Supreme Court of Nebraska, in suit of Attorney General C.A. Sorensen against KBBM Lincoln and Richard A. Wood for allegedly libellous remarks made by Wood over Kካ during election campaign, rules that broadcasting station is equally liable with speaker for libelous statements disseminated through its facilities.

July 15 To broadcast 88 hours of sessions of two national political conventions from Chicago Stadium, NBC canceled 56 commercials, CBS canceled more than 10. NBC withdrew prohibition against price mentions on air during daytime hours; A&P is first advertiser to take advantage.

Aug. 1 ASCAP breaks off negotiations with NAB; prepares to start negotiations with individual stations; offers three-year contracts at 3% of net income for first year 4% for second and 5% for third, plus annual sustaining program fees. Broadcasting survey of free-advertising propositions currently flooding radio station mail reveals national magazines as most persistent in demands for free time on air.

Aug. 15 Republicans allot $300,000 for radio time for presidential campaign, two-thirds for network time, one-third for spot.

Sept. 1 NAB resumes negotiations with ASCAP for terms for progresive percentage-of-income fees for music used on commercial shows, plus flat sustaining payment.

Sept. 15 CBS and NBC permit price mentions, night as well as day; again, A&P is first advertiser to broadcast prices at night.

Oct. 15 Mexican government authorizes XEX (AM), across border from Del Rio, Tex., to broadcast with 60 kw; NAB files protest with Federal Radio Commission. ASCAP offers special reduced fees to newspaper-owned stations in recognition of "substantial contributions to the promotion... of music made by newspapers." To protect broadcasters from dangers inherent in Supreme Court ruling on radio libel, John W. Guild, acting chairman of committee on communications, American Bar Association, advocates rule freeing station from liability "whenever it appears that the management of the station exercised due and reasonable care to avoid the utterance of defamatory remarks."

Nov. 1 Chrysler Corp., introduces 1933 Plymouth six to 75,000 salesmen, win 25-city CBS hookup; insures this radio business conference for $500,000 against line break or equipment failure. Interstate Commerce Commission, dismissing complaint of St. Louis Co. against NBC and WJZ (AM) for broadcasting, rules that broadcasting stations are...
not public utilities and that ICC therefore has no power to regulate their advertising rates.

Dec. 1 NAB St. Louis convention elects as president Alfred J. McCook, director, WORAM, Newark, N.J.; plans program of aggressive opposition to exorbitant copyright fees and line charges, spearheaded by prominent public figure and supported by war chest three or four times as big as present annual income of $50,000; agrees on self regulation as best prevention of governmental interference in broadcasting. Accepting government consent decree, General Electric and Westinghouse agree to divest themselves of their stock control of RCA, which becomes completely independent company; patent pool becomes nonexclusive, but RCA retaining rights to patents of GE and Westinghouse as well as its own.

Jan. 1 Frederick R. Gamble, American Association of Advertising Agencies executive secretary, urges closer cooperation between agencies and broadcasters, advocates cash discount for bills paid promptly by agencies.

Jan. 15 Phonograph companies start labeling records "not licensed for radio broadcast" as move to protect their alleged property rights.

Feb. 1 NAB retains Newton B. Baker, Cleveland attorney who was secretary of war during Wilson administration, as special counsel.

March 1 NAB commercial committee and AAAA radio committee agree on standard form for agency orders of radio time.

March 15 Radio places full facilities at disposal of Roosevelt administration during banking crisis; largest audience in history reported for President Roosevelt's CBS-NBC broadcast on plans to reopen nation's banks.

Canadian Radio Commission acquires its first three stations, CCFAM Moncton, N.B.; CHICM Ottawa, Ont.; and WJO-Vancouver, B.C., formerly owned by Canadian National Railways.

April 1 Post office modifies rules so stations can forward mail to sponsors in bulk without paying additional first class fees.

NBC discontinues its Pacific Coast Gold Network to save line costs; Orange network continues, absorbing some Gold programs.

Southern California broadcasters carry on amid wreckage to keep nation informed of effects of earthquake.

April 15 NAB organizes Radio Program Foundation to make available for broadcasting copyrighted works of non-ASCAP composers and publishers.

Federal District Court in Sioux Falls, S.D., grants Associated Press permanent injunction against unauthorized broad- casting of AP news by KNOG/AM Sioux Falls.

May 1 AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts in broadcast times with air credit to member newspaper, which is to pay extra broadcast assessment.

American Newspaper Publishers Association annual meeting resolves that radio logs are advertising and should be published only if paid for.

May 15 Federal Radio Commission is granted power to distribute radio facilities by Supreme Court ruling upholding commission's decision to delete WBBM(AM) and WPPAC(AM) Chicago (over quota by current allocation plan) and give 560 kc regional channel to WXYM Gay, Ind. News on air is undiminished as United Press and International News are two companies that repeat AP's example; network establishes own correspondents in key cities; President again uses combined CBS-NBC networks for second "fireside chat" phrase coined by Harry Butcher, CBS Washington.

July 1 NAB-sponsored Radio Program Foundation acquires broadcast rights to Rickenbacker radio programs; offers package to member stations at rates of $2.50 to $25 monthly.

George B. Storer, president, CKLM(AM) Detroit-Windsor, heads Point-O-Purchase Broadcasting System, which plans to install radio receivers in grocery and drug stores to receive programs broadcast by Point-O-Purchase during peak shopping hours and so provide "the missing link between manufacturer and consumer.

Aug. 1 National Recovery Administration program involves broadcasters in two ways: (1) As employers and as operators of medium which can publicize program; (2) NAB sends questionnaires to broadcasters on employment practices, appoints advisory committee to work with William B. Dolph, former RCA Photophone salesman, now in charge of radio publicity for NRA.

Aug. 15 First North American Radio Conference breaks up when Mexico refuses to budge from demands for 12 clear channels; in letter to "Reds" from Latin American countries, not bound by any international agreements, are free to use whatever frequencies they desire.

Sept. 1 Rate cutting, per-inquiry business, song plugging, excessive coverage claims, excessive commission payments, lotteries and similar practices are barred by broadcasting code drafted by NAB committee and submitted to NRA. Sol A. Rosenblatt is named code administrator. New York business group headed by Alfred E. Smith acquires commercial and program rights of WNAM(AM) New York in $150,000-a-year deal whose legality is questioned by Canadian Radio Commission.

Sept. 15 NAB special counsel Newton B. Baker files suit in federal court asking dissolution of ASCAP as illegal trade combination.

CBS assigns publicity director, Paul White, to task of organizing nationwide staff to collect news for network broadcast.

Oct. 1 General Mills sponsors twice-daily broadcasts on CBS of news collected by Columbia News Service, Washington Star drops program log of WWSA(AM) CBS outlet serving Washington in line with policy of "not advertising our competitors."

After many delays, Ed Wynn's Amalgamated Broadcasting System gets under way as third network with 100 outlets, connected by Western Union lines. (See Nov. 15 item below.) Stations file for 50 kw power as FRC lifts limit from four to eight permit holders for 40 to 40 kw for U.S. NBC moves into Radio City headquarters, world's largest broadcast plant.

Oct. 15 NAB convention re-elects Alfred J. McCook, WORAM, Newark, N.J., for second year as president; urges abolition of requirement that recorded programs be so identified; urges three-year licenses in place of current six-months; asks FCC to intensify fight against ASCAP; denounces concealed commercial in sustaining programs and contingency accounts as unfair practices.

Yorkie Network adds rider to political contracts absolving network from liability for libel or defamation by speakers.

Nov. 15 Repaying Exoneration Act raises questions of advertising hard liquor on radio; CBS and some stations announce they will not accept it at all.

Other groups ponder "third network" organizations as Ed Wynn's Amalgamated Broadcasting System goes bankrupt.

WGN(AM) Chicago, WIST(AM) Boston and WHAM(AM) Rochester, N.Y., are first to get 50 kw under revised regulation.

Dec. 1 President signs broadcasting code, calling for minimum wages of $40 per week for technicians, $20 per week for announcers and program production employees ($15 if fewer than 10 such employed at station). Washington newspapers agree to publish radio logs only as paid advertising.
More Christal Strength:

WGN

Chicago
WGN Continental Broadcasting Company

Now represented by

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The Christal Company, Inc.
510 Third Avenue • New York, N.Y. 10022
(212) 568-4414
that after June 1 it will periodically ask stations, networks, transportation companies for copies of all commercial copy as part of overall survey of advertising.

June 15 Communications Act now law; Federal Communications Commission to replace Federal Radio Commission July 1.

July 1 E. O. Sykes, charter member of Federal Radio Commission, is named chairman of new FCC. Other members are: Thad H. Brown, also holdover from FRC, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne and Hampson Gary. George B. Storer announces new network, American Broadcasting System, will begin operations in mid-August; hires Frederick A. Wier, former Chicago manager of NBC station relations, as operations vice president.

July 15 Clear-channel stations attack "break down" policy of old radio commission urge FCC to conduct engineering study of subject preliminary to restatement of regulations.

Aug. 1 FCC forms three-man broadcasting division, with Hampson Gary as chairman, Thad Brown and Judge Sykes as members.

Sept. 1 Department of Justice files antitrust suit asking dissolution of ASCAP as illegal monopoly.

Sept. 15 Don Lee, owner of KNJAM Los Angeles, KHJAM and KGBIAM Santa Barbara, Calif, and KGJAM San Diego and operator of Don Lee Network, dies at 53.

Oct. 1 J. Truman Ward, WLACN Nashville, is elected president of NAB.

Oct. 10 Quality Group organizes as network for commercial programs only; linking into clear-channel structure.

Oct. 15 FCC reises quota system to permit more stations and higher power. Ford Motor Co. pays $100,000 for broadcast rights to World Series; links three networks plus independent stations into 180-outlet special hookup for event. FCC begins hearing on proposal that 25% of broadcasting facilities be allotted to nonprofit groups.

Oct. 20 Plan for bureau of agency recognition and credit information to be operated for and by broadcasting industry is adopted by NAB commercial section.

Nov. 1 After years of legal battles to protect its place in Chicago, Westinghouse moves KYWAM, city's first radio station, to Philadelphia to comply with governmental quota technicalities. Compiling with request made jointly by 12 clear-channel stations, FCC orders Chicago to begin clear-channel structure.

Federal court upholds property right in broadcast material, enjoins Uproar Co., Boston publisher, from publishing Ed Wynn's Texaco fire chief broadcast scripts in pamphlet form.

Jan. 1 Warner receives withdrawal of suits against suit by Warner Brothers music catalogues from ASCAP and offers performance rights to broadcasters on flat fee basis on which networks reject ASCAP temporarily ex tends its licenses to broadcasters but with no reduction in fees. NBC adds second Pacific Coast network; both NBC Red and NBC Blue are now national.

Jan. 4 AT&T works out clearance agreement with ASCAP on Jan. 1, 1936.

Jan. 15 NAB elects Charles W. Myers, KNJAM Portland, Ore., president, names James Baldwin as managing director, reelects as treasurer Isaac D. Levy of WKNJAM Philadelphia, controversial figure in acceptance of new five-licence licence from ASCAP, enacts agency-recogniton plan, adds revised code of ethics which outlaws per- inquiry and contingent business. Washington state gets restraining order preventing ASCAP from collecting royalties for broadcast performances of its music within state on grounds that ASCAP is monopoly in violation of state constitution.

Sept. 15 Scripps-Howard decides to enter radio, applies for permits in 20 cities, seeks stations in other cities where it has newspapers. Committee of 15, with equal representation from NAB, Association of National Advertisers and American Association of Advertising Agencies, starts work on creation of radio counterpart of Audit Bureau of Circulations for newspapers and magazine.

Oct. 1 FCC demonstrates it is still scrutinizing programs by giving score of stations temporary renewals pending further investigation of "questionable" programming.

Oct. 15 Eso's sponsorship of United Press News on network of NBC & OQB stations leads Associated Press board of directors to reaffirm its ban on use of AP news on sponsored broadcasts.

Nov. 15 Tax law of state of Washington imposing tax of 0.8% on gross income of radio stations is declared unconstitutional by federal court in suit brought by KXLAM Seattle, state supreme court had upheld law's validity in earlier suit of KOMJAM-KKJAM.

Dec. 1 Yankee Network underwrites Boston survey of listening made by mechanical meter devices attached to sets in 1,000 homes to measure tuning, developed by two Massachusetts Institute of Technology professors, Robert F. Rider of marketing department and L. F. Woodruff of electrical department.

1936
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vice" method of compensation.

June 15 □ President Roosevelt signs bill repealing Davis Amendment to original radio law, which required equal division of broadcasting facilities among five zones and among states in each zone, opens way for more stations, increased power. □ Don Lee Broadcasting System starts first public demonstration of cathode-ray television in U.S. with daily broadcasts of 300-line pictures using system developed by Harry Lubcke, Don Lee director of TV.

July 1 □ FM broadcasting, new system invented by Major E. H. Armstrong, is described at FCC hearing as static-free, noise-free, free from fading, and costs talk, uniform day and night throughout all seasons and with greater fidelity of reproduction.

July 15 □ Charles W. Myers, KONAMI-KALEAM Portland, Ore., elected NAB president; Isaac D. Levy, WCAU-WCAU Philadelphia, retiring NAB treasurer, attacks NAB board and managing director for copyright mismanagement, then resigns from NAB promising to form new association, convention backs managing director and board and maintains solid front. Sales managers organize as NAB division. □ RCA shows radio manufacturers its system of TV, being field tested with transmissions from New York's Empire State Building.

Aug. 1 □ Warner Brothers returns to ASCAP, demands reinstatement of suits of more than $54 million. □ National Association of Regional Broadcasting Stations organizes to protect interests at upcoming FCC allocations hearings, elects John Shepard 3d, Yankee Network president, as chairman. □ Members of National Association of Recording Artists follow up granting of injunction restraining WRASAM Philadelphia from broadcasting phonograph records made by NARA President Fred Waring, institute suits against WHNAM, WNEWAM and WEDAM, all New York, for unauthorized recording broadcasts.

Aug. 15 □ Philco Corp. demonstrates its system of television with seven-mile transmission of live and film subjects in 345-line images 9½ by 7½ inches.

Sept. 1 □ Mutual Broadcasting System starts drive to become nationwide network by signing five Midwestern affiliates—KXNWAM St. Louis; KXSWAM Des Moines, Iowa; KMVAM Cedar Rapids; WOLAM Omaha; KXKAM Lincoln, Neb. WXWAM Cincinnati in its MSS stock but remains as outlet.

Sept. 15 □ Television starts in England, with twice-daily telecasts using alternately Baird and EMI-Marconi systems.

Oct. 1 □ After KEKAM and KEKAM Los Angeles refuse to carry President Roosevelt's "fireside chat" as sustaining program, Democratic National Committee cuts them from network outlet for political campaign broadcasts.

Oct. 15 □ A.C. Nielsen proposes metered tuning method of measuring size of program audiences at ANA meeting, reveals his firm's acquisition of "audimeter" developed at MIT; Edgar Felix urges coverage measurements to determine audience.

Nov. 1 □ CBS cancels "debate" of Senator Arthur Vandenberg (R-Mich.) with recording of President Roosevelt's statements as violating its non-partisan rule, then reinstates broadcast; mob at Terre Haute, Ind., prevents Communist candidate Earl Browder from reaching WBOAM studio; parties step up time purchases as campaign closes.

Nov. 15 □ Complete election return coverage by networks and stations winds up campaign in which political parties spent estimated $2 million for radio time. □ Demonstrations of RCA's 343-line TV system are highlight of NBC's 10th anniversary celebration.

Dec. 15 □ Don Lee Broadcasting System affiliates with Mutual, making latter coast-to-coast network.

1937

Jan. 1 □ Chicago Federation of Musicians forbids members to record music except under special conditions, as move to halt threat of "canned" music to employment of live musicians. □ U.S. Supreme Court throws out suit of Associated Press against WBOAM Bellingham, Wash., for AP's failure to show damages of over $3,000, minimum needed for federal jurisdiction, but looks with disfavor on kvox practice of buying newspapers and reading news from them on air.

Feb. 1 □ Radio goes on around-the-clock duty to provide assistance for flood-stricken Ohio and Mississippi valleys, and aids relief work; job wins nation's praise. □ Station sales managers, in first national meeting, reject requests of recording companies for third 15% in addition to commissions paid agencies and station representatives. EEKAM network to discontinue chain-break announcements from their QO stations before asking affiliates to do so. □ Representative Otha D. Wearn (D-Iowa) introduces bill to outlaw newspaper ownership of radio stations.

Feb. 15 □ Charging networks with monopoly in broadcasting, legislators demand congressional hearings. □ U.S. Supreme Court grants injunction restraining R-Mass.) blasts FCC for permitting trafficking in licenses and reads into record full report of station sales and leases approved by commission.

April 1 □ North American Radio Conference at Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November. □ CBS applies for experimental video station in New York, plans to install RCA TV transmitter in Chrysler building tower and to construct special studios at total cost of $500,000.

April 15 □ CBS recognizes American Guild of Radio Announcers and Producers, independent union headed by Roy S. Langham, CBS producer, bargaining begins for network's announcing-production employees.

May 1 □ CBS breaks ground for $2 million Hollywood studios. □ American Radio Telegraphists Association (CIO), International Brotherhood of Electrical Workers (AFL) and Newspaper Guild (claimed by both AFL and CIO) start drives to organize station employees; NBC institutes five-day week for production staff.

May 15 □ WSBAM Chicago recording team of Herb Morrison, announcer, and Charles Nehlsen, engineer, on routine assignment at Lakehurst, N.J., record on-the-spot, at-the-time account of explosion of German dirigible Hinden- burg; NSC breaks rigid rule against recordings to put in network. □ RCA demonstrates projection television, with images enlarged to 8 by 10 feet, at Institute of Radio Engineers convention.

June 15 □ Transradio Press's $1,700,000 suit against networks and press associations is settled out of court.

July 15 □ NAB elects John Elmer, WCBAM Miami, as 1937-38 president; James W. Baldwin is reappointed managing director.

Aug. 1 □ American Federation of Musicians demands that broadcast stations increase their employment of musicians to number satisfactory to union or lose their musical programs. □ Actors' Equity withdraws from radio with organization of new AFL union, American Federation of Radio Artists. □ Guglielmo Marconi, 63, dies of heart attack in Rome.

Sept. 1 □ Independent Radio Network Affiliates organize to deal with AFM; ponder suggestion of AFM President Joseph P. Hyland that weekly station broadcast time be increased from six to 2½ times station's one-hour evening hour-quarter-hour rate be used to employ live musicians, amounting to some $5.5 million per year overall. □ Frank R. McNinch, from Federal Power Commission, goes to FCC as chairman, Commander T.A.M. Craven becomes FCC commissioner. □ International Brotherhood of Electrical Workers (AFL) starts drive to organize radio technicians after National Labor Relations Board certifies American Radio Telegraphists Association (CIO) as bargaining agent for WSBAM New York technicians, overruling petition of International Alliance of Theatrical Stage Employees (AFL).

Sept. 15 □ AFM strike averted as network affiliates agree to spend additional $1.5 million per year to employ staff members; NAB calls special convention. □ Chicago stations broadcast lessons as infantile-paralysis epidemic closes schools.

Oct. 1 □ American Bar Association recommends that broadcasting of court trials be "definitely forbidden." □ FCC gives two stations—WSBAM Newport News, Va., and WHOMAN Des Moines, Iowa—permission to experiment with facsimile broadcasts on the regular frequencies in midnight-6 a.m. period both plan to use system developed by WGBH, former assistant chief engineer of FCC.

Oct. 15 □ NAB special convention votes to complete reorganization, approves 50% hike in dues.

Nov. 1 □ FCC allocates 75 channels with 40 kr separation (41,020 kc to 43,980 kc) for "apex" stations and 19.8-mc bands for television (44-106 mc), with 16 channels in 30-40 mc band for relay stations.


Dec. 15 □ Inter-American Radio Conference reaches agreement on broadcast allocation that protects U.S. broadcasters by eliminating Mexican border stations, but requires moves in U.S. station frequencies.

1938

Jan. 1 □ U.S. Court of Appeals for District of Columbia, in opinion written by Associate Justice Justin Miller, sharply criticizes FCC for reversing its denial of application of Paul H. Heim on for new station on Cheyenne, Wyo. Court calls act "arbitrary and capricious."
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Shepard 3d, president of Yankee Network, starts construction of 50 kw FM station atop Mt. Wachusett at cost of $250,000; Major Erving, FCC's inventor builds 50 kw FM station at Alpine, N.D.; others are planned to test this new medium.

Feb. 13 □ RCA puts stations on notice it may institute "reasonable fees" for broadcasting of Victor and Bluebird records; move said to be self-protective in view of attempts of National Association of Performing Arts to establish its performing rights in recordings through court action; ■ FCC sets 25 channels, 40 kc wide, in 41-42 mc band, for exclusive use of noncommercial educational stations.

Feb. 15 □ Under leadership of Mark Ethridge, general manager of Louisville (Ky) Courier-Journal and Times, operator of WHASAM, Nashville, and WLMANI, Nashville, two-day NAB convention sweeps through reorganization plan, elects new board of 23 directors—one from each of 17 geographic districts and six at large, names Philip G. Lounck, author of reorganization plan, special counsel to guide NAB affairs through pending sessions of the board; president Broadcaster, publishes first facsimile newspaper in demonstration for convention delegates; ■ With most network affiliates signing local musicians' union contracts on basis of AFM-IRNA agreement, AFM submits new contract terms to recording companies.

March □ □ Southern California stations turn over all facilities to emergency public service 83 other means of communication fail in flood crisis.

April 1 □ Mark Ethridge is drafted as first president of revamped NAB to guide industry for interim period while paid president is sought; to serve without pay but with privileges and perquisites of first paid president; Broadcaster publishes first edition of new weekly, queries seeking full information on fiscal operations during 1937; ■ Wheeler-Lea Act, giving Federal Trade Commission new powers to curb false and misleading advertising, becomes law; ■ Hitler's quick conquest of Austria gets full coverage from U.S. networks.

April 11 □ Plan to FCC to keep its regulation of radio to minimum necessary to provide interference-free service to public and to give broadcasters licenses for longer than six months is made by William S. Paley, CBS president, in tradition-breaking broadcast of network's annual report to public as well as stockholders.

May 1 □ CBS dedicates $1.75-million Pacific Coast headquarters building on Columbia Square, Hollywood; ■ National Committee of Independent Broadcasters negotiates agreement with AFM for employment of musicians based on that of IRNA.

May 15 □ U.S. Court of Appeals for District of Columbia cites FCC for lacking consistent policy as it reverses FCC's denial of new daytime station at Pottsville, Pa., to Pottsville Broadcasting Co., and requires it, making reconsideration mandatory.

June 15 □ Senate resolution that broadcast power in excess of 50 kw would be against public interest removes superpower from FCC consideration as hearings on new rules get under way; ■ Neville Miller, former mayor of Louisville, Ky., to assume presidency of NAB July 1 as first paid president, at salary of $25,000 per year, plus $5,000 for expenses; ■ House votes down resolution for investigation of monopoly in radio by vote of 234 to 101.

July 1 □ Radio broadcasting's average weekly paycheck of $45.12 is highest of all U.S. industries, Bureau of Labor Statistics reveals in answer to Broadcasting query; ■ Senate ratifies Havana Treaty calling for many shifts in frequencies of U.S. stations to be made yearly after treaty has been ratified by three of four participating countries: U.S., Canada, Mexico and Cuba.

Aug. 1 □ Cenusa Bureau survey finds 62% of farm homes equipped with radios; ■ W. Lee O'Daniel uses radio exclusively to win Democratic nomination for governor of Texas, boosts sales of Hillelly Flour at same time.

Aug. 15 □ Paramount Pictures acquires interest in Allen B. DuMont Labs.

Sept. 1 □ Atlantic Refining books record football schedule of 168 East Coast games.

Sept. 15 □ World Broadcasting System launches "wax network" with 25 major market participants.

Oct. 1 □ New York stations pool equipment to keep public informed as hurricane hits city; ■ New England states also rise to meet emergency of crippling storm.

Nov. 1 □ NBC moves Western headquarters into Hollywood Radio City, new $2-million building; ■ FCC superpower committee recommends ending WJZAMC's license for 500 kw operation and move station to 50 kw.

Nov. 15 □ Mexican Senate refuses to ratify broadcast agreement section of Havana Treaty.

Dec. 1 □ David Sarnoff, RCA president, urges industry self-regulation of programming at opening of chain-monopoly hearings.

Dec. 15 □ Suits of Paul Whiteman against WNEW and WENB, New York and Elin Inc., sponsor of record program on WNEW and of RCA against Whiteman, Whetten and Elin, become suit of RCAA against Whiteman, drop his suit and WNEW and Elin make no defense against RCA; at stake is determination of whether recording company or recording artist, or either, has control of broadcast performances of phonograph records.

Press Radio Bureau; CBS uses news from International News Service and United Press. ■ Pittsburgh, Pa., holds NBC liable for allegedly slanderous remark ad libbed by Al Jolson during Shell Chateau broadcast, sustains jury award of $15,000 to Summit hotel of Allentown.

March 1 □ Thirty-page questionnaire from FCC, delving into all phases of broadcast operation, evokes chorus of protests from station operators; ■ U.S. and Canada complete agreement on frequencies based on Havana Treaty.

March 15 □ ABC attacks summer slump by offering extra discounts to nighttime sponsors that stay on air year round and by threatening advertisers taking more than eight weeks off with long play periods periods. ■ WOXR New York, experimental facsimile station, starts regular program service three hours daily. ■ WORAM, WGNAM and WLMANI inaugurate New York-Chicago Cincinnati facsimile network.

April 15 □ Eugene O. Sykes retires after 12 years on Federal Radio Commission and FCC to enter private law practice; succeeds on FCC by Frederick J. Thompson, publisher, Montgomery (Ala.) Journal.

May 1 □ Both houses of Congress establish radio galleries, largely due to efforts of Fulton Lewis Jr., MBS commentator; ■ Telecast of opening ceremonies of New York World's Fair marks start of regular daily television schedule by RCA-NBC in New York; first appearance of President on TV.

June 1 □ In accordance with mandate from membership, Associated Press board authorizes sale of AP News on sponsored broadcasts; ■ FCC lifts ban on sponsorship of international broadcasts, but sets limits on type of programming; ■ fears of censorship immediately aroused.

July 15 □ NBC adopts new code of self regulation which bars liquor advertising and sale of time for controversial issues; limits commercial time to 10% of program in evening; ■ Federa district court in New York grants RCA permanent injunction against WNEW's broadcasting Victor and Bluebird records without permits; ■ Precession hearing for competing company; not artist, holds performance rights except where contract places them with artist; RCI plans to offer license to stations.

Aug. 1 □ New FCC rules governing broadcasting become effective, with station licenses extended from six months to one year and horizontal power increases for qualified local and regional stations.

Aug. 15 □ Angered by refusal of American Society of Composers, Authors and Publisher to offer terms for new music-perfor, licenses, NAB Copyright Committee retain Sydney Kaye, New York copyright attorney, a special counsel to aid broadcasters in building their own source of rights; ■ James L. Frick, chairman of Tennessee Valley Authority, named by President and confirmed by Senate to succeed Frank R. McNinch, retiring as FCC chairman Sept. 1.

Sept. 1 □ Appellate court rules that economic interest must be considered in issuing station licenses, scuttling FCC theory that competition does not constitute appreciable interest; ■ commission calls ruling body blow at America system of broadcasting.

Sept. 15 □ Special copyright convention c UNAB unanimously approves S1.5-million fund to set up its own supply of music; ■ Supreme Court of Pennsylvania, overruling lower court, finds NBC not liable for ad libbed remarks of
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AI Jolson: ruling sets precedent that broadcaster is not liable for remarks spoken without words employed by sponsor using broadcaster's facilities. Network drafts code for war coverage; goal is full, factual reporting with minimum of horror, suspense and undue excitement.

Oct. 15 □ NAB code committee, in first action, bans sponsored broadcasts of Fother Coughlin and other under "no sale of time for controversial issues" rule; some broadcasters say they'll resign from NAB.

Nov. 15 □ Elliott Roosevelt organizes Transcontinental Broadcasting System, to start operating Jan. 1 as fifth national network. NAB backs up code committee; John Shepard goes along by forfeiting payment for Fother Coughlin program; four Texas State network stations resign. United Fruit Co. buys time on NBC's international stations for daily newscasts to Latin America; first advertiser to sponsor such broadcasts.

Dec. 15 □ Triple FM relay with program broadcast by one station picked up and rebroadcast by second, whose signal was again picked up and rebroadcast, without loss of quality.

1940

Jan. 1 □ Mexico's ratification of North American Regional Broadcasting Agreement, following similar actions by Canada, Cuba and United States, paves way for shift in broadcasting frequencies agreed on in Havana two years earlier. NCB gets biggest news beat of 1939 with eyewitness description of sinking of Admiral Graf Spee, broadcast as it happened in Montevideo, Uruguay, harbor.

Jan. 15 □ FM Broadcasters Inc. is organized at New York meeting.

Feb. 1 □ U.S. Supreme Court decision in so-called Pottsville case gives FCC freer hand in dealing with applications for new stations, eliminating all questions of priority of filing.

Feb. 15 □ New "crackdown" era foreseen as FCC refers complaints on Pot O' Gold and other give-away programs to Department of Justice for possible action under anti-lobby laws.

March 1 □ FCC approves "limited commercialization" of television effective Sept. 1.

March 15 □ Sun Oil Co. becomes first sponsor to have programs regularly telecast; company's Monday-Friday Lowell Thomas newcasts on NBC-Blue are also carried on WOR. NBC experimental TV station in New York.

RCA cuts price of television sets, starts sales drive intended to put minimum of 25,000 in homes in service area of NBC's New York video station.

April 1 □ Supreme Court of U.S. upholds "free competition" stand of FCC. General Attorney William J. Dempsey emphasizes that Commission's fact-finding, FCC "no supervision of the programs, of business management or of policy"; contains no order to consider effect of competition of new grant on existing stations. FCC suspends order for "limited commercial" operation of TV, confines RCA for sales efforts which are seen as attempt to freeze TV standards at present level; calls new hearing, critics call move "usurpation of power."

April 15 □ Justice Department declines to prosecute Pot O' Gold. FCC's new 42-page license application forms require so much information that many radio attorneys fear they will be virtually impossible to fill out.

May 1 □ Westinghouse terminates contract for NBC management of sales and programs of

1560

1941

Jan. 14 □ After FCC approves transfer of WMEC to E. J. Noble, former owner Donald Flamm asks commission to reconsider and dismiss sale. Department of Justice proposes criminal suits against ASCAP, BMI and broadcasting networks and groups for music monopoly; U.S. Supreme Court will review state anti-ASCAP laws; broadcasters are confident they'll win their battle against music monopoly. Formation of Latin American CBS network of 39 longwave and 25 shortwave stations in 18 countries is announced by CBS President William S. Paley on return from seven-week tour.

Jan. 13 □ After more than 10 years of semi-monthly publication, Broadcasting becomes a weekly.

Jan. 20 □ In what was to become famous as "Mayflower Case" (primarily decided on other grounds), FCC held that broadcasters could not editorialize.

Jan. 27 □ BMI and Department of Justice agree on terms of consent decree. Press Association Inc. is formed as new subsidiary of Associated Press to handle news for radio.

Feb. 10 □ Clear-channel stations form Clear Channel Broadcasters; Victor A. Sholda, former public relations chief of Department of Commerce, as director, with Washington headquarters. U.S. Court of Appeals for District of Columbia, in series of decisions, holds itself powerless to issue stay orders joining FCC from putting its rulings into effect unless public interest would be adversely affected, and then solely on questions of law.

Feb. 24 □ ASCAP accepts government consent decree; will offer broadcasters both blanket and per-piece licenses. AFM President James C. Petrillo, in ruling aimed at American Guild of Musical Artists, orders AFM members not to perform with any instrumentalist who is not AFM member.

March 3 □ Shortage of recording blanks foreseen as Office of Production Management places aluminum in "much needed" category, giving defense program first call.

March 10 □ Ray C. Wakefield is nominated for FCC to fill place vacant since June.

March 17 □ General Foods signs unprecedented contract with Jack Benny giving control of his Sunday-night period on NBC Red network at its termination, whether or not he continues under GF sponsorship.

March 24 □ FCC orders public hearings on newspaper ownership of radio stations.

March 31 □ Group of nearly 100 newspaper publishers with radio interests names Mark Ethridge, Louisville (Ky.) Courier-Journal (whom), chairman of steering committee to oppose commercialization of newspaper ownership of radio stations; 292 of country's 893 broadcasting stations are newspaper-affiliated.

Whole sale switch of frequencies in compliance with Havana treaty goes through with cut-through.

April 28 □ President Roosevelt drafts Mark Ethridge to undertake survey of entire broadcasting situation. Stations elect Harold Hoge, Fort Worth Star-Telegram (wfrx-kxuj), chairman of steering committee; appoint Thomas D. Thatcher, former solicitor general, as chief counsel; vote $200,000 for hearing expenses.

May 5 □ FCC authorizes full commercial operation for TV as of July 1, fixes standards at 525
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lines, 30 frames, FM sound. ■ Major reorganization of radio network operations is called for by FCC network monopoly report, which would ban option time, exclusive affiliations, ownership of more than one station in market or operation of more than one network by same interests.

May 9 □ Industry's stormiest convention votes right to finish against FCC monopoly rules, backs plan for Senate investigation, of FCC, asks legislation to aid broadcasters, and asks FCC to give James L. Fitzpatrick, in which he describes NAB as akin to "a mackerel in the moonlight--it both shines and stinks." ■ NAB President Neville Miller urges broadcasters to stand by BMI, condemns MBS-ASCAP pact; several MBS stockholders stations resign from MAB, 29 MBS affiliates organize to investigate ASCAP deal, tell MBS they won't accept ASCAP music.

May 26 □ BMI growth continues; has 190 affiliated publishers, 690 station members.

June 2 □ CBS withdraws from talent management field, sells Columbia Artists Bureau to Music Corp. of America for $250,000, Columbia Concerts Corp. to its present management. ■ FCC amends rules so "any person can petition for change in rules of practice or procedure; formerly only "applicant" had that right. ■ Socoy-Vacuum Oil Co. becomes first FM network sponsor by signing for newscasts on American Network, FM network serving New England.

June 30 □ Bulova Watch Co., Sun Oil Co., Lever Bros., Cord & Procter & Gamble sign as sponsors of first commercial telecasts on July 1 over NBC's WNBC New York (until then WXAB); first TV rate card puts $53.8 rate per day.

Aug. 4 □ NBC reaches agreement with ASCAP calling for blanket licenses with network to pay 2% of net time sales, stations 2%; stations may appeal rates.

Aug. 11 □ FCC adopts order banning multiple ownership of stations in same area.

Sept. 1 □ After arguments by broadcasters, broadcast unions and others Senate Finance Committee deletes tax on time sales from 1941 Revenue Act.

Sept. 8 □ Completion of arrangement for 92-station Pan American Network to rebroadcast NBC programs, newswires, and others from U.S. is announced by John F. Ralston, NBC vice president; to be on air seven days a week, 20,000-mile tour of Latin America.

Oct. 13 □ FCC extends license term for standard broadcasting stations from one to two years.

Nov. 24 □ BMI offers new eight-year blanket licenses at 25% reduction from original one-year contacts, covering both commercial and sustaining programs, with clearance at source on network shows.

Dec. 8 □ NBC separates Red and Blue networks by setting up Blue Network Co. with Mark Woods as president, Edgar Kobak as executive vice president.

Dec. 15 □ Defense Communications Board becomes supreme communications arbiter with the U.S. at war; plan is to keep broadcasting on as normal operations as possible. ■ Dr. Frank Conrad, assistant chief engineer of Westinghouse known as father of broadcast—ing for his pioneering achievement—dies of heart attack at 67. ■ President Roosevelt's broadcast to nation on Dec. 9, day after war was declared, has largest audience in radio history (about 90 million) and highest ratings (CAB, 83; Hopper, 79).

Dec. 21 □ Byron Price, executive editor of Associated Press, is appointed director of new censorship bureau. ■ U.S. Weather Bureau bans weather broadcasts for duration. ■ Thomas A. McClelland, chief engineer of KLZ (AM) Denver, on duty as ensign with USNR at Pearl Harbor, was killed in action during Japanese attack Dec. 7, radio's first casualty of war.

Dec. 29 □ Harold Ryan, vice president, Fort Industry Co., is named assistant director of censorship, in charge of broadcasting.

Jan. 5 □ Department of Justice files antitrust suit against NBC and CBS. ■ Manila radio stations are "dismantled and destroyed," to keep them from falling into hands of Japanese.

Jan. 19 □ Censorship code outlaws man-on-the-street and other ad-lib interviews and quizzes programs. ■ Office of Facts and Figures is designated as clearing house for government broadcasts, with William B. Lewis, former CBS progra vice president, as coordinator.

Feb. 2 □ Broadcasters' Victory Council is formed as liaison with all government agencies having wartime radio functions, chairman is John Shepard 3d, president, Yankee Network. ■ FCC shuts off construction of new stations in all areas except primary service, pending formal orders from War Production Board freezing broadcast assignments for duration. ■ ASCAP approves clearance at source on transmitted programs.

Feb. 23 □ Advertising Council is organized by advertisers, agencies and media to cut costs and techniques of advertising at disposal of government to inspire and instruct public concerning various phases of war effort. ■ CBS cuts time allowed for commercials on newscasts by 20%, bans jingles or other "undue gaiety," puts restrictions on midweek commercials.

March 23 □ Office of Censorship forbids any mention of weather on baseball broadcasts.

Commercial radio information war policies, pledges that public will get bad news as well as good, so long as no aid is given to enemy.

March 30 □ Edward Klauber, CBS executive vice president, is elected to new post of chairman of executive committee; Paul W. Robson becomes president and general manager, with all departments reporting to him except programming, which reports to President William S. Paley.

April 13 □ Minimum program time required of TV stations is cut from 15 hours to four hours per week for war period. ■ U.S. Supreme Court upheld power of U.S. Court of Appeals for District of Columbia to issue orders staying FCC decision during pendency of appeals; decision, called major legal victory for broadcasters, comes after three years of litigation by Scripps-Howard Radio on behalf of WCPX (AM) Cincinnati.

April 20 □ War Production Board cuts supply of shells for phonograph records to 20% of preceding year's figure, transcriptions, made of vinlyl, are not affected.

May 4 □ FCC issues freeze order on station construction.

May 18 □ NAB convention by-passes reorganization proposals, votes to set up industry-operated equipment pool, admits networks to active membership. ■ Keystone Broadcasting System, transmission network, holds first meeting of some 50 affiliated stations.

June 1 □ FCC eases operator requirements to meet shortage.

June 15 □ CBS reuses its discount structure to include new 15% discount for advertisers using full CBS network of 115 stations.

June 22 □ President Roosevelt creates Office of War Information, appoints Elmer Davis, CBS commentator, as its director.

June 29 □ American Federation of Musicians notifies recording companies that after July 31 no AFM member will play for recordings of any kind. ■ July 13 □ Gardner Coules Jr., publisher-broadcast- er, is named assistant director of OWI in charge of all domestic operations; William B. Lewis, former CBS program vice president and radio chief of Office of Facts and Figures, heads radio bureau of Cowles' branch of OWI.

July 20 □ Broadcasting is declared essential industry by Selective Service System.

Aug. 3 □ Justice Department asks injunction against AFM presidential Petriello refuses to cancel strike against recordings.

Aug. 24 □ Ratings battle begins when OWI asks why C. E. Cooper Inc. shows audiences up in 1942 over 1941, while Cooperative Analysis of Broadcasting reports decline.

Sept. 7 □ AFM makes record ban complete by canceling permission previously given to members to make commercial transcriptions for one-time air use.

Oct. 12 □ Radio time contributed to government would cost $64 million yearly at regular commercial rates, Elmer Davis, OWI director states in testimony before House Appropriations Subcommittee.

Nov. 2 □ Government leases shortwave stations from private owners; Office of War Information and Coordinator of Inter-American Affairs to handle programing.

Nov. 16 □ Dr. Miller McClinton, executive director of Advertising Council, is named first paid president of MBS.

Nov. 23 □ FCC adopts wartime equipment pool plan for all licensees.

Dec. 21 □ General Tire & Rubber Co. contracts to buy Yankee Network, its four AM and two FM stations, for $1,2 million.
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March 8  □  First Alfred I. du Pont awards of $1,000 each for public service broadcasting go to KGO, General Electric shortwave station, and Fulton Lewis Jr., MBS commentator.

May 17  □  Supreme Court upholds right of FCC to regulate broadcasting practices, specifically to compel compliance with its network monitoring activities. FCC works out new contracts with affiliates by June 14 deadline; exclusivity is forbidden, option time curtailed.

May 24  □  Supreme Court rules FCC erred in breaking down 850 kc channel and assigning WJWHOAM Boston full time on that frequency without hearing testimony from its occupants, KOMA Denver; decision seen as guaranteeing right of full hearing before their service is modified by commission order, with burden of proof on applicant.

June 21  □  CBS affiliates open drive to bar hitch-hike, cow-catcher announcements. □  Assn. of Radio News Analysts adopts code opposing censorship; Paul White, CBS news director, insists on right to "edit." July 5  □  House Select Committee opens hearings on FCC with charges of gross inefficiency and interference with war effort. □  Transcription companies ask War Labor Board to help after AFM President Petrillo tells committee the union will "make no more transcriptions for anyone at any time."

July 12  □  Decca Records buys World Broadcasting System; FL, Deutche, to continue as president with five-year contract.

July 19  □  CBS tests program analyzer to find out what makes people listen, device is invention of Paul Lazarsfeld, director of Office of Radio Research at Columbia University, and Frank Stanton, CBS vice president.

July 28  □  War Labor Board accepts jurisdiction in AFM recording ban, but fails to order union to return to work for transcription companies.

Aug. 2  □  Edward J. Noble buys Blue Network from RCA for $8 million cash; will dispose of WJHAIW New York.

Aug. 9  □  Plan to end AFM recording strike by getting broadcasters to agree to pay performance fees to union for all musical record broadcasts and to work for legislation giving creditors in record deals to both record in artist and recording company finds little favor among broadcasters. □  Edward Kraus resigns as CBS director and chairman of executive committee because of ill health.

Aug. 30  □  MBS plans to use 3-5 p.m. time for recorded repeats of top evening network programs; offers free time to advertisers during last period of 13 weeks.

Sept. 13  □  General Dwight D. Eisenhower himself broadcasts news of Italy's surrender, first such event to be announced by radio.

Sept. 20  □  CBS acts to eliminate "cow-catcher" and "hitch-hike" announcements. □  NAB news and public-relations committee adopts resolution on editorializing on air, that management must have final say as it is responsible to public.

Sept. 27  □  Decca Records and World Broadcasting System sign with AFM, agree to pay royalties direct to union.

Oct. 11  □  CBS President William S. Paley accepts overseas psychological warfare assignment with Office of War Information; board elects Paul W. Kesten executive vice president.

Oct. 17  □  Mark Woods remains as president of Blue Network and Edgar Kobak as executive vice president as Edward J. Noble assumes ownership. □  Government drops antitrust suits against networks; MBS dismisses its action against RCA-NBC.


Nov. 8  □  R. Morrie Pierce, chief engineer of WJNAR Cleveland, on leave with OWI, is revealed as having had major role in surrender of Italian fleet, broadcasting surrender terms from "hailing wire" transmitter he built at Algiers.

Nov. 9  □  FCC bans multiple ownership of standard-broadcast stations in same area, effective immediately for new grants, effective June 1, 1944, for existing "overlapping" situation. □  Edward Kraus, former chairman of CBS executive committee, becomes associate director of OWI, succeeding Milton S. Eisenhower.

Dec. 20  □  FCC extends broadcast licenses to total of three years.

Jan. 17  □  FCC decides not to adopt any general rule on newspaper ownership of radio stations but to consider all applications on individual merits; announcement ends three years of uncertainty. □  NBC makes its programs available to FM outlets of its AM affiliates without charge to sponsors until increased service. Some 6,000 radio-station and network employees, nearly quarter of industry total, are in armed forces, Broadcasting survey reveals.

Jan. 31  □  FCC and War Production Board ease construction ban, permitting new stations when such grants will serve "outstanding public need or national interest." □  CBS makes its programs available for FM stations of AM affiliates at no charge to sponsors.

Feb. 7  □  J. Harold Ryan, assistant director of censorship, is elected president of NAB for interim period. □  Television Broadcasters Association, organized in January, elects Allen B. DuMont as first president.

Feb. 14  □  Governor John W. Bricker of Ohio urges legislation to restrict FCC and keep radio as free as press.

March 6  □  MBS restricts commercial religious programs to Sundays before 1 p.m., limits to half-hour, bans fund appeals.

May 1  □  CBS proposes starting off postwar TV with high-definition, full-color pictures, broadcast on 16 mc bands.

May 8  □  Military authorities and radio networks discard traditional taboos to cooperate in providing American public full and immediate reporting of invasion of Europe by Allied forces.

May 22  □  Single ownership of five TV stations is permitted by FCC, from former limit of three.

June 5  □  Purchase by Sol Taishoff and wife of 50% interest in Broadcasting owned by Mr. and Mrs. Martin Codell gives Taishoffs full ownership of magazine founded by Taishoff and Codell in October 1931. Taishoff becomes publisher of Broadcasting, post held by Codell, and continues as editor. □  Colgate-Palmolive-Peet Co. notifies stations to suspend all spot and station-break announcements for 24 hours or longer after news of invasion breaks.

June 12  □  Radio gives nation news of invasion of Europe by Allied forces. □  Allied Expeditionary Forces inaugurate broadcasting service for troops invading Europe, under direction of Colonel Edward M. Kirby, former NAB public relations consultant.

June 19  □  National War Labor Board orders prompt settlement of recording dispute between RCA, CBS, NBC and AFM with union to let members resume work for those companies; calls for negotiation of settlement agreement within 15 days; AFM refuses to let members work for those companies until they accept same terms as other recording firms.

July 31  □  MBS plans to outlaw hitch-hikes, cow-catchers next year.

Aug. 14  □  NBC announces it has completely eliminated hitch-hikes and cow-catchers from all programs it broadcasts.

Sept. 25  □  Chester J. LaRoche, former chairman of Young & Rubicam, is elected vice chairman of Blue Network board, making him operating head of network.

Oct. 2  □  FCC opens hearings on postwar allocations with testimony of Radio Technical Planning Board that agreement had been reached to recommend 41-56 mc band for FM, TV allocations to extend upwards from there. □  Democrats begin five-minute broadcasts, using last part of popular half-hour network shows where advertiser will clear.

Oct. 4  □  CBS, in testimony presented by Paul Kesten, executive vice president, asks for more space for FM, with TV being moved to UHF part of spectrum above 300 mc.

Oct. 16  □  Muzak Corp., now owned by William B. Benton, asks FCC for "suitable number" of FM channels for noncommercial subscription-broadcasting service, nonsubscribers to get "pig squeal." □  AFM President Petrillo rejects direct appeal of President Roosevelt to call off recording strike against RCA, CBS, NBC.

Oct. 23  □  Invasion of Philippines is first announced by radio from floating broadcasting station off Leyte; Major A.A. Schechter, former NBC News chief, directs radio coverage. □  Morris Pierce enlists cooperation of armed division to capture Radio Luxembourg intact, giving OWI 150 MHz, to be used in support of advancing Allied armies.

Nov. 6  □  Edgar Kobak resigns as executive vice president of Blue Network to become president of Mutual. □  Chairman James Lawrence Fly resigns from FCC to open own law office in New York.

Nov. 20  □  Paul Porter, former CBS attorney, wartime government official, publicity director of Democratic National Committee, is nominated for FCC. □  RCA, CBS and NBC give up fight against AFM, submit to royalty payments to union unemployment fund. □  Broadcast Measurement Bureau plan is approved by ANA and AAAA; NAB appropriates $75,000 for first year's operation.

Nov. 27  □  WWJAIW Detroit bans all transcribed announcements as of Jan. 1, 1945. □  Blocking of AFM plans to take over transcription handling National Labor Relations Board certifies National Association of Broadcast Employees and Technicians, technicians union, as bargaining unit for all NBC and Blue-owned stations outside Chicago (where AFM local already has contract).

Dec. 4  □  Robert D. Sweezy, general counsel of Blue Network, moves to Mutual as vice-presi-
Thanks, Broadcasting, for fifty years of support and service to our station and to the industry.

For fifty years you’ve been our source of information and support. During that time you’ve never forgotten the importance of the individual stations. We’ve never suffered from benign neglect.

You’ve been a good friend and neighbor. A toast to the next 50 years.

From Allbritton Communications:
WJLA-TV, Washington, D.C.
WSET-TV, Lynchburg, Va.
WCIV-TV, Charleston, S.C.
KCKN-AM/FM, Kansas City, Ks.
Jan. 8  □ NABET walks out of negotiations with NBC. ABC takes its case to National Labor Relations Board. Hugh M. Felts resigns as general manager, KEBAM Omaha, to head Broadcast Measurement Bureau.

Jan. 16  □ FCC announces allocations proposals; TV band is divided; FM moved to 84-102 mc to displacement of its advocates who had hoped to keep it in 50 mc area.

Jan. 26  □ Cecil B. DeMille, refusing to pay Society of American Artists Federation of Radio Artists $1 assessment to oppose so-called "right to work" proposal on previous November's ballot and failing in his court fight to prevent his suspension by union, can no longer appear on Lux Radio Theater broadcasts.

Feb. 12  □ Liberation of Manila completely covered by radio; highlight is broadcast by Bert Slen, released from Santo Thomas internment camp, who told NBC audience: "As I was saying when I was so rudely interrupted over three years and a month ago..." He had been broadcasting on NBC when Japanese bombs destroyed Philippine transmitter.

Feb. 23  □ Radio tells members not to appear on television until further notice; stations not notified.

April 16  □ Radio covers death of President Roosevelt; commercial programming discarded for tributes; commercial announcements eliminated; only news and music retained.

April 23  □ Philco Corp. dedicates world's first multi-relay network between Philadelphia and Washington, seen as forerunner of nationwide television networks.

May 14  □ Pooled coverage of Nazi surrender brings American people full details of end of war in Europe; for broadcasters V-E Day means end of ban on man-in-the-street programs, request numbers and other wartime program restrictions, but continued demands for men and material means that freeze on new construction won't be lifted until V-J Day.

May 21  □ FCC allocates spectrum space above 25 mc with exception of 44-108 mc; delays decision as to placement of FM propagation studies to be made by FCC and industry engineers.

June 4  □ Joint request, FM Broadcasters Inc. and Television Broadcasters Association ask FCC to allocate 44-108 mc immediately; FM to get 50-54 mc for educational use, 54-68 mc for commercial use, TV to receive 68-74 mc and 78-108 mc.

July 2  □ FCC allocates FM to 88-108 mc band; TV ch: 1, 4, 44-50 mc; ch: 2-4, 5-74 mc; ch: 5-6 76-88 mc.

July 9  □ FCC issues rule on transcription identification, dopping requirement for identifying each record played and leaving language up to broadcasters.

July 23  □ Associate Justice Justice Miller is picked as new NAB president, to assume office Oct. 1 for five-year term.

Aug. 14  □ FCC adopts new provisions requiring licensees to file annual ownership reports, plus interim reports on changes in "policy-making personnel"; ownership data to become public record but network and transcription contract and financial data not to be open. FCC, by a 4 to 3 vote, approves sale of Crosley Corp., including W2W Cincinnati, to Aviation Corp. for 211 million.

Westinghouse discloses "Stratovision" plan for airborne television transmitters to serve as relay stations for TV and FM programs as networks without wire connection.

Aug. 13  □ FCC decides financial data it collects will be kept confidential or disclosed at commission's discretion; to broadcasters' protests that disclosing their financial affairs would put them at disadvantage with competitive media, Commissioner Clifford Dunn replies that newspapers and magazines are private; radio is not.

Aug. 7  □ FCC announces that on Oct. 7 it will start acting on applications in its pending files, pressging radio's greatest construction boom. NAB chooses A.D. Williams, manager of W2ATM Charlotte, N.C., as executive vice president at 25,000 per year; replaces code with standards of practice that leave vital questions for selling time for controversial topics up to individual station operators.

Representative Emanuel Celler (D-NY) demands that FCC "crack-down" on broadcasters, pay more attention to renewals of station licenses, order designated hours set aside for sustaining educational programs, pass on station sales prices, and criticize programs for having too much "corn" commercial content and boogie-woogie.

Aug. 20  □ Radio tells world of Japanese acceptance of Potsdam terms and end of World War II.

Sept. 10  □ Approving sale of Crosley radio properties to Avco by 4-3 vote, FCC announces "open book" selling of present stations sales, permitting number of applicants to compete for acquisition of any station put on market with FCC determining successful buyer on same basis as awarding new facility.

Sept. 17  □ FCC issues rules and regulations for FM broadcasting. Associated Broadcasting Corp. puts fifth national network on air.


Oct. 1  □ Networks sign NABET contract, including recognition of platter-turning jurisdiction.

Oct. 22  □ James C. Petillo, AFM president, tells networks that "dual broadcasting of musical programs on FM as well as AM outlets violates their AFM contracts. FM/BMI board votes to merge with NAB, which will establish an autonomous FM division.

Nov. 5  □ President Truman opens radio news gallery broadcast room in Senate wing of Capitol.

Nov. 20  □ Broadcasting becomes broadcasting. Telecasting with first appearance of Telecasting on cover and masthead. New FCC television-allocations plan follows proposals of Televisors Broadcasters Association, assigns seven channels each to New York, Chicago and Los Angeles, gives additional channels for 33 other cities, sets 28 hours per week as minimum operating schedule.

Dec. 10  □ U.S. Supreme Court rules that FCC must hear all mutually exclusive applications before making grants; reverses grant to WJQ Grand Rapids, Mich.; sustains appeal by W2AM Miami, Mich.

Dec. 17  □ Licensees must retain control of programs. U.S. District Court for New Mexico rules outlawing contract whereby KORBL Albuquerque, N.M., was to turn over one hour of broadcast time each day to New Mexico College of Agriculture and Mechanical Arts.

Dec. 24  □ FCC announces tentative allocations plan for FM, providing for over 1,500 FM stations; makes 32 more conditional grants bringing total to 229.

1946

Jan. 14  □ William S. Paley is elected board chairman of CBS; Paul W. Kesten becomes vice-chairman; Frank Stanton is elected president.

Jan. 28  □ After two days of hearings, FCC denies petitions of Zenith and General Electric rules that FM will stay at 88-108 mc. Achievement of John H. DeWitt in "shooting the moon" is sensation of Institute of Radio Engineers convention; report details how chief engineer of W2AM Nashville, as Army Signal Corps officer, bounced radar signal off earth's satellite some 240,000 miles away and got echo back.

Feb. 4  □ General Mills allocates $5 million with its advertising budget, for radio in 1946. CBS demonstrated color-television film program broadcast from its new UHF transmitter says with industry cooperation color for home can be available within year.


Feb. 25  □ House approves Lex Bill to outlaw union exemptions, chiefly those of AFM against registration fees, by 222-43 vote. Westinghouse report on Stratovision reveals that usable signal transmitted with 250W output from altitude of 2500 feet have been picked up 2500 airline miles away.

March 4  □ NARB signatory nations negotiate three-year interim agreement; clear-channel stations protest compromise that gives Cuba right to use five channels, foresees damaging interference. Donald Flam, former owner of W2MA Miami, New York, wins $350,000 verdict against Edward J. Noble ABC board chairman, in New York Supreme Court; jury upholds Flam's charge he was forced to sell station to Noble in 1940.

March 11  □ FCC issues 139-page report on "Public Service Responsibility of Broadcasts"
FROM THE FROZEN WASTELANDS OF THE ANTARCTIC,

TO THE SEARING DESERTS OF KUWAIT,

AND

1,700+

BROADCAST TRANSMITTERS LATER...
 Licenses,” soon nicknamed “The Blue Book,” which lists carrying of sustaining programs, local live programs and programs devoted to discussion or public issues, along with elimination of advertising excesses, as factor to which FCC will give “particular consideration” when asked to renew station licenses; NAB declares basic freedoms of radio are at stake.

March 18  □  FCC makes first postwar full grants of construction permits for commercial FM stations.

April 1  □  ABC adopts elaborate system for recording and rebroadcasting network programs developed by Charles E. Rynd, network vice president, to keep them on air at same hour locally despite variations in time from city to city as some adopt daylight time, others remain on standard time.

April 22  □  President Truman signs Lea Act, drafted to stop featherbedding practices of unions; AFM plans court test of law’s constitutionality. ■ If FCC adopts Avco “auction” plan it will also seek control of station sales prices, Charles R. Denny, acting chairman, tells hearing. ■ Opposing proposal, CBS color television program is successfully transmitted over 450-mile coaxial cable link from New York to Washington and back.

April 29  □  Associated Press votes to admit stations as associate members, in recognition of “radio as a great medium for the dissemination of news”; stations to have no vote in AP affairs. ■ World Wide Broadcasting Corp. wins fight for return of shortwave stations when Board of War Communications rescinds order of Nov. 4, 1942, seizing WURL and other World Wide transmitters. ■ CBS presents plan for FM network of 200 stations, with five superpower AM stations as a nighttime coverage for remote areas; cost put at $10.8 million to install, with $4.8 million annual operating expenses.

May  □  ABC buys King Trendle Broadcasting Corp. (WKZV, Detroit, WOODAM, Grand Rapids, Mich., and Michigan Radio Network) for $3.85 million, subject to FCC approval, sale of network stock to raise $1.6 million for the sale. ■ Defying Lea Act, AFM President Petrillo notifies members not to play for combined AM-FM programs.

May 20  □  Census Bureau reports 90.4% of U.S. homes had radios in 1945, up 17.9% from 1940.

June 3  □  FM strikes waftlam Chicago over station’s refusal to hire three additional “musicians” to work as librarians in move seen as precipitating court test of Lea Act. ■ Proposed amendments to Standards of Good Engineering Practice for FM include designation of community stations as Class A, with maximum power raised from 250 w to 1 kw; metropolitan and rural stations to comprise Class B (adopted June 24).

June 10  □  AFM President James C. Petrillo tells union’s convention that if Supreme Court upholds Lea Act as constitutional he will forbid musicians to play on network programs at expiration of present contracts on Jan. 31, 1947.

June 17  □  FCC denies FM license to wwoodcm Washington because of plan to duplicate give-away program which commission holds of questionable legality. ■ Major Edward Boes, originator of radio amateur show, dies after losing battle of 720 days.

June 24  □  Press-Citizen weightlifter wins bout, sponsored by Gillette Safety Razor Co., on four-city hook-up, reaches estimated

100,000 viewers, convinces skeptics that television is here. ■ F. McDonald Jr., president of Zenith Radio Corp., in Collier’s magazine article, declares advertising alone cannot support television; public must pay for TV programs as it does for movies, magazines, newspapers. ■ Cooperative Analysis of Broadcasting announces “temporary suspension” of service on July 31 after 17 years; Hoopings made available to exclusive CAB subscribers.

July 22  □  Denying petition of Robert Harold Scott for revocation of licenses of three San Francisco stations for refusing him time for talks on atheism, FCC nevertheless warns that it “freedom of speech” is to have meaning … it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve.” ■ FCC adopts plan to set aside for one year every fifth “Class B” FM channel.

July 29  □  Religious leaders of all faiths denounce FCC opinion on atheism case.

Aug. 5  □  NAB membership passes 1,000 mark.

Aug. 9  □  AFM adopts watered-down version of Avco plan lacking features that broadcasters most strenuously opposed.

Aug. 12  □  FCC adopts interim “clear-channel” policy providing for consideration of some clear-channel applications with mutually exclusive nonclear-channel requests; industry puzzled whether this means breakdown of clear-channel restrictions. ■ Paul W. Whitten resigns as vice chairman of board and director of CBS because of ill health; to continue to serve as a consultant.

Aug. 19  □  Bing Crosby signs $30,000-per-week contract to do series for Philco, broadcast on ABC but transmitted in advance, deal is said to stipulate return to live broadcasts if program’s rating falls below agreed-on level.

Sept. 23  □  Drew Pearson, columnist-commentator, and his former partner, Robert Allen, apply for facilities of Hearst Radio’s clear-channel station, WJLAM, Baltimore, under “comparative consideration” clause of FCC rules.

Sept. 30  □  CBS petitions FCC to adopt standards and authorize commercial operation of color-television stations in UNH frequencies immediately. ■ Licenses of AM stations pass 1,000 mark.

Oct. 21  □  AFM, after demanding increases ranging from 233% to 566%, accepts record manufacturers’ offer of flat 37 3/4% increase in musicians’ pay; asks transcription farms for $55 per man to make commercial disks of one minute or less.

Oct. 27  □  Clear Channel Broadcasting Service proposes realignment of clear channels whereby 20 stations (five to each network) would get 75 kw power. ■ Promotion organization (subsequently named FM Association) is organized to foster growth of FM and succeed FMB, now division of NAB.

Nov. 4  □  RCA demonstrates all-electronic system of color TV.

Nov. 11  □  Bruce Myers is first advertiser to sponsor television-network program: Geographically Speaking, which started Oct. 27 on NBC-TV’s two-station network.

Nov. 18  □  Robert Harold Scott gets time on kwkiam San Francisco to argue cause of atheism; more than 5,000 listeners write station to praise or condemn its grant of time for broadcast. ■ Robert E. Kintner, ABC vice president in charge of public relations and publicity, is elected executive vice president.

Dec. 9  □  Charles R. Denny is promoted from acting chairman to regular chairman of FCC.

Federal District Court Judge Water La Buy rules Lea Act unconstitutional, sustains motion of AFM President James C. Petrillo to dismiss charges of violating Lea Act in calling strike at waftlam Chicago; appeal to Supreme Court.

Dec. 16  □  Supreme Court upholds FCC in denying license renewal to wwoodam, Albany, N.Y., for failure to disclose 24% interest held by Sam Pickard, former FCC commissioner and CBS vice president, for 12 years.

Dec. 23  □  FCC orders networks to report on sustaining programs for week of Nov. 17-23, making good on “Blue Book” promise to request this information every quarter.
Paul Gregg and Joe Novik know what it takes to deliver a transmitter system that cuts it!


It's a whole new game from an experienced team that have gathered the industry people, engineering expertise and back-up products and spare parts inventory to take care of all past and future business.

Give Paul or Joe a call at their new 22,000 square foot manufacturing facility in Sacramento—that is, if you're interested in getting on the waiting list for a new AM or FM transmitter system from one of the newest, oldest names in the business:

(916) 381-3750

Elcom/Bauer Broadcast Products 6199 Warehouse Way Sacramento, CA 95826 (916) 381-3750 Telex: 377-331

AM Transmitters from 250 to 25,000 watts, FM from 250 to 50,000, and a line of indispensable audio processing equipment.
Jan. 19 [Federal Judge Walter LaBuy again
finds James C. Petillo, ABC president, not
guilty of violating Lea Act by causing strike
of librarians at WAMM in Chicago; Representative
Clarence F. Lea (D-Cali), author of act, says
version would be granted to Edward Lamb, Representa-
tive F Edward Heber (D-La.), states before speech accusing
Lamb of having "Communist associations and affilia-
tions."

Jan. 26 [AT&T files FM tariffs; base monthly
airline-mile cost for 16 consecutive hours per
day is $10, compared to $6 for AM.

Feb. 2 [CFC by 4-2 vote in WSB/WMAL Port
Huron, Mich., case, holds Section 315 of Com-
munications Act to comprise "absolute"
prohibition against station's censoring political
broadcasts; states this federal prohibition will
relieve station of responsibility for libeled
material in political broadcasts. [RCA an-
nounces development of 16-inch TV picture
tube, first metal kinescope, with picture area of
125 square inches.

Feb. 9 [Western Union reveals plans to enter
TV network service, starting with microwave
relay between New York and Philadelphia.

Feb. 23 [RCA assigns band for intensity TV
replays by broadcasters for interim period until
permanent common-carrier facilities are available.

March 1 [Senate Interstate and Foreign Com-
merce Committee orders FCC to hold up its
clear-channel decision as Senator Edwin C.
Johnson (D-Colo.), ranking minority member,
introduces bill to break down clear channels
and limit power, to be heard in court.

March 8 [FCC starts hearings on rights of
station to editize.

March 15 [American Jewish Congress peti-
tions FCC for revocation hearing for KMPCAM
Los Angeles, charging station with "slanting"
news comments.

March 22 [FCC holds three-day hearing on
proposed standards for facsimile broadcasting.

March 29 [AT&T files new tariffs for inter-
ference TV transmission, substantially lower than
those proposed year ago.

April 19 [Court of Appeals for District of Colum-
bia revokes FCC's nonhearing grant to
Joseph P. Santon of 10 kw daytime station at
Philadelphia, Pennsylvania; C-B channel (1530 kc);
rules that when licensee claims grant would adversely affect him he
must be given opportunity to argue his case
and if argument indicates that his rights would
be adversely affected, full-dress hearing on ap-
lication must be held.

April 26 [As Senate Commerce Committee
closes hearing on Johnson Bill to break down
clear channels, Acting Chairman Charles W.
Tobery (R-N.H.) issues surprise order for new
hearing to investigate broadcast alloca-
tions, regulation and patent ownership.

May 3 [Affirming lower court's denial of in-
junction to WSB/WMAL Rochester, N.Y., to keep
ABC and MBS from switching affiliations to
other stations, U.S. Second Circuit Court of
Appeals, New York, holds that network is not
common carrier and can make whatever contracts it wishes for distribution of its programs.

May 10 [Texas attorney general notifies FCC
that despite its whs port Huron decision, Texas
libel laws are still in effect and "stations carry-
ing libeled material will be subject to state law
suit.

FCC orders into effect earlier proposal
assigning TV ch. 1 (44-50 mc) to nongovern-
ment fixed and mobile services, denying FM
spokesmen's pleas for that channel for use in
FM network relaying; gives FM stations in
44-50 mc band until end of year to move to
98-106 mc; issues proposed new expanded
TV allocation table; calls hearing on feasibility
of TV use of frequencies above 475 mc; pro-
posed required minimum hours of TV station
operation be scaled from 12 hours per week
for first 18 months to 28 hours per week after
36 months.

House Un-American Committee
Commits to support grants to Ed-
ward Lamb, Representative F Edward Heber
(D-La.), states after speech accusing Lamb of
having "Communist associations and affilia-
tions.

May 24 [NAB convention approves new coa
considerably revamped from original version
as ideal toward which operation should be
aimed.

ABC appeals "unfair" court refusal to rehear

May 31 [President Truman nominates Fried-
Hennock to FCC as first woman appointee. [FCC's denial of application by wbb/akd Aker,
Ohio, because it contemplated full-time use
network programs is upheld by U.S. Court
Appeals for District of Columbia, which split
2-1 in whether decision involves censor-
ship. [D. appeals court refuses to rehear

June 7 [Gulf Oil Corp. starts sponsorship by
"The People on both CBS Radio and CBS-T
first regularly scheduled series.

June 14 [FCC authorizes commercial use
facsimile broadcasting on FM channels as
July 15; adopte rules and standards for print
broadcast medium.

June 20 [TV coverage of GOP conventi-
makes history; reaches 10-12 million person
weeks estimated $200,000, is transmitted
Midwestern viewers by Stratovision.

July 5 [FCC officially adopts its "Port Huron
interpretation of political-broadcast law at
set of presidential campaign.

July 19 [KPFA/AFM Oakland asks court to
side commission's view on political free-
ring and itself interpret the law.

July 26 [FCC orders investigation of stati-
mentation by networks to see whether
violates commission's network regulations.

Major E. H. Armstrong sues RCA and NBM-
alleged infringement of five of his basic FM
ents.

Station/ond radio network at 316,000 a week, a
Broadcast survey reveals.

Five Baltimore stations are charged with contempt of court for broadca-
ting wire-service dispatches of arrest and
invasion of man accused of murder charged with two murder
press associations join NAB in fight against
"Baltimore gun" rule.

Aug. 9 [FCC proposes rules for glee-cau
which would be practically all such progr
from air.

Frederik W. Xor buys World Bro-
casting System from Decca Records for $1
million.

House Select Committee starts
stratovision of FCC by questioning commissi-
nial officials on their stand on political

Aug. 16 [Westinghouse applies for commer-
cial use of Stratovision.

Aug. 23 [FCC proposes to limit ownership
AM stations to seven by any entity in line w
existing limit of six FM and five TV stations.

Sept. 20 [FCC President James C. Fetri
offers to end eight-and-a-half-month-old b
on recordings; proposes royalty payments to be made to disinterested trustee, who would collect funds from recordings and use them to hire unemployed musicians, avoiding Hart-Leyton ban on direct payments to union.

Sept. 27  □  NBC proposes new TV-affiliation contracts calling for station to give NBC 30 hours of free time per week, while network assumes all connection costs; NBC sets objective of 28 hours per week of network service.  □  NBCcido to force AT&T to transmit from New York to Boston TV programs sent via Philco's own relay system from Philadelphia to New York; charges AT&T with insisting its intercity facilities be used all way.

Oct. 4  □  FCC puts freeze on TV licensing and hearing functions, pending decision of changes in present TV standards.

Oct. 11  □  CBS purchases "Amos 'n Andy" outright for $2 million; makes strong effort to get Bergen and McCarthy away from NBC.  □  Court of Appeals for District of Columbia rules that FCC must grant hearing to any station that claims it will be harmed by grant of another application, even if interference would occur outside normally protected contour; in decision reversing nonhearing grant to put 1 kw daytime station at Tarboro, N.C., on 760 kw, I-A clears channel of WJMJ, Detroit.

Oct. 25  □  FCC rules that equal-time provision of Communications Act applies only to candidates competing against one another in same contest.  □  Ultrafar, high-speed communications system claimed to be capable of transmitting and receiving million words per minute, developed by RCA in cooperation with Eastman Kodak Co and NBC is demonstrated.

Nov. 1  □  Record companies and AFM reach agreement; companies pay royalties to "public music fund" administered by impartial trustee.

Nov. 22  □  FCC orders hearing on news policies of G. A. Richards, owner of WCMG (Los Angeles), WOR (New York), WJIM (Detroit) and WORAM (Cleveland).  □  Association of Federal Communications Consulting Engineers is organized by 26 consultants.

Nov. 29  □  CBS gets Jack Benny program; will start Jan. 2 in same Sunday evening period 7-7:30 p.m. and with same sponsor (American Tobacco Co.) that had on NBC: Edgar Bergen deal awaiting internal Revenue ruling.  □  Phil Hartman, from show to remain on NBC.  □  Bulova Watch Co introduces plan or combining time signals with station-synchronization announcements. 1949 advertising budget includes $5,000,000 for TV, $3 million for radio.  □  Negotiations are in progress for sale of ABC to 20th Century-Fox.  □  U.S. Court of Appeals for District of Columbia reverses FCC on denial of license renewal to WORAM, Boston; calls action arbitrary, capricious and without substantial evidence.

Dec. 6  □  Frank M. Folson, executive vice president in charge of Victor Division becomes president of RCA, succeeding Brigadier General David Sarnoff, who retains board chairmanship.  □  Ward's "Othello" is telecast live from stage of Metropolitan Opera House in New York on ABC-TV with Texas Co as sponsor.

Dec. 20  □  Recording peace near as Labor Secretary Maurice Tobin and Attorney General Tom Clark approve "trust fund" plan as within Taft-Hartley Act; Samuel R. Rosenbaum, one-time president of WORMA, is chosen as "impartial trustee and administrator of fund.

Dec. 27  □  Transmission companies sign five-year agreements with AFBM.

1949

Jan. 2  □  Affirming FCC's denial of application of Bay State Beacon Inc. for Brockton, Mass., station, which would offer 95% of its time for sale. Court of Appeals of District of Columbia rules has right to examine percentages of commercial and sustaining time proposed by applicant.

Jan. 10  □  Diversi-Media Stravosvision tests deliver good pictures to some areas but in others local station-interference mars reception.  □  With Jack Benny and "Amos 'n Andy" in Sunday night line-up, CBS Radio now tops NBC in ratings in critical 7-8 p.m. period.  □  Resisting FCC order to move all FM to 86-108 mc, FM invertor.  □  Campbell, Inc., starts offering 40 new FM stations.

Jan. 17  □  Dr. John Churchill resigns as BMB research director; NAB ends its director of research. Dr. Kenneth H. Burke, to supervise BMB's second nationwide study of station and network audiences.  □  AT&T coaxial cable links East Coast and Midwest television stations.

Jan. 24  □  CBS gets services of Bing Crosby for both radio and television.

Jan. 31  □  Baltimore court finds three stations guilty of contempt for violating rule prohibiting publication of crime news.  □  CBS signs Edgar Bergen and Red Skelton; other deals reported near.  □  Academy of Television Arts and Sciences announces first Emmy awards: 3 for TV, 3 for radio, 3 for Los Angeles telecasts ceremonies.

Feb. 7  □  Appellate division of New York Supreme Court sets aside award of $490,419 to Donald Fiamm, former owner of WMAQ, Chicago, for breach of contract; board chairman, to whom Fiamm sold WMAQ in 1941.  □  Pennsylvania state board of censors of motion picture orders censorship of TV films before they are telecast by any Pennsylvania station.

Feb. 14  □  NBC rescinds rule against use of retransmissions on network.

March 7  □  NBC affiliates give network vote of confidence at Chicago meeting.  □  Hugh Felix resigns as president of BMB to become general manager of KING in Seattle.

March 21  □  Fred Allen signs contract giving NBC exclusive rights to his services for radio and television.

April 4  □  NAB protests limitations on use of 540 kc channel proposed by FCC; to limit power to 1 kw and no use at all within 25 miles of some 224 military installations; points out that 1947 Atlantic City allocations made 540 kc broadcast channel.

April 11  □  Frank K. White, president of Columbia Records and previously treasurer and vice president of CBS, becomes president of Mutual, succeeding Edgar Kobah, retiring to open office as business consultant.

April 18  □  After stormy debate on convention floor, with expansion of Broadcast Advertising Department of NAB demanded, board creates Broadcast Advertising Bureau, names Maurice B. Mitchell as its director, operating under board policy committee, and earmarks $100,000 to get it going.  □  WBBM wins vote of confidence from convention and loan of $75,000 from Illinois Audubon Society for "Blaieton" rule.  □  "Marrakesh" conference at Mexico City comes to stormy end as U.S. delegation refuses to approve pilot plan giving Russia and other countries greater share of channel hours.

May 2  □  Two New York-Chicago channels added to AT&T coaxial cable service now provide three west-bound and one east-bound channel for television programs.

May 9  □  FCC authorizes NBC to operate UHF station at Bridgman, Conn., for experimental rebroadcasts of programs of UHF WBNY in New York.

May 16  □  CBS signs Frank Stanton to 10-year contract to continue as president at base salary of $100,000 per year, followed by 10-year consultant's contract at $25,000 per year.

May 23  □  Mark Woods signs five-year contract with ABC to remain as president at $75,000 per year; Robert E. Kintner as executive vice president at $50,000 and C. M. Mckelvey as vice president and treasurer at $27,500; all provide for increases if earnings improve.  □  Associated Actors and Artists of America, parent AFL union, sets plans for new branch, "Television Authority," to end conflicting claims of Actors' Equity, AFRA, Screen Actors Guild and others.

May 30  □  FCC consolidates all major television problems, including UHF-VHF allocations and color; plans hearings to start in August.  □  Arkansas Supreme Court upholds Little Rock's city tax on radio stations.  □  Representative John Rankin (D-Miss.) introduces bill to make networks, stations and broadcasters-committers of "Fairness Doctrine" in district where he resides "at the county seat" by law of Congress; FCC is "too slow" Rankin states.  □  Disputing suggestion of FCC Chairman Wayne Coy that FM stations be forced to duplicate AM programs when facilities are jointly operated. FM Association President, William O. Ware states that "such regulations would sound the death knell of FM."

WORAM, Boston, goes off air after fighting for license renewal since 1945.  □  Longest direct TV pickup, 129 miles, made by KMSB-TV San Diego during dedication when it got and rebroadcast salute from KLTV in Los Angeles without special equipment of any kind.

June 6  □  FCC sanctions editorializing by broadcast stations within undefined limits of "fairness" and "balance" by 4-to-1 vote, overriding eight-year-old Mayflower decision; Commissioner Frieda B. Hennessy, dissenting, considers government's standard of fairness "virtually impossible to enforce."  □  CBS announces it will editorialize "from time to time."

June 13  □  FCC repeals Acro rule which for four years had required stations up for sale to be advertised for competing bids; admits rule had failed its purpose and often inflicted "severe economic and other hardships" on buyers and sellers; Maryland court of appeals reverses lower court ruling that upheld "Baltimoran" rule, reverses contempt citations against WCBS, WORAM, WNBW, Baltimore and James P. Connolly, formerly with news editor.  □  NAB TV Music Committee and ASCAP reach tentative agreement on AM formula plus 10% as basis for TV music licenses; stations and ASCAP members asked to approve before July 1 deadline.

June 27  □  Broadcast Advertising Bureau
transfers headquarters to New York; plans expanded operations with $200,000 budget.

July 4 CBS, having announced that it would broadcast editorials over its own name, now says it will sell time for "expression of opinion on public issues.

July 11 Sisters L. (Pot) Weaver vice president and radio-TV director of Young & Rubicam, joins NBC as vice president in charge of television.

July 15 NAB board streamlines association organization, establishes audio division comprising both AM and FM and video division; A.D. Willard, executive vice president, declines appointment as head of video division and resigns to return to private industry. FCC announces TV allocations plan: to add 42 UHF channels to present 12 VHF channels, with another 23 to 28 UHF channels reserved for experimental television, providing for 2,245 TV stations in 1,400 communities.

Aug. 29 FCC bans give-aways as violation of criminal lottery laws.

Sept. 5 ABC, CBS, NBC seek injunctions to prevent FCC from putting its anti-giveaway ruling into effect.

Sept. 12 AT&T’s policy of not connecting its television-network facilities with those of private broadcasters is called "unfair" by proposed FCC report. Attempts of TV networks to obtain exclusive rights to World Series in move tocasts to all "on pay, no charge" terms; Gillette Safety Razor Co. buys rights, gets TV time free.

Sept. 26 FCC denies sale of WRSAM/Louisville, Ky., to Crosley Corp. because of overlap of WRS and Crosley’s WLW in Cincinnati. Justice Department files antitrust suit against Lorain (Ohio) Journal, charging conspiracy to damage WJWL, Lorain through restraint and monopoly of dissemination of news and advertising. FCC suspends ban on give-away programs until court tests decided. "Schenley Distillers, after proposing to buy time for its hard-liquor products, decides to maintain "no radio" policy.

Oct. 10 Niles Trammell becomes NBC board chairman; Joseph McConnell, RCA executive vice president, succeeds him as NBC president. CBS demonstrates studio, film and outside pickups in color to FCC; observers find quality generally good.

Oct. 17 RCA official demonstration of its color system to FCC, presented in rush, is admitedly disappointing, later informal showing much better.

Oct. 24 TV networks sign five-year contracts with ASCAP retroactive to Jan. 1, 1949; work commences on per-program license terms.

Oct. 31 U.S. District Court for Eastern District of Pennsylvania rules that attempt of state board of censorship to require censorship of television films is invalid because it infringes on field of interstate commerce.

Nov. 7 Mutual and Gillette Safety Razor Co. sign seven-year, $1-million contract for radio rights to World Series and All-Star baseball games.

Nov. 9 U.S. Supreme Court upholds Little Rock, Ark., city taxes of $250 per year on generation of radio waves and $50 on solicitors of local advertisers. NBC reorganizes into three self-contained operating divisions: television network, radio network, owned and operated stations, plus small, high-level management staff.

Nov. 21 NAB approves plan to reorganize

BMB as independent stock company along line of BMI; extends deadline for dissolution of present BMB to July 1, 1950. Television Authority is launched as AFL talent union for television and motion picture Screen Actors Guild and Screen Extras Guild.

Dec. 12 Stalemated when U.S. rejects Cuba’s channel demands, NARBA conference at Montreal recesses for four months to give U.S. and Cuba time to work out agreement. FM Association votes to disband, merge with NAB.

May 15 Television does not hurt attendance at sports events after first year of set ownership, when novelty has worn off, according to study conducted by Jerry Jordan.

May 22 CBS, NBC start counter raids for CBS color Television Inc. demonstrates its color system to FCC. DuMont shows its new three-color direct-view TV receiver tube.

May 29 Chromatic Television Labs and Don Lee Broadcasting System both announce development of new tri-color TV tubes.

June 5 ABC and its five owned stations put out of NAB; NBC starts counter raid for CBS talent; signs Groucho Marx to eight-year, $3 million capital-gains contract; goes after other name stars.

June 12 NBC signs Bob Hope to five-year contract. "KRAM-MTV Los Angeles asks all employees to sign loyalty oaths disclaiming membership in Communist Party or other subversive groups. Radio Manufacturers Association becomes Radio-Television Manufacturing Association.

June 19 ABC signs Don McNeill, conductor of "Breakfast Club," to 20-year contract; also purchases Screen Guild Players; NBC signs Kate Smith to five-year TV contract. John Shepard 3d, founder of Yankee Network, dies of heart attack at 64. Skiratton Corp. announces "Subscriber Vision" as its entry in pay television field.

July 24 Following outbreak of hostilities in Korea, White House calls for formation of all-inclusive Broadcasters Defense Council to organize radio-TV for instant availability to government.

July 31 Association of National Advertiser starts drive for lower radio rates, citing increase in cost of airtime.

Aug. 21 Hugh M.P. Higgins, vice president and general manager of WMOI/A Marietta Ohio, is named interim director of Broadcast Advertising Bureau.

Aug. 28 FCC dismisses complaint against KOBAM/Albuquerque filed in March 1946 by then New Mexico Governor John J. Dempsey accusing station of libelous attacks against him; admonishes station to "reread" commission's new decision on editorializing.

Sept. 4 FCC states it will adopt CBS color television system unless set makers agree to "bracket standards" to enable sets to receive both regular and 15-line pictures and 405-line images proposed by CBS; if they agree, commission will adopt "bracket standards" for black-and-white TV, postpone color decision.

General Foods drops Jean Mair from Aldric Family after protests against her appearance in "a number of groups." Joint Committee Against Communist influence credit for the removal, announcing drive to "cleanse" radio and television of pro-Communist actors, directors, writers; Muir denies any Communist affiliation or sympathies. U.S. District Court in Cleveland holds that newspaper which refuses to carry advertisement of local radio station violates antitrust laws, in deciding government antitrust suit against Lorain (Ohio) Journal for unfair competition with WOEL/W Miami, Ohio. Color Television Inc. announces new compatible "dash sequential color TV;" petitions FCC to reope color hearings.

Sept. 7 Three TV networks—ABC, CBS, NBC—agree to pay $50,000 each to Gillette Safety Razor Co. for pooled telecast of "World
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Series, Gillette having paid $800,000 for TV rights; stations to be paid for one hour's time for each of four games. DuMont refuses to take part, dononing deal as "economically detrimental" to TV.

Sept. 26  □ Schemley International Corp. buys time on Hawaiian and Alaskan radio station to advertise whiskies. □ Multiplax Development Corp. demonstrates method for simultaneous broadcast of three signals on single FM channel.

Oct. 2  □ Liberty Broadcasting System starts operating as fifth national network, feeding more than 10 hours of programs daily to 240 outlets. □ Lewis Allen Weiss resigns as board chairman of Don Lee Broadcasting System, ending 20 years with regional network. Set met voluntary FCC they couldn't bring around lost TV sets with bracket standards by proposed November deadline.

Oct. 9  □ FCC initiates rulemaking proposal to equalize competition among TV networks and eliminate alleged domination of NBC-TV and, secondarily, of CBS-TV.

Oct. 16  □ FCC approves CBS color, effective Nov. 29; CBS promises 10 hours of color programs every two weeks within six months; RCA continues work on its compatible system; manufacturers divided as to whether to make sets and converters to receive CBS colorcast.
□ FCC denies license renewal of WJTW, Wilmington, Del.; station charged with helping local bookmaker.

Oct. 23  □ NBC presents four-hour radio plan to affiliates: Operation Tandem, rotating participation by six sponsors in five separate hour-long programs on different nights; Night and Day, three-advertiser participation in two daytime and one night-time period on rotating three-week schedule; Sigh and Sound, rotating participation on half-hour radio and half-hour TV program; This Is Television, radio show made up of excerpts from six TV shows to be sold to TV stations. □ Mexico withdraws from NAB convention, already in difficulty over failure of U.S. and Cuban delegations to agree; RCA files suit in federal district court in Chicago asking temporary injunction against FCC's color order being made effective pending determination of suit for permanent injunction; Pilot Radio Corp. files similar suit in Brooklyn but withdraws when FCC modifies its order; RCA suit to move to New York.

Oct. 30  □ Reporting on its experience with UHF operation in Bridgeport, Conn., RCA states: "It will be most unfortunate if television expansion has to go into the UHF band."

Nov. 20  □ Cuba gets right to use six U.S. 1-A clear channels and Jamaica two under new five-year North American Radio Broadcasting Agreement signed by United States, Canada, Cuba, Bahamas-Jamaica and Dominican Republic, Mexico, which withdrew from conference, and Haiti, which did not participate, will be given chance to subscribe. □ Chicago federal court issues temporary restraining order halting FCC from putting its color rule into effect before final decision is made.

Dec. 11  □ FCC, by 4-2 vote, proposes to renew license of WBAL, Baltimore and deny application of Drew Pearson and Robert S. Allen for the 50-kw, 1-8 clear-channel facility.

Dec. 25  □ Chicago federal court dismisses RCA complaint against FCC adoption of CBS color system but bars commercial operation pending decision by U.S. Supreme Court. CBS asks all employees to sign loyalty oath. NBC has inquired as to its employees Communist Party membership since 1944.

March 26  □ FCC reveals proposed allocations plan for almost all of UHF band in addition to 12 TV channels to be provided to give some 2,000 TV stations in more than 1,200 communities a share of 10% of channels to be reserved for "indefinite" period for noncommercial educational stations. □ First multiplex fascinate system is operated as joint venture of Columbia University, Radio Foundation of New York and the New York Telecommunications Network, owned by WOAI of Litchfield, N.Y., WNAM of Scarsdale, N.Y., and WNYC of Buffalo, N.Y. □ Nevada Network of 20 Sacramento, Calif., newspapers, operated by NBC, adds 52 new stations.

April 9  □ Harold E. Fellows, general manager of WEAM, Boston, is named as NAB president.

April 16  □ CBS enters manufacturing field with purchase of Hytron Radio & Electronics Corp. and its set-making subsidiaries Air King Products Co., Hytron Labs Co., and 24 new principle.

April 23  □ Network affiliates, at special meeting at NAB convention, elect Paul W. Morey of WOR, Newark, N.J., chairman; four special committees charged with persuading CBS to rescind its proposed rate cuts and other radio networks from cutting their rates.
□ U.S. Supreme Court refuses to review rule-making order on lower courts that Communications Act does not prohibit stations from censoring political talk by persons who are not candidates.

May 30  □ Thomas O'Neill, vice president and director of Don Lee and Yankee region networks, is elected board chairman of Mutual succeeding Theodore C. Streiberg, president, and WORAM, New York.

May 7  □ NBC announces 101-155 cut in radiodetected program revenues, to be reduced to 101-155 cut in radiodetected program revenues, to be reduced to 25 cents.

June 14  □ Tilting antenna of UHF transmitters can double its signal strength, RCA engineer reports after Bridgeport experiments.

May 28  □ United Paramount Theaters an American Broadcasting Co. agrees on $25 million merger, Leonard Goldenson, UPT president, who will be president of new company; William S. Paley, former ABC president, becomes president of its broadcasting division and Edward J. Noble, ABC board chairman and chief owner, becoming chairman of finance committee.
□ Justice Department starts probe into restrictions placed on broadcasters and telco professionals for providing sports, with special emphasis on baseball play-by-play policies.

June 4  □ Supreme Court affirms local-court ruling upholding FCC adoption of color standards; CBS plans to start colorcasting by end of June; RCA says it will continue public denouncements of its "improved, compatible, all-electronic color system." G.A. (Dick) Richardson dies at 62 after suffering for many years from serious heart ailment; long-standing FCC proceedings for renewal of licenses of his three stations—KCR, Los Angeles, WOR, Detroit, WOR, Cleveland—are now at an end.

June 11  □ General Tire & Rubber Co. buys KTV Los Angeles for $2.5 million.

June 18  □ Chris Wilting, general manager of WRAL, Raleigh, N.C., resigns; becomes director of network and three DuMont TV stations—WWOR, New York, WTTG, Washington, WOR, Pittsburgh— succeeding Mortimer W. Loewi.
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June 25 □ ABC reorganizes into four divisions with a vice president in charge of each: Ernest Lee Jahnecke for Radio Network Division, Alexander Stoneman for Television Network Division, Strombo Charon for Owned Television Stations and Television Spot Sales, James Connolly for Owned Radio Stations and Radio Spot Sales. • Louis-Swallow heavyweight fight, telecast to nine theaters in six cities but not to homes, draws capacity crowds. • After years of hearings, FCC grants renewal of license to WRTI, dismissing application of Drew Pearson and Robert Allen for facilities.

July 2 □ Mark Woods resigns as vice chairman of ABC. • Sixteen advertisers co-sponsor first commercial colorcast, lunch-hour program on five-station East Coast CBS-TV hookup.

July 16 □ CBS separates its operations into six divisions, each with its own president: CBS Radio Division, headed by Howard S. Meghann; CBS Television Division, headed by J. L. Van Volkenburg; CBS Laboratories Division, headed by Andrew Murphy; CBS-Columbia Records Inc. (salt manufacturing), headed by David H. Cogan; Columbia Records Inc., headed by James B. Conkling; Hytron Radio & Electronics Corp., headed by Bruce A. Coffin. • Failing in its attempt to raid NBC, ABC introduces its own set of daytime serials.

July 23 □ U.S. Court of Appeals orders FCC to resolve 10-year-old 770 kc dispute of WIZAM (New York) and KGBM (Albuquerque, N.M.

Aug. 20 □ Robert Saudek, ABC vice president, resigns to become director of Ford Television's Radio Workshop; • Screen Actors Guild, opening contract negotiations with motion-picture producers, asks for ban on TV use of pictures made after Aug. 1, 1984, until agreement is reached on conditions of TV exhibition.

Sept. 10 □ President Truman addresses a Japanese-American community conference in San Francisco is pooled telecast to open $40 million coast-to-coast television network facilities of AT&T. • NCAA announces TV schedule of 19 games featuring 29 teams on nine Saturdays, each city to get seven games without switching out. • Westinghouse Electric Corp. sponsoring on NBC-TV; colleges to get about $700,000 of $1.25 million paid for rights plus time. • Gillette Safety Razor Co., holder of World Series TV rights for six years, signs four-year contract with NBC-TV as network to carry games.

Sept. 17 □ Senator William Benton (D-Conn.) proposes that limited amount of radio and TV time be given free to responsible candidates for federal office as means of reducing campaign costs.

Oct. 1 □ Brigadier General David Sarnoff, RCA board chairman, on completion of 45 years in radio, asks RCA scientists for three "gifts" for his retirement: an electronic amplifier for light for television, a television picture recorder and an electronic air-conditioner for home use.

Oct. 8 □ Completely revamping its policies, NBC Radio eliminates "must buys" to let advertiser pick stations he wants; changes network rates of affiliates, some up, some down; adds more spots, possibly as many as 200, to network; will broadcast "Minute Man" programs with top stars as network sustaining, for sale by affiliates on "pay as you sell" plan; offers network programs to advertisers on a one-time of more basis; revises network operations to conform to changed sales requirements. • Major league baseball teams drop "territorial" rules cramping radio-TV rights; Department of Justice starts court effort to break down professional football's ban on broadcasting. • Merger of radio-television program services, Mutual Fire, Rubber & R.H. Macy & Co., completes TWR-AM-FM-TV New York with Don Lee and Yankee Network, giving new firm majority (58%) control of MBS.

Oct. 22 □ Complying with request of Defense Mobilization Chief Charles E. Wilson, CBS agrees to stop color-TV manufacturing and broadcasting for "duration of the emergency"; halls plans of James Lees & Sons Co. carpet firm, to be first regular network color-spots sponsor. • NAB TV board approves new and strict TV code with seal which subscribing stations may review; board to enforce to programming and program provisions and to check unfair competition within industry; seal may be withdrawn for code violations.

Nov. 5 □ Judge Ira E. Robinson, one-time chairman of Federal Radio Commission, dies at 82.

Nov. 12 □ Federal District Court orders KGBM San Francisco to make time available for campaign broadcast for Communist candidate as refusal would constitute censorship beyond authority of license.

Nov. 19 □ NBC Radio offers to guarantee to deliver 5.3 million messages weekly at cost of $2.75 per thousand for three-program deal; rebate will be made to advertiser if Nielsen audit at end of 13 weeks shows total listenership figures below guarantees. • Bing Crosby Enterprises announces development of system for recording sight-and-sound programs on magnetic tape; pictures shown at demonstrations described as "hazy" but "viewable."

Nov. 26 □ Transradio Press Service shuts down its news service after 17 years.

Dec. 3 □ NBC affiliates reject its "guaranteed advertising attention plan," to delay its new rate formula until new research determines present radio values, approves establishment of NBC merchandising department but turns down its "market-basket plan" of merchandised advertising. • Three-year-old hearing licenses of Richards stations, WJR Detroit, WJRE Cleveland and KML Los Angeles, ends with FCC accepting assurances of Mrs. G.A. Richards that stations would not broadcast biased or slanted news and granting license renewal.

Dec. 15 □ National Television Systems Committee starts field tests of tentative standards for compatible TV.

Dec. 17 □ Louis G. Caldwell, "dean of radio law," dies at 60. • Upholding lower court, U.S. Supreme Court holds that Lorain (Ohio) Journal violated anti-trust laws when it refused to sell advertising to local advertisers who bought time on woei, Elyria, Ohio.

Dec. 31 □ Westinghouse Electric Corp. buys $3-million stock package on CBS Radio and CBS Television, including conventions, 13-week get-out-the-vote campaign and election-night coverage.

1952

Jan. 7 □ Philco Corp. buys NBC radio-TV coverage of political conventions and election night for $3.8 million.

Jan. 28 □ Admiral Corp. buys television and election coverage on ABC radio and TV networks for reported $2 million; DuMont announces cooperation with life magazine, will be available for local sales by affiliates on co-op basis; offer later withdrawn and Westinghouse buys DuMont as well as CBS coverage.

Feb. 25 □ Wayne Coy resigns as FCC chairman to become consultant to Time Inc. • Liberty Broadcasting System sues 13 of major league baseball teams for $12 million, triple damage allegedly suffered through loss of Game of the Day broadcasts; MBS announces that nine teams have contracted for participation in its Game of the Day broadcasts.

March 3 □ Speaker Sam Rayburn (D-Tex.) bars radio-television coverage of House committees.

March 10 □ CBS acquires 45% interest in KOWAM-Pittsburgh; arranges merger of WCCO and WYCT Minneapolis-St. Paul, with CBS holding 47%, subject to FCC approval. • CBS demonstrates all-electronic color-TV receiver operating with CBS color system.

March 17 □ AdVin Murphy, president, CBS Labs, becomes president, CBS Radio Division, succeeding Howard S. Meghan, who joins general executive group of CBS Inc. • Naylor Rogers, executive vice president of Keystone Broadcasting System, who entered radio in 1925 as general manager of KXAM Los Angeles, dies at 64.

April 7 □ Wallace A. White Jr., former Republican senator from Maine, co-author of Radio Act of 1927 and active in communications during his 32 years in House and Senate, dies at 74.

April 14 □ FCC issues "Sixth Report and Order," lifting freeze on television as of July 1: provides for 2,058 stations in 1,291 cities, 617 VHF and 1,436 UHF, including 242 non-commercial educational stations (80 of them VHF); three zones are established, with different mileage separation and antenna-height regulations; Commissioner Robert F. Jones dissent, vehemently to whole report; Commissioner Frieda Hempound objects to "inadequate" educational reservations.

April 28 □ MBS Board Chairman Thomas F. O'Neill assumes presidency as well, following resignation of Frank White.

May 19 □ Liberty Broadcasting System, unable to break broadcasting restrictions of major baseball leagues, suspends operations.

June 2 □ Overruling Court of Appeals finding that permit broadband broadcasting of their signals without du process of law, U.S. Supreme Court holds that D.C. Public Utilities Commission was within its rights in permitting radio programming for street cars and buses in nation's capital. • Walter Evans, president, Westinghouse Radio Stations, dies at 53. • FCC approves sale of KGBM-AM-TV, Albuquerque, N.M., to Time Inc. and Wayne Coy for $800,000.

June 16 □ U.S. Supreme Court, remanding to FCC its grant of new station to Texas Star Broadcasting Co., states that in considering application for new station commission must weigh gain of new service against loss to be suffered by existing licensee.

June 23 □ NBC reorganizes with Vice President Sylvester L. Weaver put in charge of both radio and TV networks; Frank White joins NBC as vice president and general manager for radio and TV, Vice President Robert W. Karsnoff heads newly created film division; NBC lays off promotion drive for combined use of radio and TV as most effective advertising buy.

July 7 □ CBS Radio affiliates, at crisis conference, adopt resolution asking networks to
rescind 10% cut of year before and boost daytime radio rates by 20%. Radio Writers Guild calls strike against ABC, NBC, CBS over issue of extra pay for writers on commercial programs.

July 28 President Truman signs McPortland bill, first major overhaul of Communications Act of 1934, permitting FCC to issue cease and desist orders in addition to revoking licenses; prohibiting broadcasters from charging more for political advertising than for non-commercial business ads; requiring FCC to act on case within three months of filing or six months after hearing is concluded, or to explain reason to Congress; forbidding staff personnel to recommend actions to commissioners; putting on FCC burden of proof that licensee is not qualified for renewal; permitting protests against grants to be made up to 30 days after grant but requiring FCC to order purchase or petition for rehearing within 15 days; forbidding commissioners who resign to practice before FCC for one year after resignation; deleting permission to FCC to revoke licenses of those found guilty in federal court of antitrust violations. Department of Justice files suit against 12 motion-picture producing and exhibiting firms charging conspiracy to restrain interstate commerce in 16 mm films in violation of Sherman Act in move to free films for use in television.

Aug. 18 CBS Radio affiliates approve discount taint amount to 25% reduction in nighttime rates and accept 15% cut in network compensation, but win restoration of 1951 10% cut or daytime serials and increase of 5.5% in their pay for carrying these shows; network also gives assurance that its card rates won't be cut or at least one year and that "deals" are out for good.

Sept. 1 Empire Coin Co. buys RCA's experimental UHF transmitter for commercial operation in Portland, Ore.

Sept. 8 NBC cuts rates through new discounts, average of 25% at night, with affiliates asking straight 14% cut in compensation; raises daytime rate 11.1% to restore 10% cut of 1951, but reserves discounts so increase to advertisers will be only 4% in morning and noon afternoon.

Sept. 15 Standard Radio Transcription Service announces plan to discontinue monthly literary releases and offer library, in whole or part, to stations on outright sale basis.

Sept. 22 By rushing equipment across country from Bridgeport, Conn., to Portland, Ore., KPNV Portland goes on air as first commercial UHF TV station. ABC Radio reduces discounts to lower evening rates average of 25%, raises morning rates by 5%. American Federation of Radio Artists and Television Authority merge into American Federation of Television and Radio Artists (AFTRA).

Sept. 29 Max Ure of Kenyon & Eckhardt is named head of committee to set up ideal standards for broadcasting measurement. Subcommittee of Advertising Research Foundation's committee on radio and TV ratings methods whose chairman is Dr. E. L. Deckinger of Biow Co.

Oct. 6 Merlin H. (Deac) Aylesworth, first president of NBC, dies at 66.

Oct. 20 MBS reduces nighttime time costs 10% in TV areas, 10% in areas not yet served by TV.

Oct. 20 NARTB and AAA adopt standard contract form for spot-TV time purchases, make it available to agencies and stations.


Nov. 17 CBS opens its Television City in Hollywood.

Dec. 1 Don Lee Broadcasting System announces single rate, 7 a.m. to 1 p.m.

Dec. 15 Niles Tramell resigns as NBC board chairman to become president of Bischoff-Torres, Inc. (owners of KPHO, channel 15, Miami). Brigadier General David Sarnoff assumes post in addition to remaining RCA board chairman.

1953

Jan. 5 BBDO has broadcast billings of $40 million in 1952, making it the agency's "flagship" for radio-TV for that year. BROADCASTING survey discloses. Frank White becomes NBC president, succeeding Joseph H. McConnell; Sylvester L. Weaver is elected to new post, vice chairman of NBC board. John K. Herbert becomes vice president in charge of radio and TV networks; McConnell is to be president of Colgate-Palmolive-Perk-Co. Bing Crosby Enterprises demonstrates its magnetic-tape TV recordings judged "more than 20 fold" improved over demonstration of year before.

Feb. 2 FCC revises rates for operating personnel, opens way for remote operation of transmitters.

Feb. 9 Both Senate Commerce Committee and FCC investigate TV shakeout racket; applicants whose sole interest is in collecting family fees for clearing way for serious applicants. Federal court in New York, in 2-to-1 decision, says FCC's give-away rules misuse lottery law and represent "sponsorship" of sort forbidden by First Amendment.

Feb. 16 Merger of American Broadcasting Co. and United Paramount Theaters is approved by FCC in 5-to-2 decision, commissioner Hennock vigorously dissenting, commissioner Webster wanting further study of UPT's qualifications.


March 1 Special commission on educational TV in New York School. NBC, CBS, and ABC propose for proposed 10-station educational TV network; stations' educators are not using all time available on commercial stations. Station Representatives Association (formerly National Association of Radio and Television Station Representatives) launches "emergency" radio station to underwrite national promulgate with fees of one-half one-time one-minute rate per month. ABC stations in New York drop WJZ call for WABC-AM-FM-TV.

March 9 NARTB votes to give first Keysector Award to Brigadier General David Sarnoff, RCA-NBC board chairman, award created to honor outstanding service to broadcasting industry, will be presented at NARTB convention.

March 23 Both Senate and House Commerce Committees prepare to investigate color TV situation and whether failure of manufacturers to turn out color sets (under CBS standards) is result of conspiracy.

March 30 Empire Coin Co. and Wrathall-Carman-Smith merge, NBC, CBS and AP-PT as owners of five TV stations, maximum rules permitted, as FCC approves construction permits; Storer Broadcasting Co. will be in group if its tentative purchase agreement of WRCB-AM-TV Birmingham, Ala., goes through.

April 20 Rosel H. Hyde is given one-year appointment as FCC chairman, first Republican chairman since FCC was created in 1934.

May 4 Ending years-old argument, ASCAP accepts broadcasters' position on network copyright claims; agrees on payment of local units instead of national rate. Listener protests over Nazi-switch advertising on air draw attention of both FCC and FTC.

May 11 Expansion of Vitapix Corp. into nationwide TV station-owned film distributing syndicate is announced by John E. Fechter, former WGR general manager, Frank E. Mullen, former NBC executive vice president, is elected president of Vitapix; 40 stations are goal.

June 1 David Sarnoff outlines RCA-NBC history and future plans in two-hour address to NBC-TV affiliates, who reaffirm "complete allegiance" to NBC; incipient revolt seems quelled with no rush to follow WJAR-AM-TV Norfolk to CBS.

June 8 WWDC-FM Washington and Capital Transit Co. continue four-year-old service. Worldwide radio covers Queen Elizabeth's coronation, race of NBC and CBS planes with TV films sent in victory for London, book feed from Canadian Broadcasting Corp. and shared it with NBC-TV.

June 22 Two-hour Ford 50th Anniversary program, telecast on both CBS-TV and NBC-TV, makes television history, with Mary Martin, Ethel Merman songfest its high peak. Louis Allen Weiss, former MBS board chairman and top Don Lee executive, dies at 60. James C. Petillo, AFPM president, tells TV networks he will not tolerate AFTRA inrimentings on his union's domain, AFTRA insists that musicians, who sing and act as MCB's must be its members.

June 29 RCA-NBC asks FCC to approve compatible color standards for RCA dot-sequential color-TV system on commercial basis.

July 6 MBS executives meet with affiliates committee to plan revision of operations to improve programing, increase sales.

July 13 Box Office Television Inc. signs five-year contract for home football game at Notre Dame for closed-circuit theater television. Broadcasting survey shows nonnetwork film programs occupying quarter of time of TV network interconnected affiliates, one-half time of nonconnected affiliates and three-fifths time of nonaffiliated stations.

July 20 NBC separates sales, programing and promotion of its radio and TV networks; Vice President William H. Finehser Jr. heads radio network, Vice President John K. Herbert heads TV network, both report to President Frank White. FCC revises its TV processing procedure to give first priority to biggest market with least TV service.

July 27 FCC proposes extension of television station licenses from one to three years. National Television Systems Committee files petition with FCC to establish its compatible color-TV standards to supersede CBS field-sequential color system approved by FCC in 1950, CBS-TV announces plan to start colorcasting with NTSC system beginning in September.

Aug. 3 President names Theodore C. Streibert, former WOR-AM-New York president, to head new U.S. Information Agency. Frank White resigns NBC presidency because of ill
health; General Sarnoff to serve as president until new one is chosen.

Aug. 10 □ Four UHF station permittees ask FCC to authorize subscription TV as their only medium in 1985 and 1986 VHF competition.

■ Court of Appeals upholds FCC’s table of TV allocations, ruling that commission has authority to establish nationwide TV allocation plan.

Aug. 31 □ MBS gets FCC approval for its new application plan prepared to put it into effect Oct. 1. ■ Kenyon & Eckhardt survey of merchandising services offered, free or for fee, by nation’s TV stations and networks is published in Telecasting Yearbook, first such study ever made.

Sept. 7 □ Television Programs of America, performing film production and distribution firm, is formed by veteran Hollywood producer Edward Small, as board chairman; Milton Gordon, financial expert, as president; Michael M. Sillerman, resigned as Ziv TV sales executive, as executive vice president.

Sept. 21 □ General Sarnoff presents NBC’s plans to rehabilitate radio and to keep NBC Radio number-one network; affiliate gives NBC unanimous vote of confidence.

■ Broadcasters Committee for Subscription TV is formed by group of 20 station operators and representatives.

■ Syphon Products Inc. asks FCC for permission to establish satellite TV stations in communities too small to support regular TV service.

Sept. 28 □ NBC Spot Sales introduces “Electronic Spot Buying,” with timebuyers entering orders for TV and radio programs on stations represented by NBC via closed circuit.

■ With end of daylight saving time, CBS-TV, NBC-TV inaugurate “hot kinescope” system to put programs on air on West Coast at same clock hour as in East.

Oct. 5 □ Jack Grooss and Phil Krause announce full owners of United Television Programs; buy one-third held by Sam Costello and Ben Frye of Studio Films and one-third held by Milt Blunk of Standard Radio Transmission Services and Jerry King. ■ John L. Sinn, president, Ziv Television Programs, announces sale of Spanish-language versions of five program series to advertisers for use in Mexico as first step in multi-lingual global TV program-distribution plan.

■ Emerson Radio & Photographic Co. exhibits what it calls for compatible color TV receiver; Pcts at probable price at $700.


■ FCC rules that examiner has right to enlarge issues of hearing to determine if applicant has financial resources to carry out his program proposals.

■ FM multiplexing system permitting simultaneous transmission of two programs on single 200 kc FM band is demonstrated by Dr. Edwin H. Armstrong, inventor of FM.

Oct. 26 □ FCC starts another investigation of Edward Bumb (WDBM, Toledo, Ohio; WBBM, Chicago; WTVN-TV, Massillon, Ohio; WMAQ, Orlando, Fla., and purchaser of CP for WTVN Pittsburgh, subject to FCC approval); authorship of The Planned Economy of Soviet Russia in early 1930’s and alleged association with organizations subsequently listed as subversive, is general stimulus for further investigations of his fitness to be licensee.

Nov. 2 □ Extending divestiture of radio and television, ABC names Oliver Trey as director of its radio network. ■locum Chapin, director of its TV network.

Nov. 9 □ MBS executives meet with affiliates at White House to discuss plans to deploy plans for time in programs rather than dollars at end of year. ■ Bureau of Budget orders FCC and other licensing agencies to draw up schedules of fees that broadcasters and others should pay for privilege of obtaining government licenses.

Edward Small tells FCC to authorize commercial establishment of booster or satellite TV stations.

■ FCC finalizes extension of TV license-renewal period from one to three years over renewed protest of Commissioner Henstock.

Nov. 16 □ Dissolution of NARTB, divesture of BMI from its broadcast ownership and $150 million in damages are asked by 23 winter members of ASCAP banded together as Continental Artists, in suit filed in Federal Court in New York. ■ Federal Judge Allan K. Grim rules professional football team may ban telecasts of other teams playing in its area when it is playing at home, but not when it is away; ban on radio broadcasts is held completely illegal.

Nov. 23 □ “Sound on Fox,” audio transmission of tape recordings of news events together with pictures over International News Service facsimile circuit, is introduced by INS.

Nov. 30 □ FCC sets five TV, seven AM and seven FM as maximum number of stations any one entity can own.

Dec. 7 □ Sylvester L. (Pat) Weaver is elected NBC president, Robert W. Sarnoff becomes executive vice president. ■ RCA demonstrates monochrome and color-TV programs recorded on magnetic videotape; Sarnoff, RCA-NBC board chairman, reports “principal elements tested and confirmed; expects two years for finishing toucher needed before system is ready for market.” ■ International Telemeter Corp. (Paramount Pictures subsidiary) starts Palm Springs, Calif., test of its subscription-TV system.

■ Bureau of Internal Revenue gives relief to TV broadcasters tax burdens in new ruling taking into account rapid growth of industry during war period.

Dec. 21 □ FCC approves compatible color TV standards; manufacturers promise action but warn not to expect sets immediately.

■ Justice Department investigates network’s right to package program and restrict use of its facilities.

Dec. 28 □ All-Industry Local TV Music Committee polls stations on submitting to ASCAP proposal for new blanket licenses for TV at roughly radio minus 10%, rather than former rate of 22%. ■ FCC proposes to amend its multi-ownership rules to permit single ownership of seven TV stations, provided at least two are UHF.

1954

Jan. 4 □ RCA announces first all-electronic color TV, plans to make commercial product available to set manufacturers.

Feb. 1 □ Robert E. Lee, newly confirmed for full seven-year term on FCC, says he is “sorry so many senators were against the nomination,” but “I’m not mad at anybody.”

Feb. 8 □ Two separate antitrust probes are under way at Department of Justice—suit involving alleged monopoly in release of 16 mm movies for TV and preliminary inquiry into advertising fraud. ■ Master Educator Howard Armstrong, who developed FM system of broadcasting, dies at 63, suicide. March 15 □ Senator Joseph McCarthy demands equal time of CBS and NBC to answer Adlai Stevenson’s March 6 speech, which was carried without charge. Two networks resist and win President Eisenhower’s blessing in face of senator’s condemnation and threat to teach them law.

March 22 □ “Equal-time” issue continues to plague networks in wake of tempest stirred up by Senator McCarthy. Having carried 15-minute talk by President Eisenhower, networks refuse to give equivalent time to Democratic National Committee for reply, are accused by Democratic National Chairman Stephen A. Mitchell of giving minority party “outlaw” treatment.

March 29 □ NBC’s plans for TV “spectaculars,” series of 90-minute programs, are shelved to make room for Pulitzer sweepstakes:

President Sylvester L. (Pat) Weaver ■ General Foods withdraws nearly all its $3-million advertising allotment from Foote, Cone & Belding to move in consolidated advertising in company’s two other agencies, Young & Rubicam and Benton & Bowles.

■ RCA begins color-on-receiver production of first 15-inch open-face console, to sell at $1,000, comes off Bloomington, Ind., factory line.

April 5 □ ABC and Walt Disney sign long-term contract under which Disney studios will produce at least 26 hour-long programs per year for ABC-TV.

April 12 □ By right of reading, U.S. Supreme Court turns down FCC appeals from 1953 three-judge special New York court decision holding that one of commission’s key provisions in its lottery regulations is invalid; court finds FCC exceeded its authority in attempting to define listening to radio program or watching TV show as “consideration” in meaning of lottery statute.

May 10 □ New TV sales-promotion project Television Advertising Bureau, promises it will be operating in time to influence fall-winter planning by advertisers and agencies, Richard A. Moore, ktrv+kwmv Los Angeles, chairman of organizing committee, announces 38 station set.

May 24 □ Senate subcommittee hears pleas from UHF operators, who ask “status” in VHF grants, other relief, including deinterconnection FCC defends deinterconnect, says move to all UHF unwise, sees programming help in films and tapes; Commissioner Frieda Henkoff calls for VHF freeze, power cutsbacks; manufacturers association asks elimination of 10% excise tax on all-channel sets.

May 31 □ CBS Radio reduces nighttime rate by about 15%, effective in fall, in effect establishing single day-night rate for network; gives affiliates’ 70-second station breaks in evening hours; agrees not to follow NBC Radio plan to sell spots on network, affiliates accept proposals.

■ Mutual proposes to affiliates a new sales plan to network to sell spots within half hour morning and half-hour afternoon program, affiliates carry first spot in each period without pay, to be paid for others.

July 5 □ TVAB and NARTB television actions merge to nip intra-industry feud in bud: form TVB.

July 12 □ SRA opposes admission of networks to TBV.

■ Clear Channel Broadcasting Service opposes FCC’s daytime skywave proposal.

Aug. 9 □ FCC approves UHP TV satellite and “budget” stations, in move to reduce cost of UHF station operation.

■ Chairman John W. Bricker (Ohio) of Senate Commerce Committee formally announces impending probe of TV networks, UHF-VHF problems.

Aug. 16 □ Quality Radio Group (power radio stations) is organized to produce, sell night shows.

Aug. 23 □ House Commerce Committee issues report rebuking broadcasters for beer wine ads, calls industry data, report or...
Broadcasting without broadcasting just wouldn't be broadcasting.

Thanks, Sol.
remedial actions.

Aug. 30 □ CBS President Frank Stanton broadcasts first network editorial, urging radio-TV right to cover congressional hearings.

Sept. 20 □ FCC boosts TV ownership limits; seven TV stations allowed, five VHF, two UHF. ■ FCC opens license-renewal hearing against Edward L. Wilkes, WFMJ-TV, Youngstown, Ohio, on charges he lied about Communist affiliations. ■ Skiaton TV Inc. petitions FCC for approval of its pay-TV system.

Oct. 4 □ George C. McConnaughey appointed to FCC as chairman.

Nov. 1 □ President Eisenhower’s cabinet becomes first to be televised. ■ WNYC-Cincinnati’s L. B. Wilson, 63, pioneer broadcaster, dies.

Nov. 15 □ Broadcasters give overwhelming support to FCC’s proposal to permit TV stations to build and operate their own inter-city relays.

Nov. 22 □ FCC makes VHF satellite grant to KTRE-TV Lufkin, Texas, extending its satellite policy to VHF.

Nov. 29 □ CBS-TV offers Extended Market Plan service to small-market TV stations. Network will pay affiliates 30% of gross time charge, less BMI and ASCAP deductions, and will offer stations as a group to advertisers with 10% discount.

Dec. 6 □ Westinghouse Broadcasting Co. buys WDTV-TV Pittsburgh from Allen B. DuMont Labs for $9,750,000, all-time high for TV station. ■ Zenith Radio Corp. re-petitions FCC on pay TV, asking that ‘Phonevision’ be authorized without rulemaking proceeding. ■ Senator Warren G. Magnuson (D-Wash.) says he will accept chairman of Senate Commerce Committee and continue TV network probe.

Dec. 13 □ Marschalle & Pratt to merge with McCann-Erickson, become division of M-E, effective Jan. 1. ■ WATE-TV Wilkes-Barre, Pa., 28 ready to become first UHF station to use 1,000 kw maximum effective radiated power authorized by FCC.

Dec. 20 □ C.E. Hooper, 56, pioneer in radio-TV ratings, dies in boating accident.

Dec. 27 □ Advertising Research Foundation study represents first move to standardize radio-TV ratings among various rating services.

Jan. 3 □ DuMont announces it has developed combination live-film network system and predicts it will “set the industry on its ear.”

Jan. 17 □ Sen. John O. Pastore (D-R.I.) named to head Senate Commerce Committee’s Communications Subcommittee.

Jan. 24 □ President Eisenhower opens his news conference to TV-film coverage for the first time.

Jan. 31 □ Radio’s 1954 time sales of $453,385,000 show 5% decline from previous year; first day radio sales since 1938.

Feb. 7 □ Senate Commerce Committee issues counsel Harry M. Plotkin’s report calling for radical network restrictions and reduction of multiple ownerships. Senator Magnuson says committee will investigate UHF troubles, network power plays, station ownership and military spectrum use. ■ CBS’s Stanton says if Plotkin’s proposals are adopted, network TV would be gravely crippled; summons 30 CBS-TV affiliates to plan strategy on Senate probe.

Feb. 14 □ Key witness, Marie Natvig, in license-renewal hearings for WCMC-TV Erie, Pa., states she was “brainwashed” into giving false testimony linking Edward Lamb with Communist party.

Feb. 21 □ Senator John W. Bricker (R-Ohio) ranking Republican member of Senate Commerce Committee, says network merger must be made subject to public utility-type regulation in releasing report of minority counsel, Robert F. Jones.

Feb. 28 □ U.S. Court of Appeals, on Storer appeal, rules that FCC cannot set arbitrary limit on number of stations one entity can own. ■ Bing Crosby’s television series demonstrates color videotape recording system.

March 7 □ Hal Roach Jr. buys father’s studios in $10-million deal.

March 14 □ Procter & Gamble leads 1954 radio-TV buyers with $36 million; Colgate-Palmolive second with $19 million. ■ NBC reduces article: maximum of five Vs and two Us with purchase of wau-driv Buffalo, N.Y. ■ Estimated 65 million viewers watch “Peter Pan” on NBC-TV; audience Broadway predicted it would take 65 years to reach.

March 21 □ General Electric and National Telephone Associates play key roles in formation of first film “network,” National Affiliated Television Stations Inc.; will give assistance to ailing TV stations. ■ NBC-TV’s $3.7-million Color City in Burbank, Calif., opens.

March 28 □ Institute of Radio Engineers convention in New York witnesses disclosure of transistorized radio, tricolor vidicon, improved UHF transmitting antenna and earth satellite relay system for transoceanic TV. ■ Simon video-film capable of simultaneous motion-picture filming and live telecasting, completed after four years in development. ■ DuMont introduces its Electromic live-film system. ■ FCC authorizes functional music or other secondary programming via multiplex for FM stations.

April 11 □ Pay-TV controversy raises more public reaction than any issue since color hearing in 1950; Zenith cancels advertising on CBS-TV charging network censored commercials, which is denied by CBS. ■ Coty sues Revlon, Weinsten, CBS charging theft of TV commercial copy; Hazel Bishop says same copy was created for its lipstick, not Coty or Revlon. ■ White House announces President Eisenhower will address May 22-26 NARTB convention in Washington, making him first chief executive to address broadcasters in person. ■ Broadcasting survey shows that film now occupies more than third of total TV broadcast time. ■ Witnesses appearing before Senate Juvenile Delinquency Subcommittee call for probe to determine if TV is factor in delinquency.

April 18 □ DuMont switches to film network, using Electromicron, reserving live relays for special events and sports; NARTB TV board takes strong stand against pay-TV, lower restrictions.

April 25 □ Adrian Murphy retires as president of CBS Radio; replaced by West Coast vice president, Arthur Hull Hayes.

May 9 □ FCC launches probe into WKBW-TV San Francisco damage, reported coincident with a walkout of NABET engineers at station. ■ Liquidation of DuMont TV Network demanded by group of stockholders, headed by Carl M. Loeb.

May 10 □ CBS plans search for WKXV-TV and KTVI-AM-FM Cleveland and $3 million to Westinghouse for WPTZ and WKY (AM) Philadelphia. ■ DuMont unveils Vitascan system for originating live color without use of color TV cameras.

May 30 □ President Eisenhower nominates Richard Mack to succeed Frieda Henmack on FCC. ■ Affiliates stymie CBS Radio plan for one-rate structure.

June 13 □ Supreme Court upholds FCC right to make grants according to needs of cities involved. Under decision, wholam, Allentown, Pa., must cease operating to make way for WIXM Easton, Pa.

June 20 □ ABC-TV billings for 1955 are 68% above total gross in 1954, with major reasons Walt Disney and fade-away of DuMont. ■ Senate unanimously confirms Richard Mack for FCC. ■ Montana antenna system refuses to stop rebroadcasting KLFV-TV Butte signals.

June 27 □ NARTB board strengthens radio code; plans enforcement similar to that of TV. ■ FCC forbids stations in one city from entering into network affiliation pacts which prevent stations in nearby cities from carrying the same programs.

July 4 □ CBS reaches agreement with radio affiliates for single day-night network rate, affiliates to take 20% cut in compensation; deal must still be negotiated individually with affiliates. ■ NBC-TV revamps daytime programming; will have “service” in morning, “entertainment” in afternoon.

July 11 □ Contract between DuMont and Kaiser-Gleason Enterprises calls for Gleason’s “The Honeymoons” to be done as Electromicron film program for CBS-TV 30-minute Saturday night series. ■ CBS buys second UHF station, wghf-TV Hartford, Conn., from General Teleradio for $650,000.

July 18 □ CBS Radio affiliates accept network’s single-rate plan. ■ Paul W. White, former CBS vice president and news chief, dies at 53.

July 25 □ FCC names committee to conduct study of network operations. ■ FCC Commissioner John C. Doerfer proposes changing New York City’s seven TV stations from VHF to UHF and perhaps making some change in other major markets on theory that if UHF is capable of delivering good service, big city is place to put it to work. ■ General Teleradio buys RKO Radio Pictures for $25 million. ■ House Un-American Activities Committee announces it will hold hearings on alleged Communist infiltration of radio-TV and other entertainment fields.

Aug. 1 □ Westinghouse Electric Co. will sponsor 1956 presidential campaign coverage from conventions to election on CBS Radio and CBS-TV at $5-million cost. ■ Combination diary-recorder method of audience measurement comes close to meeting “ideal” established by Advertising Research Foundation’s Radio-Television Ratings Review Committee.

Aug. 8 □ Plan to liberalize TV mileage separation and drop in channels between existing stations, providing for 200 more VHF stations, is proposed by Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullane. ■ Aluminum Co. of America buys all availabilities on eight NBC-TV programs for a one-day saturation campaign on Dec. 6 for

1955

Broadcasting Oct 12 1981
Congratulations “BROADCASTING” on your 50th from our 2,000 plus installations in over 100 languages

SINGER BROADCAST PRODUCTS, INC.
P.O. BOX 5500 • CHERRY HILL, NEW JERSEY 08034 • TEL: 609-424-1500
A partial users list of CCA and Sintronic Brand Transmitters manufactured by Singer Broadcast Products.
$140,000.

Aug. 15  △ DuMont TV Network cease operations after stockholders of Allen B. DuMont Labs ratify "spin-off" proposal to separate manufacturing and broadcasting functions into independent organizations.

Aug. 22 △ U.S. Census Bureau says 32 million homes, 67% of all U.S. households, have TV.

Aug. 29 △ Senate Julie Delinsky Subcommittee headed by Senator Estes Kefauver (D-Tenn) recommends that FCC establish program censorship, that all broadcasters join NARTB and all TV film producers be urged to subscribe to the TV code. △ TV proves its ability to cover court proceedings unobtrusively and decorously in test performance at American Bar Association meeting in Philadelphia.

Sept 5 △ Claiming interference in Havana, Cuban broadcast suggests that Miami be made all-UHF city.

Sept. 12 △ NBC Radio proposes to extend Monitor to weekends, reduce station compensation by 25% and open up additional evening programs for network sale of participations.

Sept. 19 △ Repubtic Pictures signs government consent decree to make its feature pictures, in 16 mm prints, available to TV and other nontheatrical purchasers.

Sept. 26 △ FCC Commissioner Robert E. Lee proposes that commission give up on UHF and expand VHF by relaxing rules and getting more spectrum. △ Commercial television starts in England as Independent Television Authority puts its London station on air.

Oct. 10 △ FCC asks Office of Defense Mobilization to give some of its VHF channels to broadcasting, taking UHF bands in return; CBS proposes drop-in plan to provide at least three competitive TV services for nation's top-100 markets; ABC suggests retaining UHF deinterlacing where practicable and adding VHF frequencies wherever possible to give at least three VHF channels to major markets.

Oct. 17 △ MBS cuts personal 25% in "belt-tightening" program. △ Under present economic conditions 600 TV stations are maximum nation can support, according to analysis prepared by Sidney S. Alexander, economic advisor to CBS. △ Coca-Cola shifts its $18-million advertising budget to McCann-Erickson after 49 years with D'Arcy agency. △ FCC grants first permits for FM stations to engage in functional-music operations to WDGE-FM Washington and WPEN-FM Philadelphia. △ U.S. Supreme Court refuses to review decision of New Mexico Supreme Court that state school tax of 2% on gross incomes is legal on local revenues of broadcast stations; KOBAM Albuquerque has fought tax for 10 years on basis that broadcasting is interstate commerce and so exempt from state and local taxes. △ ABC Radio affiliates praise network's all-news programming based on personalized-listening concept, plan calls for two a half hours to be programmed and sold in five-minute segments. △ DuMont Broadcasting Corp., is organized with Bernard L. Goodman, vice president and general manager of publishing subsidiaries of Paramount Pictures, as president.


Nov. 7 △ NBC board approves $9 million for color-TV, to build new studios in Brooklyn, N.Y. and Burbank, Calif., and turn WNETV Chicago into world's first all-color station. △ Sigma Delta Chi marks KDKA (AM) Pittsburgh as "historic site in journalism" in plaque presentation.

Nov. 14 △ FCC deniers all deintermixture proposal from General Motors, proposal to consideration of 10 TV allocations plans. △ Chris J. Whitting is appointed general manager of Consumer Products Division of Westinghouse Electric Corp.; Donald H. McGonigle succeeds him as president of Westinghouse Broadcasting Co.

Nov. 21 △ Forward scatter propagation is seen as signal for development of intercontinental television by scientists at Washington conference; R.P. Havelind, GE research engineers, suggests use of man-made satellites as TV relay points for transoceanic telecasts.

Nov. 28 △ General Teleradio and RKO Radio Pictures merge as RKO Teleradio Pictures; General Tire & Rubber Co. buys out R.H. Macy & Co.'s 13% interest to become sole owner.

Dec. 5 △ 1954 was first year that broadcasting revenues passed billion-dollar mark, FCC reports, with radio-TV total of $1,042.5 million; also first year that TV passed radio, with $565 million for video to $449.5 million for audio broadcasting. △ FCC rescinds decision of July to permit VHF TV stations in Zone 1 to broadcast subcarrier output from antennas 1,250 feet high, setting maximum height for maximum power back to 1,000 feet.

Dec. 12 △ U.S. District Court upholds right of motion-picture companies to withhold films from TV; ABC-TV buys 100 feature films from J. Arthur Rank for its Afternoon Film Festival.

Jan. 2 △ Television breaks into Hollywood vaults. RKO Teleradio Pictures sells 740 films and 1,000 short subjects to C & C Super Corp. (which plans to distribute them mostly in barter deals to TV). Columbia Pictures releases 104 features to TV through subsidiary. Screen Gems, CBS negotiates to buy Terrytoons for $5.5 million. Paramount Pictures negotiates to sell 150 short subjects for TV release under deal with FCC approves Westinghouse NBC radio-TV stations map.

Jan. 16 △ NARTB group devises uniform station film contract. △ Congress passes Section 309(c), "economic protest" amendment to Communications Act.

Jan. 23 △ Broadcasting survey finds agencies want guaranteed radio-TV circulation, but doubt it's possible.

Jan. 30 △ Democrats name Norman, Craig & Kummel as agents; AFJ keeps BDJO. △ Magnussen Committee opens TV hearing with testimony from FCC on allocations, deintermixture, pay TV.

Feb. 6 △ ARAA enters consent decree with Justice Department, agrees not to require 15% agency commission. △ Dow-Beirn-Toigo loses $5 million Philip Morris account to N.W. Ayer & Son. △ House Transportation and Communications (Harrington Committee) opens hearings on federal communications with testimony from FCC on ownership advertising of TV stations, equal political time, antenna farms, broadcaster liberal relief; from CBS on Stanton proposal to amend Section 315 of Communications Act.

Feb. 20 △ MBS guarantees circulation to advertisers based on Nielsen ratings. △ NARTB asks FCC for remote operation for all radio stations. △ Senate and House Commerce Committees hear usual pro, con testimony on bills to ban alcohol ads.

March 5 △ President Eisenhower uses radio-TV to announce intention to run Democrats ask for equal time. △ records industry, buys Warner Bros. library of 260 feature movies, 1,500 shorts for $21.5 million. △ Colorado Supreme Court favors radio-TV court coverage in historic recommendation. △ Magnussen Committee hears Justice Department antitrust head on pending proposal to merge WBC-NBC-SBP option time and must buys, network control of programs; UHF's in criticisms of FCC allocations and requests for deintermixture; and others. △ House Antitrust (Celler) Subcommittee opens broadcast-industry probe with testimony by Justice Antitrust department antitrust head pending probe of WBC-NBC-SBP stations swap.

March 12 △ Free & Peters becomes permanent successors of Griffin, Wannondairk.


March 28 △ Evins Subcommittee subpoenas RCA-NBC, RCA-NBC: WSB, units of two broadcasters on "influence" in FCC decisions.

April 2 △ Magnussen committee hears Richard Moore, "Mitzi" Los Angeles, charge that TV network option time, must buys, violate antitrust laws; ABC, CBS, NBC testify on allocation. △ FCC proposes antenna farms. △ AB breaks into profit columns in 1955, AB-TV reports.

April 9 △ Broadcasting survey finds auto advertisers think TV effective—in follow-up of earlier criticism of TV's effectiveness by Ernest Jones president of MacManus, John & Adams (ager cy for Pontiac).

April 16 △ ODM denies additional VHF space to broadcasting.

April 23 △ More than 4,500 broadcaster and NARTB-NBC conference, keynoted by ABC President Robert E. Knight, Ampex Corp.'s new TV tape recorder ($1 million in orders) steals show; NBC's WBBM Chicago goes full color; MBS unveils new sales plan; FM stations plan group separate from NBC; NBC's VHF plans private group to maintain maximum power. △ Senator John B. Bricker (R-Ohio), ranking Republican on Senate Commerce Committee, reveals confidential FCC figures on CBS and NBC revenue through 1954 in report, "The Network Monopoly." △ Crowell-Collier Publishing Co. runs radio and TV stations in $15 million-plus agreement to become third large nonnetwork multiple owner. △ John B. Fox named MBS president.

May 7 △ FCC reported studying plan to make U.S.-TV west of Mississippi River all-VHF; sale of river all-UHF.

May 25 △ National Telefilm Associates buys noon Westinghouse Mining Corp., leases 52 20th Century-Fox features.

May 28 △ McCann-Erickson gets $12 million Chesterfield account. △ U.S. Supreme Court upholds FCC's multiple-ownership rule. △ Storer case decision.

June 4 △ Power TV stations, mostly VHF, organize "Association of Maximum Service Telecasters" to resist curbs on maximum coverage.

June 18 △ Magnussen committee hears
Your contributions have given insight and vision to the industry. Congratulations on 50 years of achievement.

hrp
Aggressively selling for the finest television stations in America!
testimony against regulation of networks by FCC from network presidents, Frank Stanton of CBS, Robert W. Sarnoff of NBC, Robert E. Knudsen of ABC. They defend option time, must buy and other network practices as legal and not monopolistic; say present network system works to advantage of stations, advertisers and public; that network regulation would endanger networks and television; that present TV allocations should be corrected.


July 2 □ FCC uncovers plan for long-range shift of TV to all-UHF; for present, proposes deinterlacing in 13 markets. □ Celler Subcommittee resists hearings in probe of broadcast industry with testimony from FCC on Westinghouse-NBC swap; reveals FCC staff report indicating possibility of "force" on part of NBC.


July 23 □ Magnuson Committee issues report supporting FCC on allocation proposals, urges speed to clear FCC of two members of committee, and urged FCC to keep present plan. □ New Gates Radio Co. tape-disc system promises entirely automatic radio-station operation.

July 30 □ ABC submits plan to FCC and Congress for equal TV facilities in top-200 markets.

Aug. 1 □ 725 MGM features leased to CBS, King Broadcasting Co.'s two TV outlets and Triangle Publications' four TV stations for estimated $16-$20 million.

Sept. 3 □ Sindicter & Co. says TV lost viewers because of political-ownership convention; Tiendex says TV viewing exceeded for first time in 1955. □ Network officials say they lost $41.5 million because of convention coverage. □ NBC-TV plans to increase color schedule 50% in fall.

Sept. 10 □ Big push for release of post-1948 movies to TV begins as men from 10 major studios huddle in Hollywood to explore unified plan. □ NBC Board Chairman Sylvestre L. (Pat) Wean resigns, leaving President Robert W. Sarnoff in charge. Four executive vice presidents named.

Sept. 17 □ NTA Film Network reports lineup of 104 affiliate TV stations, plans Oct. 15 start. □ Sept. 24 □ Celler Subcommittee hears ASCAP witnesses say networks and BMI dominate nation's music. BMI denies and is echoed by ABC President Robert E. Knudsen, who also defends network practices. Subcommittee reveals network's affiliation contracts. □ FCC meets with industry representatives to discuss "crash" program to save UHF.

Oct. 2 □ RCA scientists present General Sarnoff with "gifts" requested on his 50th anniversary: magnetic-tape payer for TV programs, electronic air conditioner and electronic amplifier of light.

Oct. 15 □ Annual Viyetown survey shows drop in viewing time, first in nine years.

Oct. 22 □ AB-PT President Leonard Goldenson assumes charge of broadcast operations after resignation of Robert F. Kintner as ABC president; Oliver Troy joins ABC as head of its TV network. □ Norman Cash is elected president of Variety, vice president of CBS TV. □ Merle Jones, executive vice president, succeeds him.

Oct. 29 □ Association of National Advertisers launches study to analyze agency functions, seeks validity of traditional 15% commission.

Nov. 5 □ Robert F. Kintner joins NBC as executive vice president. □ Jack Von Volkenburg resigns as president of CBS TV. □ Vertrees, executive vice president, succeeds him. □ National Telefilm Associates acquires TV rights to 20th Century-Fox Film Corp., library of 389 feature motion pictures, sells film company half-interest in NTA Film Network. □ Networks give Adlai Stevenson, Democratic candidate for President, time to answer President Eisenhower's broadcast on Middle East crisis, as FCC delays ruling.

Nov. 12 □ House Antitrust Subcommittee discloses discounts given to individual advertisers by CBS-TV, NBC-TV.

Nov. 19 □ People move more time to television than to newspapers, TV research reveals. □ Potentially competitive, installs Univac computer to provide fast answers to queries about stations' programs, rates, availabilities. □ Radio Free Europe denies charges it instigated Hungarian revolt.

Broadcast Promotion Association is organized.

Nov. 26 □ Justify extensions or turn in construction permits, FCC tells 85 non-operating UHF TV licensees. □ Cowell-Collier Publishing Co. cancels $18 million purchase of Bitner stations, forfeits $100,000 earnest money.

Dec. 10 □ Justice Department files antitrust suit against NBC and RCA, charging coercion of Westinghouse Broadcasting Co. in swap of Philadelphia and Cleveland stations. □ NBC celebrates 30th anniversary. □ Paul W. Kesten, long-time CBS executive, dies at 58.

Dec. 17 □ CBS News adopts "magnetic stripe" recording process to upgrade sound quality of newfilm.

Dec. 24 □ Time Inc., buys Bitner stations for $15,750,000. □ AB-PT borrows $80 million to pay off $57 million indebtedness and improve competitive position in television.

Jan. 14 □ Roscoe L. Barrow, head of FCC's Network Study Staff, warns of growing concentration of control of television.

Jan. 21 □ Philco Corp. files $150-million triple-damage antitrust suit against RCA, General Electric Co. and AT&T. □ John L. Burns is named to head new in-house legal unit, conductor of NBC Symphony, 1937-1954, dies. □ Feb. 4 □ WDAY-Fargo, N.D., complies with federal law forbidding censorship of political candidates, is hit by $150,000 libel suit.

Feb. 11 □ William Esty Co. asks radio stations for logs of morning hours, to check on commercial volume. □ U.S. and Mexico agree on use of standard frequencies.

Feb. 18 □ Videotape recorders are seen as solution to TV networks' daylight savings time problems. □ Oklahoma judges favor admitting TV cameras into courtrooms.

Feb. 25 □ CBS Radio will raise daytime rates 5%, cut nighttime rates one-third, if it affiliates approve.

March 4 □ Warner-Lambert Pharmaceutical Co. and P. Lorillard Co. will co-sponsor 90-minute broadcasts of feature films on 128 TV stations of NTA Film Network. □ Gene Buck, ASCAP president 1924-1942 and leader in fight for higher revenue from radio, dies at 71. □ FCC adds new VHF stations in 10 markets, tests five VHF broadcasters to shift to UHF.

March 25 □ DuMont buys WNEW (New York) for $75 million, highest price ever paid for radio station. □ International Telemercer Corp., subsidiary of Paramount Pictures, demonstrates pays-as-you-see system, invites immediate purchase for wired use, on-air when FCC approves. □ FCC bans economic-injury appeals, disclaiming authority to consider effects of broadcast grand for existing station, in reversal of 15-year policy.

April 1 □ Military sells channels 2-5 from TV; some 200 VHF stations might have to move up to ultra high. □ Justice Department sues Loues for blocking MGM feature films to TV.

April 4 □ Mutual adopts music-news-sports format. □ UHF can be profitable; WLTV Springfield, Mass., opens books to prove it.

April 22 □ ABC-TV drops must-buy requirements for network stations.

April 29 □ IRS rules network affiliations can't be depreciated; won't allow Westinghouse claim for $5 million write-off for NBC affiliation of WERTZ in Philadelphia. □ CBS-TV loses Tonic award broadcast in IBEW-IATS hassle over lighting jurisdiction, may sue in IBEW. □ Corinthian Broadcast Corp. is formed to handle Whitney radio-TV properties. □ Wrede Petersmeyer is president.

May 6 □ J. M. Mathes, agency president, in sponsorponsored radio programming, dies at 68.

May 13 □ Strong argument for radio-TV access to courts is offered by film of Denver murder trial.

May 29 □ TV commercials that knock competitors bring FTC complaints, $5-million damage suit. □ Stan Freberg's zany radio spots sell Zee towels, start trend.

May 27 □ FCC postpones pay-TV tests until basic questions are answered. □ Fur flies when Mickey Cohen, self-styled reformer gangster, blasts L.A. Police on ABC-TV's Mike Wallace Interview.

June 3 □ ABC Radio changes name to America Network, shorts broadcast day.

June 10 □ Celler report finds TV hampered by station scarcity and FCC failure to correct time option and must-buy practices. Tobacco advertisers say report of American Cancer Society, linking smoking with death, will have little effect on cigarette advertising.

June 17 □ Nine Philadelphia radio stations are fined $62,000 for agreeing to pay cut rates, held antitrust law violation. □ Edward Lamb, cleared of Communist connections after three-year fight, gets renewal for WICN(AM) Erie, Pa.

June 24 □ Cy Langlois, early producer of syndicated transcribed radio programs, dies at 64.

July 1 □ Senate Commerce Committee also attacks optimum-time and must-buy TV network practices. □ American Airlines takes flier in stereo. □ John C. Doerfer moves up to FCC chairman; George McConoughy leaves post with parting shot at congressional critics.

July 15 □ Let Congress decide about pay TV, Representative Celler tells FCC. □ Daytime broadcasters block Senate approval of NARBA.

July 29 □ Benton & Bowles plan for General...
SYSTEM 20 is the latest addition to our family of innovative broadcast mixers. Although larger in size and scope, it still retains the elegant low profile appearance of our other desk top audio consoles.

Affordable options include 7-frequency graphic equalizers, pan pots and a studio monitor output which can be selected from the studio. Technical features include P & G slide faders, custom wound wide band output transformers and voltage regulators on each mixer.

This all new design has spectacular performance at a surprisingly low cost. Delivery? Four weeks or less. Why wait?

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(916) 635-1048
Jan. 6 □ Voice of America finds truth best propaganda.
Jan. 13 □ TV audiences aren’t rising with TV prices, agencies complain.

Jan. 20 □ Invisible (subliminal) TV put under spotlight in Los Angeles and Washington.
Jan. 27 □ Bernard Schwartz, counsel to House Legislative Oversight Subcommittee, charges FCC commissioners with malfeasance. □ Dodgers, moving to Los Angeles, get permit radio coverage, ban TV. □ Unions protest use of Republic Pictures’ films on NBC-owned TV stations without payment to actors, writers.
Feb. 3 □ Pressure groups, professional and trade as well, have forced much comedy off air. □ Grouchko Mars changes.
Feb. 10 □ ParamountPictures, last holdout from TV, releases pre-'46 library for $50 million.
Feb. 17 □ FBI investigates charges that FCC Commissioner Richard Mack sold stock on ch. 10 Miami grant; Schwartz is fired as Oversight counsel.
Feb. 24 □ “Burns and Allen” TV series comes to an end as Gracie retires. □ Oliver-Treyz is elected president of ABC-TV. □ AFL strikes Hollywood movie makers in dispute over fees for release of films to TV.
Mar. 3 □ Frey Report provides basis for realistic appraisal of agency services. □ Michigan’s Public Broadcasting Corporation, Uni-Com, is to be taken over by University of Michigan.
Mar. 10 □ Barrow proposals would not put networks out of business, top executives tell FCC. □ Maryland outlaws county-city ad tax, ending Baltimore levy at end of 1958. □ Richard Mack resigns from FCC.
Mar. 17 □ ABC officials ponder dropping radio network. □ CBS divides television operations: Merle Jones heads TV station division; Lou Cowan, TV network.
Mar. 31 □ Rebel musicians form Musicians Guild of America as competitor of AFM.
April 7 □ Court dismisses libel suit against WDAY-TV Fargo, N.D., rules station can’t be punished for obeying federal law forbidding censorship of political candidates. □ FCC disclaims jurisdiction over CATV.
April 21 □ FCC proposes to duplicate half of 24 Class I-A channel frequencies.
April 25 □ Federal court remarks ch. 10 Miami case to FCC for rehearing.
May 12 □ Videotape creates new problems of union jurisdiction. □ CATV is tough competition for small-market TV stations.
May 19 □ Commissioner Eugene McDonald Jr., board chairman of Zenith Radio and ardent advocate of CATV, is dead at 72.
May 26 □ ANA opens war on TV triple-spotting. □ Bartlesville, Okla., experiment in wired pay-TV fails. □ Elmer Davis, news commentator, wartime head of OWI, dies at 68.
June 2 □ FCC studies plan to consolidate TV in one 25-channel band. □ ANA completes three-year, $200,000 advertising management study. □ United Press and International News Service merge into UPI.
June 9 □ Justice Department calls option time program tie-in illegal, waits for FCC to act. □ House Legislative Oversight Subcommittee looks at ex parte pressure on FCC.
June 16 □ NBC shuts down Buffalo UHF station, face of VHF competition.
“Twenty-One” is canceled as ratings drop. J.S. Court of Appeals upholds right of Loyola University, New Orleans, to own TV station, despite ties with France.

**lov. 3** CBS Radio offers affiliates pay in programs for local sale instead of cash. RCA signs consent decree, accepts fine of $100,000; agrees to set up nonroyalty patent pool in color TV, ending four-year antitrust suit.

**lov. 10** Albert Freeman, producer of “Twenty-One,” is indicted for perjury.

**lov. 24** President Eisenhower names advisory committee in telecommunications, asks for quasi-judicial report on role of government in spectrum management.

**sec. 1** Option-time question divides FCC. Westinghouse forms Television Advertising Representatives to represent its five owned TV stations. James Byron, director of WABC-AM-FM Fort Worth, is first broadcaster-president of Sigma Delta Chi, national professional journalism society.

**sec. 8** Major leagues reject players’ pitch for share in TV profits.

**ec. 22** Orbiting Atlas missile relays President’s “peace on earth” message from sky to ground. **MCA** takes over Universal Studios.

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**1959**

**in. 5** Public describes ideal station format in motivational research study for ABC.

**in. 6** Young & Rubicam combines program and media operations into expanded TV department. Must-buys* now dropped by all TV networks as NBC-TV falls in line. FCC invites comments on space-communication allocation. **Commercial TV broadcasters** contribute time, facilities, knowhow to TV.

**ja. 2** TV films; big firms prosper as small ones get squeezed out. FCC proposes rule on rating TV network spot representation to own stations.

**ja. 15** SEC investigates Guterma stock manipulations; MBS future uncertain. FCC deters newer-buudy stock. Fund for Republican'sAds sentiment growing for TV censorship.

**ja. 23** Lor Daily, perennial splinter candidate, is accorded equal time under Section 5 of Communications Act. Supreme Court rules that NBC must stand trial for alleged accusation in station swap with Westinghouse.

**rch 9** Multiple spotting widespread in medium-sized markets. BAR monitors find 123 condemned practices.

**rch 16** TASS conclusion: UHF can’t compete with VHF.

**rch 23** FM Association of Broadcasters proceeds FMDA.

**rch 30** Malcolm Smith group buys MBS. 2C issues new rules for pay-TV test; House Commerce Committee approves action by 10-voice vote.

**xrl 6** Plethora of plans for revising allocations of whole radio spectrum emerge as FCC esties with UHF-VHF problem and mobile users clamor for more space.

**xrl 13** Subliminal advertising works, but not as well as visible ads, Indiana study shows. FCC lets local stations apply for vtime maximum power of 1 kw; adopts deadline cutoff policy to speed processing of new AM applications.

**April 20** Full network-programming takes shape early. FCC agrees to license on-channel VHF boosters if Congress passes enabling legislation.

**April 27** Sixty-eight VHF stations defy code, refuse to drop Preparation H commercials. News services report they now have more station subscribers than newspaper clients.

**May 4** NAB TV board renews code membership of handful of stations that refuse to comply with code rules.

**June 22** Radio broadcasters and ASCAP agree on new license terms. NAB TV code board cracks down on Preparation H; 19 stations are dropped; 17 resign. NBC-TV broadcasts newscast from London through undersea cable, using slow-scan process.


**July 26** Big businessman, Al McCarthy, steps in to rescue MBS.

**Aug. 3** Congress wants look at quiz show scandal records held by New York grand jury. Ampex's Grundy smuggles videotape recording of Nixon-Khruschev debate out of Russia for broadcast on all three U.S. television networks.

**Aug. 31** How big is payola? Can disk jockeys be bought? Broadcasting special report surveys sorry situation.

**Sept. 7** Congress amends Section 315; exempts newscasts from equal-time requirement, but writes "fairness doctrine" into law. Broadcasters fight anti-trust exemption for professional sports which would permit blackout of 20 million homes. Mission of Television Information Office is defined. Grand jury indicts Alexander Guterma and associates for using KFBB as propaganda tool for Dominican Republic.

**Sept. 14** New labor bill protects broadcasters against blackmailing picketing, secondary boycotts.


**Sept. 29** NABC signs consent decree, agrees to sell Philadelphia stations acquired from Westinghouse, not to add or exchange stations or increase representation without Department of Justice permission. FCC proposes to add Class II unlimited stations to 23 of 25 Class I-A clear channels, invites comments. Special Examiner of Government finds nothing improper in grant of ch. 5 Boston to WCON (Boston Hearld-Traveler) and no reason to set case aside.

**Oct. 12** Wadbiet Detroit, drops network, beefs up staff and live programing, increases revenue. FCC orders TV networks not to represent stations they don’t own, 13 stations need new reps. Quiz contestors tell House Legislative Oversight Subcommittee they got answers in advance; CBS-TV drops big-prize shows.

**Oct. 19** Timers prefer one-minute TV spots. Supreme Court upholds lower court ruling that FCC acted illegally in ordering that functional music must be multiplexed.

**Oct. 26** TV networks start repulsing image as President Eisenhower calls quiz show rigging "a terrible thing to do to the American public." RCARCA color tape recorder is fully compatible for playback on other VTR machines, company announces.

**Nov. 6** NABC, CBS move to eliminate all program practices that might deceive public, as Van Doren's confession that his "Twenty-One" performance was rigged causes public outcry. House probe finds other quiz shows fixed.

**Nov. 16** FCC orders sweeping inquiry into programing and advertising practices of radio-TV.

**Dec. 7** FCC goes after illegal plugs at stations; FTC charges record companies, distributors bribing disk jockeys, networks tighten curbs on plugs, payola; NAB toughens code restrictions.

**Dec. 14** Quiz and payola scandals, government probes haven't hurt time sales, station reps say; Jim Aubrey succeeds Lou Cowan as president of CBS-TV Network. NABC forms task force to handle industry's ethical and legal problems. Judge takes $150-million damage claim out of songwriters' suit against BMI, lets other charges go to trial.

**Dec. 21** Public does not condone abuses but has not lost faith in radio-TV, research for Emo Roper finds. RCA signs consent judgment with FTC, agrees not to pay disk jockeys to play records unless payment is publicly disclosed.

**Dec. 28** Audio tape cartridge for home use is under development by 3M Co. and laboratories at CBS.

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**1960**

**Jan. 4** Fees from movies sold to TV loom large in Hollywood-union contract talks.

**Jan. 11** FTC issues more payola complaints, composers, demand stations sell BMI stock or lose licenses. FTC Attorney General William P. Rogers says FCC and FTC have authority to clean up deceptive broadcasting, should use it more effectively. ASCAP fees for radio stations drop 9% under new licenses. FCC proposes reduction of co-channel mileage separation to permit VHF drop-ins.

**Jan. 18** FCC Chairman Doerfer proposes prime time cultural programming, to be incorporated among TV networks. FTC hits TV commercials of Lever Bros., Standard Brands, Colgate-Palmolive, Alcoa as phony.

**Jan. 25** Networks agree to try Doerfer prime time culture plan.

**Feb. 1** Former FCC Commissioner Richard Mack enters psychiatric institute as second trial of him and Thurman Whiteside pending; first trial ended in hung jury.

**Feb. 15** House Legislative Oversight Subcommittee opens payola hearing with Wynn Morrow Cleveland and WZMI Boston as horror examples. Telemeter puts coin boxes into 2,000 Canadian homes for pay-TV test in Toronto suburb.

**Feb. 22** FTC seeks to clarify law on misleading advertisements on case-by-case basis, exchanges information with FCC on payola. Alexander Guterma, former MBS president, is sentenced to four years, 11 months in federal prison, fined $160,000 for stock fraud.
Feb. 29 Gillette, NBC tie up radio-TV rights to World Series, All-Star Game through 1966. NAB stand on FCC program surveillance has not changed, NAB President Harold E. Fellows tells state association presidents. NAB purchases Oakland-San Francisco-KRON-TV, NBC affiliate in San Francisco, protest. Senate passes NARBA, Mexican treaties.

March 7 FCC Chairman John Doerfer admits riding to Florida on Storer plane, spending nights on Storer yacht. House Legislative Subcommittee Chairman Eisen Harris (D-Ark) and FCC Chairman Doerfer stage impromptu debate at CBS-TV affiliates meeting. FCC cites four Boston-area stations for payola offenses. SAC strikes major movie companies; settles with U-I on fees from sale of film highlights.

March 14 John Doerfer resigns. Frederick Ford is new FCC chairman. Bulova time signals return to radio. Harold E. Fellows, NAB president since 1951, dies of heart attack at 60.

March 21 NBC sells Washington stations to RKO General, exchanges Philadelphia broadcast properties for RKO's in Boston.

April 4 Satellite sends weather reports back to station from 1000-mile high orbit. RKO-Zenith plan $16 million test of on-air pay television in Hartford, Conn.

April 25 Advertisers vie to buy TV entertainment programs, shun public-service shows. Minnesota Mining & Manufacturing Co. is new MBS owner.

May 5 FTC investigates ratings, use in station advertising. Philco applies for Ch. 3 Philadelphia, now occupied by NBC's WCAU-TV. Sam Goldwyn offers movies to television.

May 16 Color commercials have 3.5 times the impact of black-and-white. Cincinnati study finds. FCC to establish Office of Complaints and Compliance as watchdog over broadcasters. TV networks control 80% of shows for new season, up from 71% in 1959-60.

May 23 N.W. Ayer joins drive for summer discounts in TV rates. TV networks offer free time to major-party presidential candidates as Senate considers bill to require it. New York grand jury issues eight payola indictments. By single vote, Senate kills bill to put CATV under FCC regulation.

May 30 UPI adds "audio" news reports to radio station service.

June 13 Station representatives urge stations to clear up rate muddle, after N.W. Ayer threatens to deal directly with stations. Broadcasters have no common-law rights in their programs, Montana district judge rules, dismissing infringement suit of KXLY-TV Butte against Helena CATV system.

June 20 Writers Guild of America strike ends one month.

June 27 Frieda Henock Simons, first woman FCC commissioner, dies at 55, following brain surgery.

July 4 Long-term contracts, tying top talent to one network for many years, are out of date; new contracts reflect changes in economics, public taste.

July 11 Product protection devices on TV. FCC makes Fresno, Calif., All-UHF market, depletes ch. 12. Hughes Aircraft unveils laser (light amplification by stimulated emission of radiation) device.

July 18 FCC cancels grant of Miami ch. 10 (National Airlines, gives it to L.B. Wilson, Inc.)

July 25 TV affiliates want 46-second station breaks. Advertisers and agencies tamper with scripts and casting, writers declare.

Aug. 1 FCC announces new policy of keeping careful watch of station programming and efforts to find and meet needs of community.

Aug. 15 CBS Radio plans to cut entertainment programming, bolster news. SAC members reject merger with AFTRA. Echo I, balloon satellite, relays signals from 1000-mile-high orbit.

Aug. 22 End of daytime serials on network radio.

Aug. 29 Congress suspends equal-time requirement for presidential candidates.

Sept. 5 TV-network programmers are hard at work on 1961-62 shows, even before 1960-61 season starts. KYOW San Francisco institutes single rate, bans multiple spotting, refutes barter and per-inquiry business to test viability of ethical radio.

Sept. 12 AFM wins back right to represent musicians in negotiations with movie producers, lost to MGA two years before.

Sept. 19 Special FCC examiner recommends desegregating three applicants for Miami ch. 7, voiding grant to WORTV. President signs payola bill into law. Federal Aviation Administration claims final say on broadcast towers as hazards; broadcasters favor FCC rule.

Oct. 3 Florida ex-governor, LeRoy Collins, is picked as new NAB president. Opening Kennedy-Nixon debate gets biggest TV audience ever.

Oct. 10 Advertisers join agencies in "interchange" program to improve advertising through self-criticism. FCC TV code board interprets liquor-ad ban to include any commercial, including use of liquor, cocktail-nickel spots move to nonceode station. Courier I-B goes into orbit, stimulates talk of stationary satellites.

Oct. 17 TV producers tell FCC they control programs, admit they accede to policy taboos of sponsors, which may be extensive. Thurman Whistles is acquitted in Miami ch. 10 case; former FCC Commissioner Richard Mack is too ill to stand trial. Crawall-Collier buys WMMAM New York for $11 million.

Oct. 24 Taft Schreiber refuses to tell FCC which shows MCA has interest in, after William Morris executives explain their company's operation. QUIZ contestants are indicted for perjury.

Nov. 7 Debates helped Kennedy, hurt Nixon, Sindlinger study shows. Canadian pay TV families spend 80 cents per week, to see movies at home. Dr. W.R.G. Baker, noted GE engineer who headed group that set TV standards, dies at 67.

Nov. 21 James Hargery, White House news secretary, picked to head ABC News, as John Daly resigns. FAA chief concedes FCC has final say on talk towers.

Nov. 28 Negotiations for networks, ad agencies, film producers reach agreement with AFTRA-SAG.

Dec. 12 ABC, CBS, CTN take 8:30-11 p.m. as evening option time. Gene Autry, Bob Reynolds add baseball club to broadcast holdings. FCC moves to stop station trafficking, proposes three years as minimum ownership period. Richard Eaton stations are first to be given short-time license renewals, under new law establishing that penalty for violations of FCC rules.

Dec. 19 New SAG-AFTRA agreement gives actors equal pay for film and tape commercials.

Dec. 28 Airborne TV transmitters are ready to send instruction to Midwest schools.

Jan. 2 James M. Landis, former dean of Harvard Law School, joins Kennedy staff to study regulatory agencies. House Subcommittee on Legislative Oversight comes to end. In three and half years, it turned spotlight on quiz scandals, payola and ex-partie influence, caused downfall of Doerfer, Mack, Van Doren and cancellation of six TV-station grants. "Great South" plans economic reprisals against sponsors of programs distasteful to Southerners.

Jan. 16 Newton Minow, law partner of Adlai Stevenson, is picked as FCC chairman. New FCC rules tighten restrictions on payoffs and strike applications.

Jan. 23 FCC must consider programming at renewal time, James Landis asserts.

Jan. 30 U.S. Court of Appeals approves FCC plan to revoke Boston's 3 grant to Boston Herald-Traveler, reef case.

Feb. 6 Repeal of Section 315 urged by NAB, CBS, NBC; modification advocated by ABC, MBS. Edward R. Murrow leases CBS to head U.S. Information Agency.

Feb. 27 FCC approves three-year trial of subscription television on WORTV Hartford, Conn. 20th Century-Fox sells 30 motion picture licenses to NBC for $6 million, plans major expansion of TV film production.

March 6 Baseball billings of $75 million for year estimated by Broadcasting. Viewers say they want culture, but it's pure entertainment that they watch, researchers discover. WBC Productions formed to produce programs for Westinghouse-owned radio and television stations, syndication to others.

March 20 Threatened by boycott, picketing, Liegert & Myers drops "The Untouchables." NBC-TV cuts "product-protection" to 10 minutes.

March 27 Kowkie Minneapolis-St. Paul draws first FCC fine, $10,000 for alleged "willful and repeated" technical violations.

April 3 Powell Crosley Jr., early radio-manufacturer who established WLW Cincinnati in 1921, dies at 74.

April 17 Political billings of radio and television in 1960 campaign totaled $14 million.

April 24 Kennedy plan to reorganize FCC with added power for chairman is opposed by commissioners. FCC approves FM stereophonic broadcasting.

May 1 Television audience is hard to please demands better programming, Campbell-Ewald study shows. Young & Rubicam asks NAB-FCC to persuade ABC-TV not to adopt 40-second breaks.

May 8 Kennedy order on ethics for government officials bans gifts, fees, compensation for outside activities.

May 15 Minow shakes up NAB convention with "wasteland" speech, warns broad casters to improve programs or get off air. Col lines urges editorializing as way to attain prestige.

May 22 Y&R's bers ban on triple-spotting into Gulf Oil contract with NBC-TV.
A STANDING OVATION TO Broadcasting

BMI STANDS FOR THE BEST
Oct. 9 □ FCC kills proposal to charge broadcasters 4% of gross revenue in annual license fees. □ Ratings, cost-per-thousand are important considerations in program selection but not final factors, big advertisers tell FCC.


Oct. 30 □ KTVU of San Francisco calls off sale to NBC; NBC-RKO deal may be upset. □ FCC finds CBS-TV compensation plan violates rules.

Nov. 2 □ GE, Westinghouse are asked to explain why broadcast licenses should be renewed after price-fixing convictions of corporate officials. □ Rush for VHF drops FCC. □ Ampex "electronic editor" permits insertions, additions to be made in videotape without physical splices.

Nov. 13 □ BBO uses computer process for media selection for picking up their programs. □ Civic group buys commercial stations in Newark, N.J., for use as New York area educational station; New York commercial TV stations contribute $2 million toward purchase.

July 17 □ "Off-network" shows become popular among TV-syndication fare. □ New policy of matching proposals of applicants with their performance is announced by FCC in granting one-year renewal to WOR/AM, 710; $1 million a year to New York's WOR/New Collier dies when option expires with no FCC approval.

July 31 □ FCC proposes to abolish UHF allocations, table dual VHF operation, delete VHF channels from seven intermixed cities, add third VHF channel to 10 cities; FCC revises rules. □ FCC agrees to New York area educational stations.

Aug. 7 □ "Broadcast Clearing House" is announced as central processing, billing service for spot radio and television.

Aug. 14 □ "Win-si-am" to be New York key of MBS as "Warn-am" drops 27-year affiliation.

Aug. 28 □ Congress passes own FCC reorganization bill.

Sept. 4 □ Tax court tells Westinghouse NBC-TV affiliation contract of WOR/AM Philadelphia can't be depreciated.

Sept. 10 □ FCC ignores House Commerce Committee request to delay decision, breaks down 13 of 25 Class I-A frequencies, ending 18-year battle.

Sept. 25 □ Sports stars find TV commercials road to riches. □ Minow suggests quality children's program, rotated among networks at same time each day. □ Celier bill to let professional sports leagues negotiate package-television contracts passes House, Senate.

Dec. 25 □ All-industry committee goes to court to get ASCAP music on film cleared at source.

1962

Jan. 8 □ FTC calls Rapid Shave sandwich commercial "deliberate fraud" by Colgate-Palmolive and agency, Ted Bates. □ FCC approves plan to restrict station trafficking.


Jan. 27 □ A.P. Management Corp. sues Young & Rubicam, 15 station representatives, 22 stations for $1 million, charging conspiracy to destroy APAC service-for-time business.

Feb. 5 □ NAB Board scuttles reorganization plan, approves study of radio "overpopulation," opposes network licensing, favors all-channel sets.

Feb. 12 □ Public has higher opinion of TV now than two years earlier, Roper survey shows.

Feb. 19 □ FCC proposes application filing fees of $250 for TV, $150 for radio.

Feb. 22 □ FCC picks Chicago for first hearing on local TV programming. □ Colonel Glenn's orbital space flight seen by 153 million on TV at cost of $3 million to networks.

March 5 □ Baseball broadcast billings hit $83 million for season. □ Young & Rubicam researchers find no evidence that program content influences commercial recall, impact.

March 7 □ FCC wants satellite owned by international common carriers, not public. □ "Unusually good" programming wins license renewal for 14 Westinghouse stations, despite antitrust violations of parent company.

March 12 □ ASCAP offers reduced fees to TV stations if they'll drop BMI ownership. □ Scherurin Research Corp. says Y&R is wrong that program music commercial recall. □ A.P. Management Corp. wins preliminary injunction against Y&R, nine station representatives. □ FCC warns stations on spread of double billing.

March 19 □ FCC agrees to hold deinterlacing if all-channel set bill passes. □ Radio, TV get almost as much music from BMI as from ASCAP. □ KLRA/AM Los Angeles, KLFJ/AM Grand Meadow, N.J., lose licenses for alleged attempts to molest FCC. □ FCC finalizes rules requiring hearings on transfers of licenses held less than three years.

March 25 □ Witnesses praise, damn Chicago television at FCC hearing. □ TV negotiators refuse to give up BMI ownership for ASCAP cut rate. □ Oliver Trey, for five years head of ABC-TV, is fired, replaced by Tom Moore.

April 3 □ ABC-TV promises color programming for fall.

April 9 □ NAB, FCC will cooperate to solve radio's overpopulation problem. □ ABC-TV turns Friday night 10:30-11 p.m. back to stations.

April 10 □ Department of Justice files antitrust suit against CBS on grounds Incentive Communication Plan forces TV affiliates to carry full network schedule.

April 30 □ New AAAA creative code discourages "deliberately irritating" ads. □ Conelrad ending, outmoded by guided missiles. □ John Henry Faulk sues Aware Inc. for $1 million, charges bulletin labeling him a Red sympathizer cost him broadcasting career.

May 7 □ A.P. Management Corp. gets permanent injunction against Y&R and nine reponents, no money, as suit is settled.

May 14 □ FCC imposes partial freeze on AA applications, reexamines criteria for FM grants.

May 21 □ Network heads deny sex and violence TV programs for own sake as Senate Juvenile Delinquency Subcommittee heading to go on.

May 28 □ Networks get seats on NAB TV code review board. □ FCC Review Board established to review examiners' decisions and routine hearing cases.

June 4 □ Some 300 stations tell Bates they'll provide 15-minute product protection; only seven say no. □ Possible harm from smoking could endanger television's tobacco billings over $114.6 million a year. □ FCC orders CBS-TV to negotiate new affiliate compensation plan.

June 11 □ B&B joins Bates in demand for 15-minute protection; Triangle stations broadcast Westinghouse on 10-minute standard.

Edgar Kobak, former MBS president and earlier vice president of NBC, Lord & Thomas, Blue Network, dies at 67.

June 25 □ American Cancer Society moves to stop tobacco sponsorship of college sports. □ CBS-TV amends compensation plan to meet FCC objections, Associated Correspondent News Service inaugurates First Negro newsmime.

June 18 □ Walter J. Damm, head of WFLA/TV [sic] Miami, 48, dies at 69; has been president of NAB, FMSI, TBA.

July 2 □ FCC stays grant of ch. 10 Tampa-St. Petersburg to WTSF to look at programming...
Jan. 7 □ RCA pays Philco $89 million for patent rights; Philco withdraws bid for ch. 3 Phila.
□ Major rating firms sign FTC consent order; agree to stop claiming 100% accuracy.
Jan. 14 □ AAAA offers pre-emption formula to reduce paperwork in spot buying; FTC got more complaints, took more disciplinary actions in 1962 than in any previous year.
Jan. 21 □ NAB board gives LeRoy Collins three-year contract; more money derers action on cigarette commercials. □ FCC plans to add 650-700 UHF assignments to TV allocation tab.
Jan. 28 □ Federal Communications Bar Association starts drive to renew Communications Act; replace FCC with new regulatory agency.
Feb. 4 □ FCC knows better than public what good station performance is; Commissioner Henry states at Omaha hearing, as witnesses praise that city’s stations.
Feb. 31 □ Minow, leaving FCC for Encyclopedia Britannica post, recommends Henry as new chairman. □ American Bar Association votes to retain Canon 35, prohibiting broadcast and photography equipment in courtrooms.
Feb. 18 □ National Community TV Association board sees federal control necessary to assure orderly growth of CATV. □ Regional radio broadcasters form Association on Broadcast Standards. □ Supreme Court: Re-stationing a null decision, satellite goes, up, doesn’t work.
March 11 □ ASCAP offers reduced fees to TV stations if they will drop ownership in BMI. □ House Special Subcommittee on investigations hears ratings called “fraud,” “absurdity”; network executives say they are only one factor in determining program worth. □ FCC tells staff to prepare order denying VHF drop-ins in seven two-station markets. □ FCC refuses to approve arrangement for NABC to reimburse Philco for expenses if Philco withdraws application for ch. 3 Philadelphia, says Philco can compete for channel or withdraw without payment.
March 25 □ Methodology of Pulse, Nielsen probed at House subcommittee hearing; Chairman Harris says Pulse service looks like “con game.”
April 1 □ House subcommittee hears into Nielsen testimony; agencies wonder how to produce believable ratings. □ FCC prepares to adopt license fees of up to $100 for TV, $50 for radio. □ Industry advisory committee recommends Emergency Broadcasting System, with stations broadcasting on regular frequencies with normal power, as Conelrad replacement. □ FCC considers ways to limit amount of time given to commercial.
April 22 □ Pulse’s Roslow calls for industrywide “standards and auditing committee,” as researchers, broadcasters seek solution to ratings problem.
April 29 □ AAAA board bans ownership of ad media by member agencies. □ Judge rules under Chattanooga can amortize cost of acquiring license, reversing IRS decision.
May 6 □ Broadcasters favor industry audit for ratings; RAB wants radio, TV research separated; FTC charges Nielsen with rating monopoly, asks for surrender of half its clients.
May 13 □ New FCC order amends sponsorship rules to implement 1960 legislative ban of payola, plugola. □ FCC finalizes license fees. □ Telstar II off to good start. □ FCC proposes to include NAB codes in own rules. □ New rules for radio, proposed by FCC, would break up some AM-FM duopolies, limit FM duplication of AM programs to 50%. □ Astronaut Gordon Cooper sends back first TV pictures from space.
May 27 □ Glitter cuts value of TV ad dollar in half, B&W’s Burgard tells ANA. □ Court of appeals approves FCC refusal of additional facilities to Carter Mountain Transmission Corp., upholding commission’s right to use licensing powers over common-carrier relays to protect TV stations from CATV intrusions.
June 3 □ FCC outlaws network option time. □ FCC finally rejects plan for shortened VHF drop-ins, ABC seeks reconsideration. □ CBS Radio terminates New York Philharmonic broadcasts after 33 years.
June 10 □ Politicians spent $20 million for radio in 1962 campaigns.
June 17 □ FCC-FTC tell broadcasters to be ready to prove rating claims; agencies want ARF to have in rating audit. "Suit on suit on suit on suit," measurement field. □ NBC-TV, MCA plan feature films to be shown first on TV, then in theaters.
June 24 □ Cigarette companies halt on-campus advertising; Canadian companies drop TV ads before 9 p.m. □ NAB inaugurates Rating Council. □ House passes bill to suspend Section 315 for 1964 presidential, vice-presidential elections.
July 1 □ Negroes campaign for more jobs in broadcasting; FCC studies ways to prohibit racial discrimination; Senator Strom Thurmond (D-S.C.) accuses networks of “slanting news” and “following the NAACP line.”
July 15 □ Tobacco Institute advises members not to sponsor shows appealing primarily to youth audience.
July 29 □ When broadcasts deal with racial problems, Negro viewpoint must be presented, FCC declares.
Aug. 5 □ Two IATSE locals reject NAACP demand to add Negro to every crew, call it “featherbedding.” □ Emergency Broadcasting System replaces Conelrad.
Aug. 12 □ CORE starts drive for use of Negroes in commercials.
Aug. 19 □ NAB’s Collins invites network heads to off-record meeting with selected agencies, advertisers, to upgrade TV commercial practices; they say no. □ Full football ratings total $85 million; networks pay $14 million for rights.
Sept. 2 □ Civil rights march on Washington gets full radio-TV coverage.
Sept. 16 □ Nine rating services seek Rating Council accreditation; some stations cancel ratings, others use them with reservations; NARMF outlines FM rating needs; FCC, FTC keep heat on but don’t specify rules. □ Pat Weaver leaves McCann-Erickson to head STV, wired pay-TV enterprise.  

1963
Sept. 30 □ Screen Gems transfer Negro to "Hazel" series, avoids clash with NAACP. □ Jack Benny, who left NBC for CBS in 1964, returns to NBC in fall of 1964. □ FTC investigates SESAC, Justice Department intensifies probe of BMI.

Oct. 7 □ FCC reserves ch. 37 for exclusive use of radio astronomy for 10 years. □ H&B America, RKO plan CATV merger to operate over 50 systems with 100,000 subscribers. □ ABC TV's big money quiz, "100 on and," dies in three weeks for lack of audience.

Oct. 14 □ Westinghouse telecasts play on videotape on five stations, simultaneous with Broadway opening. □ John Fetzer plans big league baseball on network TV in prime time.

Oct. 21 □ California theater owners pledge $500,000 to fight pay TV.

Oct. 28 □ FCC proposes adding 411 assignments to UHF table; 374 for ETV.

Nov. 4 □ Investors go for pay-TV stock, buy out STV offering first day.

Nov. 18 □ FCC reaffirms drop denial.

Nov. 25 □ All commercial, all entertainment, banned from radio-TV networks following John F. Kennedy assassination. □ First trans-Pacific broadcast via satellite preempts live-TV coverage of 1964 Olympics in Tokyo.

Dec. 2 □ President Johnson's wife gives up control of Texas stations, transfers holdings to trustees. □ Four Minnesota-St. Paul stations refuse to pay FCC fines for sponsor-identification violation. □ P&G won't pay for spots next to piggiesbacks, representatives are told. □ FCC plans to adopt NAB code rules is all but dead. □ Broadcast Clearing House stops operations; three firms in 1916 to clear timebuying of "papier-mâché" only Central Media Bureau is left in business.

Dec. 23 □ Broadcast Rating Council incorporates as nonprofit organization, sends proposed standards to rating services; AAAA is full member. □ NCAA sells 1964 football rights to NBC-TV for $13 million.

1964

Jan. 6 □ Milwaukee Advertising Laboratory founded by Milwaukee Journal, WTMJ-AM-FM-TV to evaluate advertising effectiveness.

Jan. 13 □ Nielsen "reluctantly" stops measuring radio-network audiences.

Jan. 20 □ Government, tobacco companies, broadcasters ponder next moves after report to U.S. surgeon general links cigarette smoking to lung cancer. □ FCC drops plan to adopt NAB codes into rules.

Jan. 27 □ CBS buys NFL rights for two years for $2 million. □ Grand jury indicts Drug Research Corp. agency (Kaster, Hilton, Chesley Clifford & Attherton) for fraudulent advertising of Regimen, reducing pill. □ NAB TV code board bans piggiesbacks, cigarette commercials appealing to youngsters. □ FCC renewes licenses of Pacifica stations whose program policies had offended some listeners. States that judgment of broadcaster in deciding what public shall see and hear "is entitled to very great weight" and commission will step in only where facts "flagrantly call for such action."

Feb. 3 □ American Tobacco drops sports broadcasts; some radio stations ban cigarette ads. □ Use of piggiesbacks upheld by Kenyon & Ehrlich, McCann-Erickson.

Feb. 10 □ Reynolds Tobacco cancels late-afternoon commercials on radio stations popular with teen-agers; CBS-TV orders de-emphasis of cigarette use on programs.

Feb. 24 □ Baseball rights cost $13.5 million. □ McCann-Erickson initiates "instant upgrad ing" policy, will cancel TV spot schedule if other stations offer better values.

March 2 □ House passes bill to prohibit FCC from setting commercial standards.

March 9 □ New AFM contract reduces number of staff musicians at networks from 409 to 320, gives them 3% pay boost.

March 16 □ Network affiliations are deductible. U.S. Tax Court rules, giving Congressional victory over IRS after seven-year fight. □ Barter is $35-million-per-year business; SRA finds lack of direct deals to time buying stems at cut rates. □ Tournakars accept NAB guidelines on TV commercials. □ Supreme Court rules public officials can't sue for libel unless malice proved.

March 23 □ NAB code officials explain stand on multiple-product spots to agencies, producers, station representatives, Congressional stations ban piggiesbacks. □ WPIX New York accepts liquor ads after 10:30 p.m.; NAB protests action.

March 30 □ BBDO "Channel One" on-air experiments show piggiesbacks effective, billboard helpful, hitchhikes not harmful. □ Senate bill would bar liquor advertising on radio-TV. □ FCC tentative Harris (D-RI) tells WPIX Congress is concerned about broadcasting's ability to regulate itself.

April 6 □ McKesson & Robbins switches WXYZ spots from coffee to wine. □ Twenty applicants seek 1110 ke in Los Angeles, lost by KKL. □ Broadcast Rating Council issues rules, authorizes audit of rating services; "Association of Motion Picture Producers formed by merger of two producers' groups.

April 20 □ United Church of Christ asks FCC to deny renewal to WITR and WLIR, both Jackson, Miss., for alleged discrimination against Negroes.

April 27 □ FCC tells Gordon McLendon to give 57 hours of free time on his Texas stations to Senator Ralph Yarborough, his opponent for Democratic nomination.

May 18 □ ABC-TV, CBS-TV pull out of Emmy awards in hassles over method of picking winners.

May 25 □ NAB TV code board bans titles, teases, credits, hopes to knock 30 seconds of clutter out of each half-hour.

June 1 □ Common carriers buy 5 million shares of Comsat stock; AT&T gets most, then ITT, General Telephone, RCA.

June 15 □ FCC court upholds FCC revocation of license of WWKAK St. Louis. □ ABC, CBS, NBC set up Network Election Service, central vote-counting system; AP, UP join election-day pool.

June 22 □ House gets bill to prohibit broadcasting of early Eastern election returns while polls are still open in West.

June 29 □ NAB President Collins resigns to accept federal post as complicator in civil rights dispute. □ Goldwater led with $5.5 million in cigarette packages as of Jan. 1, 1965, in all advertising as of July 1, 1965; tobacco industry plans court fight, if necessary. □ Capital Cable of Austin (Tex.) agrees to purchase TV Cable of Austin, ending CATV dispute in that city. □ Closed-circuit pay TV takes lot of hardware. Picture story of STV's Los Angeles set-up.

July 6 □ GE stations get license renewals after General Electric Broadcasting Co. is formed to operate them. □ FCC lifts two-year-old AM freeze; order sets rigid technical standards, limits FM duplication of AM programming to 50% of total broadcast time.

July 13 □ New Sag contracts with Inove, TV film producers give actors more residual pay.

July 20 □ STV starts pay-TV service by wire to 2,500 homes in Los Angeles; in Hartford, Conn., RKO General completes two years of on-air pay TV, believes it can be made profitable, has found people most willing to pay for movies, sports, have little interest in culture.

July 28 □ Goldwater, Republican candidate for President, challenges President Johnson to TV debates, is highly critical of CBS News's coverage. □ San Francisco federal court reverses ruling of Idaho judge that CATV systems can't duplicate network or film programs of TV stations. Law suggests that broadcasters seek copyright protection.

July 27 □ Oak Knoll Broadcasting Corp., nonprofit organization, gets grant for interim operation of KLRAM. Pasadena-Los Angeles until permanent license is issued to one of 19 applicants.

Aug. 3 □ FCC renews NBC licenses for WRCAM TV, Philadelphia, on condition they be exchanged for Westinghouse stations in Cleveland, reversing deal made in 1956.

Aug. 10 □ Sag negotiates first contract for actors on videotaped shows with Universal; first for performers on pay TV with STV. □ Ranger sends back close-up pictures of moon.

Aug. 17 □ Spot billings per TV family average $11.80, TVAR finds. □ More than 300 stations get fallout shelters for transmitter engineers, supplied by federal government.

Aug. 24 □ FCC taps pizza prosperity spur broadcasters to diversity; Broadcast Bureau lists holdings of some 40 companies. □ No "Great Debates" in 1964; Senate kills bill to suspend equal-time law.

Aug. 31 □ "Gracie Allen, co-star of "Burns and Allen" on radio-TV for more than 20 years, dies at 58, after heart attack. □ Most stations accept piggiesbacks at regular rates as controversy dies out.

Sept. 21 □ Republican protest Democratic spots linking little girl and nuclear cloud as unfair scare tactic.

Oct. 5 □ FCC turns down RKO, Philco pleas for reconsideration, after NBC, WBC file applications to trade back Philadelphia, Cleveland stations. □ FCC rules stations carrying presidential news conferences are subject to equal-time demands of other candidates.

Oct. 9 □ ABC urges FCC to regulate CATV. □ FCC fines KHTR-KXV Tyler, Tex., $250 for rebroadcasting football game without consent of originating station, reprimands KELA-TV Shreveport, La., for refusal permission. □ Television Audit Corp. claims to measure audience from planes.

Heart attack kills Eddie Canton, 72, top radio star of the 1930's.

Oct. 28 □ GOP film, "Choice," depicting crime, mob violence, sex, scandals in government, set to go on NBC-TV in many localities, when candidate Goldwater has it dropped as not "appropriate." □ Herbert Hoover, 313i President, dies at 90. As secretary of commerce in early 1920's, he guided development of American system of broadcasting.

Nov. 2 □ Campaign costs for radio-TV put at $40 million. □ Wife, AM-FM draws one-year renewal for "improper use of ratings." □ Dodd committee interim report calls relationships between TV violence and juvenile delinquency
broadcasting

For 50 years it's been essential to the American way of life.

Broadcasting

For 50 years it's been essential to the American broadcasting industry.

Sincere Thanks & Warm Congratulations from Paramount Television.
"conclusively established."

Nov. 9 □ STV loses at polls, starts court fight to have California law declared unconstitutional, closes operations in Los Angeles, San Francisco; plans for systems elsewhere held up. Nov. 16 □ Monday night baseball network on TV loses out; maybe Saturday afternoons.

Dec. 14 □ CBS sues Teleprompter for CATV pickups of CBS-TV programs without permission of copyright owners. □ Presidential commission recommends massive antismoking drive; spearheaded by TV documentaries. □ Justice Department files antitrust suit to require broadcasters to give up ownership of BMI.

Dec. 21 □ ABC-TV signs 18 major league ball clubs for 25 Saturday afternoon games, two holiday games.

1965

Jan. 4 □ Frederick W. Ford leaves FCC for $50,000-a-year NCTA presidency. □ Shell Oil "public service grant" provides two nightly newscasts for WDRX-AM Newark-New York non-commercial station, each preceded and followed by credit to Shell; commercial broadcasters wonder when commercial is not commercial.

Jan. 25 □ Corinthian stations change policy, will accept piggybacks. □ FCC considers TV network control of prime-time programing to 50%, barring networks from syndication field. □ Some 65 million watch President Lyndon B. Johnson inaugurated on TV.

Feb. 1 □ Vincent T. Wasilewski, NAB executive vice president, named president at $50,000 per year; board also votes to have full-time chairman at same salary. □ NAB, NCTA split over CATV protection for local television stations, FCC procedures for insuring it.

Feb. 8 □ AMST calls on FCC to take immediate jurisdiction over CATV. □ BBDG, SMC.&.l test new system of agency compensation; formula assures agencies profit on accounts; assures clients that agency profits won't be excessive. □ White House TV studio gets first live use for presidential news conference.


March 8 □ James T. Aubrey Jr. is suddenly put as president of CBS-TV; John A. Schneider succeeds him. □ Supreme Court won't review award of $500,000 (reduced from $3.50 million) to John Henry Faulk in suit against Aware Inc., Vincent Hartnett, award director; also refuses to hear KKK's St. Louis appeal for reversal of license revocation.

March 15 □ Montana bill to have state set performing rights rates for music used in state has broadcasters, licensing organizations in upper; special report on music for radio-TV, who supplies it and for how much.

March 22 □ New York State Supreme Court orders Kemper Insurance Group to pay AB-PT for time Kemper tried to cancel following Alger Hiss appearance on news special on Richard Nixon. □ WINSAM New York switches to all-news format.

April 5 □ Film dominates TV network prime time, supplies 84.1% of scheduled shows. □ CBS-TV will have seven one-minute prime-time breaks in fall, has two now. □ FCC approves plan of WOR-TV New York noncommercial station, for programming underwritten by business organizations that get name credits.

April 12 □ Early Bird, first commercial communications satellite, goes into stationary orbit, opens trans-Atlantic circuits for TV use. □ Supreme Court affirms FTC decision against Colgate-Palmolive, Bates, in "sandpaper" case rules mock-ups OK if it's not implied they're real thing.

April 28 □ FCC asserts authority over all CATV, proposes requiring cable systems to carry local programs and stop importation of those from distant stations, freezes CATV microwave applications in major markets.

May 3 □ AAAA offers to help FCC solve problem of overload commercials. □ Edward R. Murrow, dead of cancer at 57, honored as man who did most to set standards for broadcast journalism.

May 10 □ Federal court finds Kastor Hilton, Chesley Clifford & Atherton guilty of preparing fraudulent advertising for Regimen; it is first agency ever convicted on such charge.

May 17 □ ABC tells FCC it wants to operate own domestic satellite. □ Three surveys show election returns, predictions had no effect on votes of those who heard them before going to polls. □ John F. Dille Jr., Indiana broadcaster-publisher-CATV owner; elected NAB board chairman, now full-time salaried job.

May 24 □ California superior court finds ban on pay TV unconstitutional.

May 31 □ Comcast files fee schedules. □ Telenet ends five-year test of closed-circuit pay TV in Canada, calls it successful.

June 7 □ Owners of 27 TV stations break with

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Wometco Enterprises, Inc.
Mitchell Wolfson, President

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NAB-AMST on CATV, support bill limiting FCC authority.

June 14 □ Supreme Court, in 5-to-4 decision, upholds existence of TV cameras in court presented fair trial of Billie Sol Estes. □ Gemini 4 light coverage costs networks $6 million. □ FCC rejects plea of atheist Madalyn Murray who had 15 Honolulu stations be ordered to sell her time at “preferential rates afforded to religion.” □ FCC issues new batch of UHF assignments proposes low-powered TV stations for smaller markets.

June 21 □ P&G drops fight against piggybacks. □ NBC gives Philadelphia stations to WBC, gets Cleveland stations; WBC makes KYW philadelphia all-news. □ Glitter doesn’t seem to suit commercial recall, Needham, Harper & Steers, researchers find. □ H. V. Kaltenborn, lean of news commentators, dies at 85.

June 20 □ FCC issues proposed rule limiting station ownership of two TV stations in metropolitan areas, moves toward elimination of retransmission consent. □ The FCC gives a go-ahead to Channel 11 for its new station in Cleveland. □ WABC plans merger with WITI. □ New York City issues three new franchise applications; Sterling Information Services gets Manhattan south of 66th St. on East Side, 79th St. on West Side. Teleprompter nets northern Manhattan; CATV Enterprise gets Riverdale.

June 20 □ NAB TV code board puts new restrictions on ads that criticize competitors. □ Five radio stations get short-term renewals for carrying more advertising than they proposed. □ Gordon McDonell asks FCC to approve his acquisition of WJAFM Los Angeles to be used as classified-ad station with no other programing. □ Walter D. Scott named NBC president, chief executive officer; Robert Kintner to be come board chairman, duties not defined.

1966

Jan. 3 □ Kastor, Hilton, Chesley, Clifford & Atherton gets new president, Emerson Foote; new name, Kastor, Foote, Hilton & Atherton; decides not to appeal Warren verdict. □ Representative Harley Drammings (D-Wa.) succeeds Oren Harris (D-Ark.) as chairman, House Commerce Committee. □ Ford Foundation reports gifts of $16.5 million, to ETV in year.


Jan. 17 □ People in second-set TV homes don’t watch more, do watch differently, McHugh & Hoffman survey shows.


Feb. 7 □ CBS-TV sets flat prices for time, drops all discounts but one for 52-week continuity. □ Ratings provide reasonably accurate audience estimates, Committee on National Television Audience Measurement assures Supreme Court refuses Connecticut petition to review lower-court ruling that TV network affiliations cannot be amortized.


Feb. 21 □ FCC sets rules for CATV for systems not using microwave as well as those that do, requiring carriage of all local station signals, same-day nonduplication, no importation of distant signals by top-market systems except with FCC permission; reaction violent. □ Fred W. Friendly quits as president of CBS News when new boss Schneider cancels coverage of Senate hearings on Vietnam; Richard Salant named acting news head.

Feb. 20 □ Robert E. Kaiser leaves NBC, says radio network has cumulative audience of 30 million each week. NBC’s new measurement method shows. □ Supreme Court refuses to review 770-kc battle of WABC (NY) and KOB (Albuquerque, N.M., returns 25-year-old case to FCC.

March 7 □ FCC proposal to limit network control of CATV operations; FCC plans new study made by Arthur H. Little, Inc.; Bristol-Meyers seeks 15-second spots for Ban. □ California Supreme Court rules measurement of outlay paying TV in state is unconstitutional. □ Feature films are best buy for advertisers, BBDO study shows. □ Britain chooses PAL system of color TV. □ FCC gives 16-year renewal to WGMAM (Hollywood, Fla.) which is quit to sell it in 60 days.

March 21 □ Network coverage of Gemini 8 splashdown brings thousands of calls from angry viewers who miss regular programs. □ George C. Connelly, 63, former FCC chairman, dies of cancer. □ CBS-TV affiliates have choice of keeping present compensation or switching to new plan.

March 30 □ Representatives of audience have right to hear, court tells FCC in ordering rehearing of license renewal of WLBTV Jackson, Miss., requested by UCC.

March 28 □ Rex Sparger, government investigator during 1961-63 ratings probe, named rating Nielsen to develop new TV ratings shows. □ S. L. (Pat) Weaver resigns as head of STV, as company announces plans to acquire Shasta Telecasting.

April 4 □ FTC announces that cigarette companies may advertise tar, nicotine content; Lorillard withdraws from cigarette-advertising code. □ ABC-ITF merger application filed with FCC.

April 11 □ Chairman E. William Henry resigns from FCC. □ FCC proposes incorporating fairness-doctrine provisions regarding personal attack, editorializes for or against candidates into commission rules. □ Fred W. Friendly named Edward R. Murrow professor of journalism at Columbia graduate school. □ Commissioner to visit Topeka; Richard Salant succeeds him as president of CBS News. □ Appeals court upholds FCC contention that CATV is not common carrier.

April 18 □ ABC-TV gets rights to summer Olympics for $4.5 million, already has winter Olympics rights. □ Westinghouse Broadcast offers alternate to FCC’s proposal for limiting network control of prime-time TV programs to 50%: limit amount of programing affiliates in major markets may take from networks; most advertisers, agencies oppose 50-50 plan. □ ANA。(15% media trade group) favors popular agency compensation plan, but fee system growing. □ Domestic satellite is technically feasible, could save networks $20-$35 million per year of $55-million line charges. □ Combat hears, but first questions of ownership, operation, service must be answered.

April 25 □ TV network news, documentary programs, traditional loss of four network points; Court upholds WSB (Atlanta, Ga.), refusal to pay FCC fine for failure to identify political sponsor. □ ABC-TV uses “Ben Casey” as example in answering FCC on why shows are dropped; ratings fell off, so did sponsor interest, so did live station clearance, but costs kept rising.

May 2 □ FTC plans probe of network rate structures.
May 2 □ Many off-network TV programs, chiefly monochrome, go into syndication. May 9 □ NBC affiliates celebrate network's 40th anniversary year at Honolulu meeting. May 18 □ NAB radio code board bans feminine-hygience products, adopts rule permitting denial of competitive products but banning disparagement. □ Mutual Industries Inc. pays $100,000 for option to buy MBS from 3M Co. for $3.1 million. May 30 □ U.S. district court finds Fortnightly CATV systems guilty of infringing United Artists' copyrights; jury awards defendants $17 million picked up by Fortnightly systems. □ Wnu-tv Newark-Linden, N.J., accepts commercials for Rum Superior of Puerto Rico, first hard liquor advertising on TV. June 6 □ Network TV audience sees live close-up pictures of moon sent back by Surveyor I as they come into Jet Propulsion Laboratory. June 13 □ Wcu-tv Chicago says it will take liquor advertising. □ Twelve broadcast licensees, owners of 49 stations, plus Radio-Television News Directors Association, propose elimination of FCC license rulemaking, say they'll push fight to Supreme Court if necessary. □ New writers contract with film producers raises minimum payment for scripts, restores rerun system writers struck to change in 1960, eliminates clause denying screen credit to writers taking Fifth Amendment refuge under question. June 27 □ President Johnson reappoints Rosel Hyde to FCC, names him chairman, nominates Nicholas Johnson, maritime administrator, to FCC vacancy. □ Common carriers win hard-fought battle as FCC rules Comcast can deal only with them; FCC approves Comcast applications to attack competing multichannel systems. □ Six satellites to be owned by Intelsat: □ BMI, radio bargaining committee agree on 12.5% increase in music fees. □ NAB board re-elects John F. Dille Jr. as chairman, approves appropriation of up to $10,000 to help raise money for Red Lion, Pa., in FCC's antitrust case. □ FCC drops doctrinal objection to new TCI proposal to create CATV division of NAB. □ Concentration of control does not exist, is not threatened in TV, United Research Inc. tells FCC in preliminary report of study of TV industry structure. □ Ed Wynne, 75, vaudeville comic who became Texaco Fire Chief on radio, star on TV, dies of cancer. July 4 □ FCC gives conditional approval to McLendon application to purchase KGLA-FM Los Angeles, turns it into all-advertising station. □ CATV operators plan local programming; Dal-Worth proposes three-channel non-broadcast program service for Texas systems. □ Universal Studios makes two-hour movie for first use on NBC-TV; MGM makes three features for ABC-TV. □ Hughes Aircraft gets minority interest in Teleprompter New York City CATV project. Hughes, Teleprompter form Theta Communications to make, market electronics equipment. □ Appeals court upholds FCC rules on multiple-ownership of major-market TV stations, dismisses appeal of Meredith Broadcasting to declare them invalid. July 11 □ Mutual Broadcasting Corp. is new owner of MBS. □ FTC closes investigation of SESAC following commitment to publish catalogue of compositions so broadcasters can tell if they need SESAC licenses. July 18 □ Overmyer Network announced as fourth TV network by Daniel H. Overmyer, LHF station owner, Oliver Treyz, former president of ABC-TV, plans eight-hour nighttime service, including two hours of news, two-hour variety show from Las Vegas. July 25 □ Nineteen religious, social, civic groups call on FCC to set license renewal of Wxyram Media, Pa., for hearing charge of programing is one-sided. Aug. 1 □ AT&T proposes rate boosts for radio-TV that would add $16.4 million per year to broadcast line charges. □ Ford Foundation seeks domestic satellite of own, would sell service to networks cheaper than present ground lines, donate profits to educational network. Aug. 8 □ Several Southern stations drop Beatles record over statement of John Lennon that they're more popular than Jesus now. Broadcasters pay $44 million for football rights, except $100 million for commercials on game broadcasts. Aug. 22 □ FCC forms task force to deal exclusively with CATV. Sept. 5 □ Rex Sparger, ex-investigator for House Investigations Subcommittee, admits Nielsen security system prevented him from participating in Rig ratings, signs consent decree ending Nielsen 40-night-out promotion battle users in new TV season. Sept. 12 □ NAB, AMST, Texas stations oppose giving microwave facilities to Dal-Worth to service CATV systems with program material. Sept. 19 □ Judge Ryan gives ASCAP access to financial reports of TV stations back to 1959. Oct. 3 □ TV buys $93 million worth of movies in week: 63 MGM films go to CBS-TV, 17 Century pictures, 32 Paramount features to ABC-TV, ABC's $2.5 million, four-hour broadcast of "The Bridge on the River Kwai" has largest audience of any movie ever shown on TV. □ More than 1,500 leaders of industry, government, science, religion honor Brigadier General David Sarnoff, RCA chairman, on 60th anniversary of his entry into communications. Oct. 10 □ NAB TV code board issues new cigarette-advertising guidelines: will accept nicotine, tar-content statements, ban use of sports themes, athletes, children, implied health benefits from filters. □ FCC issues new TV program reporting form, seven years in making. Oct. 17 □ Matthew J. Culligan, former head of NBC Radio Network, Curtis Publishing Co., named president of MBS, succeeding Robert Harleigh, resigned. □ Supreme Court refuses to review California court ruling that vote outlawing pay TV was illegal, opening way for pay TV to return to state; TV says it's broke. Oct. 24 □ Overmyer Network claims 85 stations lined up to take Las Vegas nightly show included ABC, another planned TV network reports 50 stations ready to carry two-hour late-evening shows. Oct. 31 □ Taft Broadcasting buys Hanna-Barbera Productions for $26.4 million. □ TV audience likes movies best, TVQ reports. Nov. 7 □ Justice Department suggests FCC delay action on ABC-ITT merger until Justice study of deal is complete. □ Kwn-tv Los Angeles ready for continuous coverage of stock market, Monday-Friday, 7 a.m. to 3 p.m. local time. Nov. 14 □ Kemper Insurance Group must pay ABC-TV $238,800 for time unsued; Supreme Court refuses to review lower court decision that Kemper had no right to cancel sponsorship of "Evening Report" because it didn't like program criticism of Richard Nixon on which Alger Hiss appeared. □ TV networks do fast, comprehensive election reporting job, marred by some wrong predictions. □ Lani Bird, Pacific satellite, fails to achieve synchronous orbit; is usable at some times. Nov. 28 □ Court of Appeals dismisses petition of World Wide Red Lion, Pa., for renewal of FCC fairness doctrine notice, but tells FCC letters are not orders and cannot be reviewed in courts, putting decision of rulings in jeopardy. □ ABC-TV, Lani Bird take Notre-Dame-Michigan State football game to Hawaii. □ Continental Football League signs with Overmyer Network to three years of broadcasts, starting in 1967. □ Blair Television stations test new rate formula making 30-second spot base figure; 60-second spot is priced at 30-second rate plus 40%; 60-second piggyback at 30-second rate plus 60%. Dec. 5 □ When TV Syracuse adds $5 extra for color commercials: annoyed viewers see no reason for increase. □ FCC splits channel assignments in 450-470 mc band to make room for land-mobile services; purposes realocating UHF's top 14 channels for land-mobile use, sharing of seven lowest UHF channels with land-mobile users. □ Lani Bird usable eight hours per day, goes commercial has heavy TV traffic both ways across Pacific. □ Government suit against BMI ends with consent decree; broadcasters keep their BMI stock. Dec. 12 □ FCC approves sale of KFWAM to Los Angeles to Westinghouse for $3.1 million, but with stipulation leading Lennon to give Collier for lack of interest in going professional; price has been reduced to $1,650,000 by WBC for C-Cit, letting station's financial position deteriorate. □ American Advertising Federation, formed by merger of Advertising Federation of America and Advertising Federation of the West, invites other advertising groups to join AAF in unite front against government attacks on advertising. □ John F. Banzhaf III, New York attorney who asks WABC-TV New York for free time for anti-smoking messages, roughly in proportion to time used for cigarette commercials. Dec. 19 □ Thomas H. Dawson, senior vice president of CBS News, succeeds Collier. □ John T. Reynolds leaves to return Los Angeles as president of Paramount Television. □ NFL AFL sell Super Bowlv four-year package to CBS-TV, NBC-TV for $9.5 million; both networks will broadcast 1967 game. CBS-TV gets 1965, 1970; NBC-TV 1969, 1968. □ Walt Disney, who added TV luster to movie fame, dies at 65. □ Cox Broadcasting buys Walter Schwimmer Inc. independent TV program production-syndication firm. Dec. 26 □ FCC approves ABC-ITT merger, 4 to-4 vote.

1967
"special circumstances." ■ Justice Department asks FCC to reopen ABC-ITT merger case, hold hearing. ABC stock drops 14 points.

Jan. 30 ■ Carnegie Commission on Educational Television calls for expansion of present 124 ETV stations to 380 by 1983, supported by federal funds, tax on TV sets, supervised by "Corpor. for Public Television," nonprofit, non-
governmental body. ■ FTC charges Bristol-
Myers with misleading claims for Bufferm. ■ Wisconsin presentation committee on bill to bar early election predictions.

Feb. 6 ■ Cost of participating commercials in TV-network programs, estimated by BAR, shows NBC-TV's "Bonanza" highest: $55,000 per commercial minute. ■ WHEN-TV Syracuse rescinds extra charge for color commercials. ■ Yankee Network ends operations after 39 years.

Feb. 13 ■ Frank Stanton, CBS president, signs new 21-year contract to 80th birthday, five years more active service, 16 as consultant.

Feb. 20 ■ ABC gets $25 million loan from ITT to meet "critical cash shortage." ■ American Television Relay Inc. seeks FCC permission for point-to-point microwave relay to carry Los Angeles signals to Texas CATV systems. ■ Baseball rights cost $29 million. ■ Sponsoring bill will be $105 million. ■ Gulf & Western Industries buys Desilu productions.


March 8 ■ President sends toned-down version of Carnegie "public television" plan to Congress, asks aid for educational radio, too. ■ FCC adopts NAB code commercial time limits as benchmarks for license-renewal applicants. ■ Justice Department sues General Tire & Rubber Co. on charge of trying to coerce suppliers into buying time on KGO General stations.

March 13 ■ Overmyer Network is now United Network, as western syndicate takes control.


March 27 ■ Agreement reached on new ASCAP radio rates calls for 6% drop in commercial fees, 10% reduction in sustaining fees. ■ APTRA strikes networks; all live talent leaves; nonunion employees, reruns keep networks going; Brinkley, most others leave, Huntley, some others stay on ground union dominated by entertainers cannot properly represent neurons.

April 17 ■ House passes copyright bill with no exemptions for CATV; Supreme Court holds P&G acquisition of Clairol violated antitrust laws because P&G's large advertising expenditures with resulting media discounts form effective bar to new entrants into bleak field. ■ Talent, newsmen return to networks after 13-day APTRA strike; Oscar broadcast gets on, but barely, as strike ends less than two hours before air.

May 1 ■ United Church of Christ agencies ask FCC to deny license to any station engaging in discriminatory employment practices.

May 8 ■ Stations must make run-of-schedule announcements available to political candidates on request, FCC rules. ■ News CBS-TV rate card has simpler price structure, higher rates. ■ Senate subcommittee approves bill to subsidize educational radio, TV, changes names of Corp. for Public Television to Corp.

Dear Sol:

You are one helluva guy!!

With affection, HOWARD (Stark)

Broadcasting Oct 12 1981

155
divides broadcast material into program, non
program, limits latter to 10 minutes per hour in
prime time, 16 minutes at other times, restricts
program interruptions to two per half-hour in
prime time, four at other times.

Oct. 30 □ NBC retires from radio station rep
sentation, names Eastman, Katz, Christal to
handle its six owned stations.

Nov. 13 □ President signs Public Broadcasting
Act into law, names educators Dr. James R.
Killian Jr. Dr. Milton Eisenhower as first mem
bers of CPB board, accepts $1 million gift from
Carnegie Corp.

Dec. 4 □ CBS Laboratories demonstrates broad
cast ETV to agency commercial-production
executives.

Dec. 11 □ Hunt Blackett, founder of Blackett,
Sample & Humber, advertising agency that
pioneered radio daytime serials, dies at 75. ■
First spot in commercial cluster is most effec
tive, Canadian study shows.

Dec. 25 □ Kemper Insurance Group suit
against ABC ordered tried in district court by
Court of Appeals in ruling reversing lower court
dismissal of Kemper charges of antitrust viola
tions.

Jan. 1 □ NCAA football stays with ABC-TV for
two more years at cost of $165 million.
Jan. 8 □ ITC cancels merger agreement with
ABC after two years of government obstruct
Jan. 15 □ American Bar Association commit
tee on fair trial-free press, headed by Judge
Paul Reardon of Supreme Judicial Court of Mass
achusets, submits report for action by ABA's house of delegates in February; recom
mendations would sharply restrict news cover
age of criminal proceedings. ■ Wbsm-TV
Chicago denies charge that "Pot Party at a
University" was staged. ■ ABC appoints
Thomas Moore, ABC-TV president, to new post
as vice president of reorganized group of
broadcasting departments.

Jan. 29 □ NAB television board adopts new
time standards for maximum of four consecu
tive commercial announcements in any program
interruption, maximum of three in any one
station break; radio board approves elimination of
time standards for single sponsors of programs
longer than 15 minutes; for single-sponsored
radio program five-minutes-long, limit is
minute and a half; for shorter single-sponsored
radio shows approved commercial times are:
five-minute program, one and a half minutes
commercial; 10 minute program, two and a half
minutes commercial, 15-minute pro
gram, three minutes commercial.

Feb. 12 □ Lorillard drops sports sponsorship,
allo
nles new programs before 9 p.m. ■ FCC
abandons two-to-a-customer policy for VHF sta
tions in top-50 markets after two-and-a-half
years.

Feb. 19 □ Frank Pace Jr., one-time secretary of
Army, director of budget, former president,
chairman, General Dynamics, is named chair
man of Corp. for Public Broadcasting
Baseball rights for radio-TV climb to $3.17
million, sponsors will pay $107 million for play
-by-play coverage, associated programs.

Feb. 25 □ American Bar Association adopts
Reardon report, lightening restrictions on news
media trial, pre-trial coverage.

March 11 □ Department of Justice asks FCC
not to grant sale of KFDM-TV Beaumont, Tex., to
Enterprise Co., publisher of only two daily
newspapers there, without hearing.

March 18 □ General Artists Corp., Creative
Management Associates merge into possibly
world's biggest talent agency.

March 25 □ Children's Television Workshop
created by Ford Foundation, Carnegie Corp.,
Office of Education to develop 26-week hour
long color series for pre-school children.

April 1 □ Plan to curtail clutter by banning all
station-break commercials, putting all TV ad
vertising within programs, network-spot, local,
under development by leading station repre
sentative. ■ FCC proposes rule to prohibit
licensee of any full-time station from acquiring
another full-time station of any type in same
market.

April 15 □ Broadcasters win wide acclaim for
coverage of racial outbreaks across nation in
wake of Martin Luther King assassination.

April 22 □ ABC asks FCC to help keep ABC
TV affiliates in markets with fewer than three
stations from switching to NBC-TV. ■ New
York supreme court rules CATV system oper
ating in New York City with underground
telephone wires does not need city franchise,
refused to enjoin Comtel.

May 13 □ House Investigations Subcommittee
opens hearing on wbbm-chicago pot-party broad
casting; claims that party was arranged
are made, denied.

May 20 □ Teleprompter gets FCC OK for wire
less CATV.

May 27 □ Paul Segal, pioneer communications
attorney, assistant general counsel to Federal
Radio Commission before entering private law
practice in 1931, dies at 68. ■ Broadcast
Media Corp. formed to handle spot-TV, radio
buying for agencies.

June 3 □ Maudlynn Murray O'Hare buys time
on ktrc-austin, Tex., for series of lectures,
"The American Atheist," she instigated ban on
Bible reading in public schools; ktrc is owned by
President Johnson's family. ■ Senate sus
pends equal-time requirement for presidential,
vice-presidential debates.

June 17 □ Supreme Court gives FCC jurisdic
tion over all CATV systems. ■ Networks pledge
cooporation with new Commission on the
Cause and Prevention of Violence.

June 24 □ Frank J. Shakespeare Jr., president,
CBS Television Services Division, takes leave
to join Nixon campaign staff.

July 1 □ FCC gives full renewal to wltv
Jackson, Miss. ■ FCC takes CATV control; tells
phone companies to get approval to build
local cable systems; rules that proof of econ
omic damage not needed, restricts importa
tion of Los Angeles TV signals by San Diego
CATV systems. ■ Negro militants protest inad
quate program attention by St. Louis radio sta
tions, ask FCC to investigate.

July 8 □ Howard Hughes offers $50 million for
July 22 □ NBC cuts price of prime time in half
for political advertising from Aug. 1 to election
day. ■ FCC issues new rules on AM applications
considering rejection allocation rules. ■ FCC
seeks merger after Howard Hughes aban
doned fight for control.

July 29 □ General Foods tells agencies to steer
clear of violence on TV, puts 57 syndicated
programs off-limits.

Aug. 5 □ Westinghouse proposes merger with
MCA; Department of Justice, IRS take close
looks. ■ Federal court set aside FCC approval
of sale of the wfmt-wpmi Chicago to won should FCC
have given hearing to protestors despite late filing of objections. ■ Signal Com
panies offers $25 million for 49.9% of Golden
West Broadcasters; Gene Autry to retain con
trol.

Aug. 12 □ Networks pay $55 million for football
rights, expect $107 million from advertisers. ■
NBC and CBS give GOP convention gavel-to
-gavel coverage; ABC has late-evening summary,
gains rating advantage with early-evening en
tertainment. ■ Thirty-second commercial has
lost 64% growth in year; piggybacks have
suffered slight gain, all others lengths decline. ■ Sale of KFDM-TV Beaumont,
Tex., to city's newspapers called off because hearing on transfer, re
quested by Department of Justice, would run
beyond contract termination date.

Aug. 26 □ Basic agreement reached on new
ASCAP pact for TV, ending six-year-old lawsuit
saving 12% in first-year fees, more later. ■ Negro
activist group, Fair Play for Black
Citizens Committee, moves into convention of
National Association of Television and Radio
Announcers, claims 500 signed pledges from
NATRA members. ■ Norton Simon Inc. ac
quires National Association, AT&T gives lower
rates to ETV, but circuits can be pre-empted
for commercial users.

Sept. 2 □ Battles inside Democratic convention
hall, battles in Chicago streets outside, feud
between politicians and broadcast newsmen
build up to vivid contrast to Republican's Miami
meeting. ■ FCC modifies sunrise rule, changes
starting time from 6 a.m. to "local standard"
time to 6 a.m. "local time. ■

Sept. 9 □ Washington rings with Chicago
echoes; Congress denounces TV reporting;
broadcasters protest police harassment.

Sept. 15 □ Report of staff on President's Task Force
on Telecommunications sees cable systems sup
plementing broadcast stations, not supplanting
it, subject to FCC dupylo rule, other restrictions
now applied to broadcasting. ■ FCC rejects ABC-TV plea for help against raid
ning by other networks, emphasizes it won't
allow incentive-compensation features in
affiliation contracts, revives rulemaking to re
quire affiliation contracts be made public.

Sept. 16 □ Court of Appeals in Chicago says
FCC fairness rules are unconstitutional, con
tradicting earlier decision of Court of Appeals
in Washington; Supreme Court appeal fore
seen. ■ Hughes Tool Co. acquires Sports Net
work Inc. ■ Agencies, representatives con
cerned at rise of independent buying services as
middlemen between buyer and seller.

Sept. 23 □ Broadcasters call BMI demands ex
orbitant, break off negotiations for new licenses.

Oct. 14 □ Transamerica Corp., Metromedia
plan merger in $300 million stock deal; FCC
approval is needed because both companies have
broadcast holdings. ■ "Great Debates" this year: House votes to suspend equal
time for presidential candidates but includes
George Wallace; Senate fails to pass amended
bill. ■ Pictures taken inside Apollo 7 in
flight, sent back to earth, revive public in
terest in space program.

Oct. 28 □ Producers Guild of America wins re
negotiation as collective bargaining agent for
movie, TV producers, who gain health, pension
benefits under 10-year contract. ■ ABC seeks
broadcaster participation in ownership of
domestic satellite.

Nov. 4 □ AAAA chairman attacks "middle
men," defends timebuying skills of agencies in
speech to ANA. ■ Republican campaign spot
alternating still picture of grinning Hubert Humphrey with scenes of poverty, war, riots is called "smear" by Democrats, canceled by Nixon-Agnew committee. • NBC requirement for news personnel to furnish reports of financial investments, outside employment brings acceptance, resentment. • U.S. Tax Court approves proportional write-off of feature films overrules IRS demand for straight-line depreciation.

Nov. 18 □ Iowa Supreme Court upholds state 3% tax on advertising, reversing lower court finding. • FCC affirms earlier decision to ban CATV import of Los Angeles programs into San Diego, except in areas served before Oct. 24, 1966.

Nov. 25 □ FCC rule that stations must carry anti-smoking spots upheld by Court of Appeals. • NBC-TV starts "Heidi" on schedule, loses Raiders' two-touchdowns-in-nine-seconds defeat of Jets, causes ire of fans; tape of game ending shown on affiliates' late news programs, on next morning's "Today." • TV commercials are prime source of actors' incomes; IAG credits them as source of some 40% of members' earnings.

Dec. 2 □ BMI, radio-music committee agree on new pact, boosting fees 10% immediately, more later. • U.S.-Mexican treaty for use of AM broadcast band completed after two years of talks; 280 U.S. daytimeers to get presunrise time under pact is ratified.

Dec. 16 □ FCC proposes new rules for CATV, would limit importation of distant signals into hill markets, require program origin; authorize tightly controlled on-air pay TV. • President's Task Force on Communications policy recommends single carrier for all types of international communications, create super federal agency to allocate radio spectrum among government, nongovernment users. • CBS demonstrates Evr (electronic video recording); Motorola will build players for industrial, educational use; home use seen three to five years away.

Dec. 23 □ Microwave Communications offers plan for ETI interconnection service at rates lower than AT&T's. • Television blasted as corrosive force at hearing held by President's Commission on the Causes and Prevention of Violence; ABC's Goldenson, CBS's Stanton report steps to reduce violence in programs, deny staging incidents for TV cameras during Chicago disturbances. • Fifth global satellite, Intelsat III-A, launched for synchronous orbit over east coast of Brazil.

Dec. 30 □ Christmas broadcast from Apollo space capsule orbits moon with three astronauts reading opening verses of Book of Genesis, successful splashdown, end eventful year. • TWA underwrote Newfront, nightly newscast on Eastern Educational Network of 17 educational TV stations for six months for $150,000, gets 4,550 on-air mentions. • Sales of U.S.-made color TV sets top those of black-and-white receivers for first time, ELA reports, about 6 million for year, versus 5.5 million monochrome sets. • Raymond Swing, radio news commentator with following in 1930's and 40's dies at 81.

1969

Jan. 6 □ Justice Department asks FCC to break up media "monopoly" in Cheyenne, Wyo., by ordering Frontier Broadcasting Co. to sell KRC-TV. Frontier also owns city's only full-time AM station; only CATV system has CP for city's second FM station; Frontier's principals also own Cheyenne's only morning, evening, Sunday newspapers. • RKO General announces termination of Hartford pay-TV test after six and a half years; Zenith seeks "showcase" payvision operation in major market. • Federal court in Nevada holds CATV systems are essentially local, subject to state regulation.

Jan. 20 □ NAB code boards loosen personal-product restrictions, approve feminine-spray ads on TV, tampon ads on radio. • Frank J. Shakespeare, president, CBS Television Services, named to head U.S. Information Agency. • More than 80 congressmen join in introducing legislation directing FCC to conduct comprehensive investigation of effects of violence on TV.

Jan. 27 □ FCC decides to take ch. 5 Boston away from WHDH Inc., gives it to Boston Broadcasting Inc.; WHDH Inc. operated WHDH-AM-FM-TV-Boston, is owned by Boston Herald-Traveler, publisher of two daily newspapers, Sunday paper; BBI is virtually free of media connections.

Feb. 10 □ FCC proposes rule to prohibit broadcasters from accepting cigarette advertising unless Congress says "no" or broadcasters voluntarily surrender billings that totaled $236 million in 1968.

Feb. 17 □ Westinghouse stations withdraw from NAB TV code as too weak, call lifting ban on personal product ads "last straw." • Baseball gets 100th birthday present of S37.2 million from broadcasters for rights to carry games on radio-TV. • FCC starts investigation of conglomerate ownership of broadcasting stations.
Feb. 24  □ Advertisers, agencies active in buying TV series, specials for placement in special markets.  □ Comcat cuts Pacific satellite rates.
March 3  □ IRS ponders Supreme Court appeal of Court of Claims decision upholding right of Meredith Broadcasting Co. to amortize network affiliation contracts of KHDF-TV Phoenix.
March 10  □ Senator John O. Pastore (D-R.I.) asks U.S. surgeon general to make study of violence on TV and its effects on viewers.  □ Top price of commercial minutes in prime-time TV network programs is $6,500 asked by Laugh-In, Mission: Impossible, Mayberry RFD.
March 17  □ New group, Civic Communications Corp., challenges WBSETV, Jackson, Miss., for ch. 3, asks for competitive hearing.
March 24  □ FCC adopts rule to permit public inspection of network affiliation contracts.  □ House publishes report of Investigations Subcommittee on post-party, recommending government controls over broadcast news.
March 31  □ Public watches TV more, trusts it more as news source, likes program mix better, Roper survey shows.  □ Preplanned network coverage goes into action with notice of death of former President Dwight D. Eisenhower; time pre-empted for funeral, memorial broadcasts, obituaries, but normal schedules not completely abandoned.
April 7  □ CBS-TV fires Smothers brothers after hassle over performers’ failure to comply with network’s program standards, or to meet deadline for delivery of program to network for preview by affiliates.  □ Another applicant wants WAXT-TV’s Boston ch. 7, Dudley Station Corp., representing “black community of the Boston area.”  □ TV rights to 1972 summer Olympics in Munich, Germany, go to ABC-TV for $12 million.
April 11  □ Local TV business grows as department stores lead other retailers into video advertising.  □ Post-Newsweek Bonnivele station groups take no new cigarette business, won’t renew present contracts.  □ Corp. for Public Broadcasting plans creation of Public Broadcasting System to distribute programs to ETV stations.
April 21  □ NAB drive for legislative relief against competing applications filed at license renewal time gets several bills introduced in House.
April 26  □ NAB issues TV stations to weekly prime time schedule: Westinghouse stations drop all cigarette ads.  □ MCA, Westinghouse drop merger plans.
May 12  □ New ASCAP TV contracts finished after eight years, could mean $53 million savings to stations over 10-year period.
May 19  □ FCC says WJMR-TV Chicago should not have put "pot-party" program on air because it involved "inducements of the commission of crime" (smoking marijuana), urges guidelines for investigating reporting, but station’s license not jeopardized.  □ Television electron broadc.
June 2  □ Plan for setting differences over cable regulation reached by staffs on NAB, NBC, NCTA, accepted "in principle" by NCTA board, to be considered by NAB board in mid-June.  □ Agreement proposes joint support of legislation to protect broadcasters’ program rights, give CATV chance to grow.  □ ABC-TV gets Monday-night pro football for reported $8 million a year.  □ Apollo 19 is color spectacular, first color picture of moon, of earth from moon, of splashdown.
June 9  □ AMST, ACTS, attorney for motion picture firms object to NAB-NCTA agreement.  □ FCC gets tough on equal-opportunity opportunities, orders broadcasters to establish programs "designed to assure equal opportunity in every aspect of station employment policy and practice.
June 13  □ Supreme Court holds FCC’s fairness doctrine, personal-attack rules "enhance rather than abridge the freedom of speech and press protected by the First Amendment.”  □ Metromedia, Transamerica call off merger.
June 28  □ NAB board scraps staff agreement on cable TV as broadcasters demand more protection.  □ FCC sets aside license renewal of WJXNY New York, paving way for comparative hearing with new group seeking to take channel; dispute ranges on responsibility for commission’s delay in acting on complaint.
June 30  □ Court of Appeals takes license from WJXNY Jackson, Miss., orders FCC to invite new applicants for ch. 3, castigates commission for its handling of case.
July 14  □ NAB proposes phase-out of all cigarette advertising on code stations, with total elimination by Sept. 1, 1973.  □ July 29  □ Cigarette companies offer to cancel all radio TV advertising by September 1970.  □ Man walks on moon and world watches it on TV.
Aug. 4  □ KRAT-TV Tezarkana, Tex., gets license renewal.
Sept. 1  □ Politicians spent $59 million for radio TV during 1968 campaign.
Sept. 8  □ More challenges for licensees: Black group files against WMAL-TV Washington; former state official bucks WHIN-TV Huntington, W. Va. renewal; lawyers seek channel occupied by WMAL Norfolk, Va.  □ Standard 15% commission for station reps no longer standard; IBFM survey reveals □ NAB, NCTA can’t agree on CATV, break off talks.  □ AT&T proposes new broadcast tariffs, seeks $90 million a year for lines.
Sept. 12  □ President names Dean Burch, former chairman, Republican National Committee, Robert G. Wells, Kansas broadcaster, to FCC.  □ NCTA support shows 98 cable systems carry ads; 329 originate programs.
Oct. 6  □ Twentieth Century Fund proposes prime-time half-hours for presidential candidates for 35 days before election, broadcast on all stations, CATV systems, priced at 50% normal rate, with government paying bill.  □ FCC gives Bartell heaviest fine, $30,000, for allegedly unauthorized transfer of control of three radio stations.
Oct. 13  □ Arso stations will ignore NAB TV code, use live models in lingerie commercials.
Oct. 27  □ FCC requires program origination by CATV systems with over 5,300 subscribers, permits commercials at normal breaks.  □ Collections slow in TV spot; paper, high interest, blamed.  □ James T. Aubrey Jr., former president, CBS-TV network, named president, chief executive officer of MGM.
Nov. 3  □ Electronic Industries Assn, forecasts multichannel wiring of whole country.  □ House Commerce Committee cites FCC chairman Hyde for contempt of Congress for refusing to provide confidential documents on case still open.  □ Win gives WFMN-FM Chicago to Chicago Educational Television Assn.
Nov. 17  □ Vice President Agnew changes network with biased reporting, broadcasters fume; new FCC chairman defends Agnew’s right to “express views on objectivity of network news coverage.”
Dec. 8  □ Blacks, churches, liberals protest Pastore bill to protect broadcasters from irresponsible applications for their facilities as racial measure to guarantee licenses in perpetuity.  □ New merger in works: Dan & Bradstreet would acquire Corinthian broadcasting-publishing interests for $134 million.
Dec. 22  □ CBS-TV seeks music licenses on per-vehicle basis.

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**Smart Money in Southeast Arizona is on KAPR-AM 930 kHz**  
**KKRK-FM 95.3 MHz**  
ABC Information Network, Paul Harvey - Earl Nightingle.

**COUNTRY MUSIC – BEAUTIFUL MUSIC**

**RT. 1, BOX 243 DOUGLAS, ARIZONA 85607 TEL. (602) 364-4495**

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**Broadcasting Oct 12 1981**  
188
land-mobile users say it is. — Competitive

groups seek ch. 10 Miami channel by WLW-TV,
(Washington Post-Newsweek) ch. 2 Orlando
now held by WFLW-TV (Cowles).

Jan. 19 — FCC eases broadcast fears
aroused by AM-FM decision by adopting
policy statement asserting it will favor incum
bent broadcasters over rival applicants if he can
show his programing has been substantially
attuned to the needs and interests of his area.
— AT&T rejects CBP request for free inter
connection service, tells FCC 40% reduction is
best it will do. — Copley Communications
Corp.哈尔 provoke repositioning of CATV
operations into one company serving 165,000
subscribers. — Frank Folsom, RCA
chairman, executive committee until 1966, dies at 75.

Jan. 26 — Nixon administration recommends
FCC establish at least five domestic satellite policy
permitting anyone with proper financial, tech
medical resources to own, operate its own system.
Feb. 2 — ABC, CBS, NBC agree to underwrite
study of feasibility of jointly operating own
satellite system to distribute TV radio programs;
AT&T says it will seek right to use satellites in its
domestic communications service.
Feb. 9 — BMI files antitrust suit against
CBS, NBC, ASCAP alleging conspiracy to destroy
BMI, asks $5.9 million treble damages. — Orrin
E. Dunlap, former vice president in charge of
advertising, publicity for RCA, earlier for 18
years radio editor of New York Times, dies at
73.

Feb. 16 — President asks Congress to let him
establish White House Office of Telecommunica
Policy. — “Frito Bandito,” pulled off air after complaints of Mexican-American group,
will be replaced by new Frito campaign.

Feb. 23 — FCC proposes fee boosts for all licen
sees, with broadcasters paying largest part.
nting fee would rise from $150 to $5,010 for
VHF in top-50 market.

March 2 — FCC sets up spectrum management
ask force to develop, carry out centralized fre
quency-management program. — Pay TV gets
green light, Supreme Court refuses review of
lower court ruling upholding FCC’s order
authorizing such service. — ABC-TV termi
nates affiliation with WKBW-TV Dayton, Ohio
after network station-relations man is charged
with accepting bribe for recommending that
WKBW get affiliation. — State utility commis
sioners move quickly into CATV after Supreme
Court’s Nebraska decision. National Assn.
utility commissioners decides to recommend model CATV statute for all states.

March 8 — House, Senate confer on agree
tion to outlaw cigarette advertising on
radio-TV, change date from Jan. 1, 1971, to
an. 2. to let commercials appear on New
year’s Day football bowl games.

March 15 — After Westinghouse Broadcasting asks
FCC to prohibit major-market stations from tak
ing more than three hours of network non-news
programming between 7 and 11 p.m.

March 30 — Elton H. Rule, president, ABC-TV,
named to new post, president of American
Broadcasting Co., broadcast division of ABC
Inc. — FCC tentatively votes to limit amount of
programming TV networks may supply in prime
time and to take networks completely out of
formatting syndication, largely out of foreign
sales. — FCC adopts proposed rule barring
owners of any full-time broadcast station—AM,
FM, TV—from acquiring another station in
same market; issues notice of proposed
rulemaking to break up existing multimedia

combinations, including newspapers, in same
market, excepting only AM-FM combinations.

FCC opens door to all comers interested in
domestic satellite operation, who have ability,
money, need for service.

April 3 — Anti-pollution group complains to
FCC that WABC-TV New York failed to fulfill fair
ness doctrine obligations when it refused to
carry rebroadcasts to gasoline and automobile
commerce, messages dealing with air pollu
ion they cause. — Justice Dept. announces
agreement with TV networks, motion picture
producers, associations unions intended to insure
20-25% of daily craft employment going to
minority workers. — FCC rejects plan to open
UHF channels 14 through 20 to land-mobile
radio operators in top-25 markets.

April 20 — FCC approves inclusion of coded pat
tterns on TV signals to identify programs, spots
electronically. — Senate passes bill repealing
equal-time provision for presidential and vice
presidential candidates, enabling candidates
to buy time at lowest rate for commercial ad
vertiser for same period, limiting amount any
candidate for national office can spend on
broadcast time.

April 27 — AAAA lifts ban on media ownership
by member agencies. — After over 20 years of
sharing two channels, 820 kc, 570 kc, WFAA
Dallas, WAB Fort Worth go separate ways; War
gets 820 kc, WFAA 570 kc.

May 4 — FCC orders AT&T, Western Union to
end preferential-private-line rates for press
users, including broadcasters.

May 11 — Richard A. Moore, West Coast
broadcast worker, consultant to HEW Sec.
Robert Finch, named special assistant to Atty.
prohibiting TV affiliates in top-50 markets from
accepting more than three hours of network pro
gramming between 7, 11 p.m., bars networks from
domestic syndication, lets them sell abroad only programs they produce them
selves, all effective Sept. 1, 1971; after Sept. 1, 1970, networks barred from acquiring subsidi
ary rights in independently produced programs. Only on-the-spot, fast-breaking news, political
broadcasts are exempt. — BMI files $5-million copyright infringement suit against
NBC. — WRGT-TV Dayton, Ohio, gets court order for
ABC-TV to reinstate pre-1969 affiliation,
switching from WXTV. — Triangle Publica
tions having sold nine radio-TV stations to
Capital Cities Broadcasting, agrees to sell re
maining broadcasting properties, retire from
radio-TV.

May 18 — MBS affiliates ask other networks,
NAB, to join in test of law banning cigarette
commercials. — Senator Frank Moss (D-Utah)
troduces resolution directing FTC to study
possible connection between advertising, drug
abuse. — Mertemedia donates DVR TV San
Francisco, JHE to Bay Area Educational Assn.

May 25 — New FCC rules require broadcasters
to adopt report to commission, detailed equal
employment opportunity programs. — FCC for
mulating plan for new CATV rule dropping
local station protection against importation of
signals from overlapping markets, permitting
importation of at least four nonnetwork station
signals plus whatever affiliated-station signals
needed for full network service, requiring dele
tion of commercials from imported programs
and permitting voids to be sold to advertisers
by local TV stations, requiring copyright pay
ments, requiring payment of 5% of gross
subscription charges to CBP, other changes. —
FCC amends double-billling prohibition rule to

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ban any kind of misrepresentation in station billing — Merger of Teleprompter Corp. and H & B American Corp., approved by stockholders, would make Teleprompter largest CATV operator in nation.

June 8  ASCAP asks court to order CBS-TV, NBC-TV to finance owners' stations, to employ them from producing, selling, distributing programs. — Appeals court hears fourth oral argument of WHDH-TV Boston case.

June 8  FCC warns that ‘kickbacks’ to net-
works or producers as reimbursement for talent fees must be fully disclosed to audience or be counted payola violations. — Examiner recommends awarding license of Orlando, Fla., ch. 9 to Mid-Florida Television Corp., major victory in 13-year battle. — FCC turns down request of equal time by antiewar groups. — BMI asks court to order CBS-TV to pay it 70% of what network pays ASCAP. — Former Sen. Edw-in C. Johnson (D-Colo.), chairman of Senate Commerce Committee, 1949-54, dies at 86.

June 15  Edward Petry, founder of station sales representation as it is today and leading figure in field for over 30 years, dies at 73. — Department of Justice tells FCC it should deny license renewal to KHJ-TV Los Angeles, examiner finding that General Tire & Rubber Co. had no relationship to anticompetitive practices benefiting station is upheld.

June 22  If station sells time to political can-
didate it must sell reply time to opponents but it doesn’t have to give them free time to answer paid announcement, FCC explains. — House Investigation Subcommittee censures CBS for part in Haiti invasion plot, charges network with staging scenes for presentation in documentaty, encouraging illegal invasion scheme, recommends new legislation specifically to outlaw such practices. — NBC plans all-out fight against FCC move to end media crossownership, asks for more time to make extensive study, seeks to hire former FCC member Lee Loevinger as special counsel. — Examiner recommends renewing WCCO-DTV Minneapolis station without hearing.

June 29  Nixon picks Dr. Clay T. Whitehead, special assistant to President, as first director of new Office of Telecommunications Policy. — FCC releases package of CATV actions, proposals anticipate future role of cable television in nation’s communications system. — CBS pulls network announcing that opposition party will be given several opportuni-
ties each year to present its views on CBS in free program time, agrees to paid political fund-raising appeals of up to one minute’s length between campaigns. — Campaign of blacks to require broadcasters to change hiring, program practices moves to Nashville, Memphis. — Formation of National Black Net-
work to furnish news, information service to black-oriented radio stations, announced by Robert R. Paulery, former president of ABC, Mutual radio networks. Munsey Woroner, head of Woroner Productions. # ABC-TV affiliates report increased FCC primer: 90% of ABC Inc. President Leonard Goldenson, tell him so. — Michael H. Dunn resigns as CBS-TV senior vice president, programing, to join Children’s Television Workshop; Fred Silver-
man, vice president for programming and development, succeeds Dan O’Day as head of department.

July 6  Triggybacks next? Alberto-Culver sounds stations out on acceptability of three 20-second spots in single minute. — Competing applicant will withdraw bid for NBC’s KNBC-TV Los Angeles under agreement approved by FCC for NBC to repay expenses incurred in prosecuting application, about $102,400. FCC denies renewal application of WEUX-AM Media, Pa., orders stations off air by Sept. 1, 1970. — FCC adopts $20 million increase in fees from broadcasters, other licensees; station fees vary with market location, type of service, hours of operation power. — CBS spins off program-syndication, domestic CATV operations in independent company, names Clark B. George as president; Sam Cook Diggles, executive vice president. CBS-owned AM stations, succeeds George as president, CBS radio divi-
sion. — Consolidation of WOTV New York, Na-
tional Educational Television into Educational Broadcasting Corp. provides expanded center of educational-TV programing or national dis-
tribution by Public Broadcasting Service.

July 13  Domestic broadcast in CBS-TV free time sets off outbursts of political demands. — Blows ask FCC to deny license renewals to WRLC-TV, WRIC-TV; both Memphis.

July 20  Football rights go up to $66 million, cost of minutes rises to $200,000 each. — Blows add WFLC-LATV New York, WOR-DTV New York, WLNE-TV Providence, nine stations whose license renewals they want denied; others feel stations have been too pro-
black. — WCCO-DTV Minneapolis get renewals; FCC ducks mass-media-control issue. — Court sets interim AMP-CASC fees of $4.3 million a year for NBC-TV, CBS-TV rejects same fees as too high, suggests voluntary basis. — President appoints FCC Commissioner Robert Wells, now serving term ending June 30, 1971, to full seven-year term succeeding Kenneth Cos; Sherman E. Oker, general counsel, Dept. of Housing and Urban Develop-
ment, named to serve out 11 months of Com-
mis-sioner Wells’s present term.

Aug. 3  Hal C. Davis, vice president, Ameri-
can Federation of Musicians, president of Pitts-
burgh local, named AFM president.

Aug. 10  Food and Drug Administration acts to stop advertising of eight toothpastes, eight mouthwashes as medically effective in combating bad breath, gums and sore throats, common cold symptoms; claims, FDA says, are false, central authorities license their products against ‘‘empty calorie’’ charges. — FCC ap-
proves merger of Teleprompter, H & B American Corp.; merger will form nation’s largest cable system of SEC, Justice Dept. also approve. — Two UHF operators seek right to start pay-tv service.

Aug. 17  Two-year agreement of AFM and TV network gives staff musicians weekly wage of $300, but reduces number to 95, all in New York. — Miles W. Kirkpatrick, chairman of American Bar Assn. committee that was criti-
cal of FTC, appointed FTC chairman. — Atty. General Mitchell tells newsmen he alone will authorize subpoenas for sensitive information. — Group opposes Pan-Nebraska for Miami. ch. 10 willing to drop out if they can get back out-of-pocket expenses. — WREC-TV Memphis settles with blacks. — CBS agrees to pay ASCAP interim fees of $4.3 million a year while court settles per-use license dispute.

Aug. 24  AAAA wants electronic logging to verify broadcasting of commercials, done at broadcasters’ expense.

Aug. 31  KNBC-TV Los Angeles gets renewal. — Subscribers squawk about ARB, rate increases, findings, techniques, service promises larger sample size, faster delivery, stands firm on price. — Women’s Lib boycotts Silva Thins, Ivo-y soap. — Pristine Magazine, calls advertising ‘‘offensive, insulting to women.’’ — Kenneth A. Cox leaves FCC at end of term, will be senior vice president of Microwave Communications of America, also counsel to communications law firm.

Sept. 7  Nonprofit group gets custody of WLBTV Jackson, Miss., until permanent license; black challenge renewals of eight Columbus, Ohio, stations. — George R. Katz, former president of Katz agency, dies at 97.

Sept. 14  Plans for agency-owned computer services center are announced by AAAA.

Sept. 21  TV commercials miss audience completely 4% of time, hit only 27% sometime. FCC study reveals. — Teleprompter, H & B Ameri-
can sign agreement that merges H & B into Teleprompter.

Oct. 5  United Church of Christ, black broad-
casting coalition of Youngstown, Ohio, comes to terms with WFMJ-AM-TV, asks FCC to deny renewals to other Youngstown stations. — FTC proposes tough choice to advertisers who break its rules: stop advertising for year or include in all advertising sins attributed to them by FTC. Chester County to test with F-130 units C are test cases. — WPXV-TV New York executives admit judgment errors, deny deliberate represen-
tation in license-renewal hearing. — Major movie companies file antitrust suits to stop ABC, CBS from producing entertainment pro-
grams for themselves, for theaters, for anyone else.

Oct. 12  FCC starts work on standards to measure station performance, for reference at renewal time; test work being done on top-50 market stations. — Frontier Broadcasting Co. offers to drop crossownership if FCC renews license of KFRC-TV Cheyenne, Wyo. — NAB hunts for top-level executives to implement top-
to-bottom shake-up.
Oct. 19 □ Time-Life negotiating sale of stations
□ Combined Communications Corp. ■
□ President vetoes political broadcasting bill □
□ FCC invites comments about antismoking
pacts when cigarette advertising goes off air □
□ CC has best chance of all federal agencies to
play key role in promoting civil rights, U.S.
commission on Civil Rights report asserts □
□ FCC probes financial ability of WPIX TV. New
York challenger to raise initial $1 million needed
□ take over station □ Midwest Video Corp.
asks court to tell FCC it has no right to order
able systems to originate programming.

Oct. 26 □ Networks, affiliates have to start
lanning how to handle shorter network nights,
appeals court refuses to stay Oct. 1, 1971,
effective date of FCC’s prime-time rules.

ov. 2 □ Agreement in principle for McGraw-
hill’s $80.1 million acquisition of Time-Life TV
radio stations announced □ U.S. district
court rules CBS-TV must pay BMI $1,607,000
or threat retroactive to Jan. 1, 1970, until litiga-
ion between them is settled □ “New York
Times” buys its first TV, WABC-2, Memphis, as
part of $50-million deal for Cowles Com-
unications properties.

ov. 9 □ FCC extends deadline for citizen
complaints to file against Chicago stations, saying it
ll study means to allow more time for newal challengers and to bar extensions of deadlines unless “all interested parties” join in quest.

ov. 16 □ Manship committee, set up with
100,000 grant from NAB to fight curbs on
data crossownership, to solicit $100,000
ore from broadcasters.

ov. 23 □ NBC and NBC-TV affiliate group
withdraw from appeals court case against FCC
prime-time access rule.

Nov. 30 □ FCC hardens line against allegedly
deceptive advertising by announcing intent to
issue cease-and-desist orders against Mattel
and Topper for toy commercials and duPont for
Zenex antifreeze demonstration □ Newly
merged D’Arcy Advertising, St. Louis, and Mac-
plan to buy control of Intermirco N.V. of
Amsterdam, creating agency with $250 million
in billings □ FCC’s prime-time access rule
comes under further attack in filings with U.S.
Second Circuit Appeals Court in New York.

Dec. 7 □ Stronger role for citizen groups in
licensing-renewal process proposed by FCC
staff and Dr. Barry Cole, commission consult-
ant □ FCC climaxs nine-month probe of
Burden stations by ordering hearing on activ-
ities of group owner’s five AM and FM stas-
tions. Among 22 issues is charge of illegal gifts
and contributions to members of Congress. ■
Boards of Dun & Bradstreet and Conlhan
Broadcasting Corp. extend deadline on their
$100 million-plus merger to May 1, 1971 □ Six
AM stations file suit in federal district court in
Washington to stop ban on cigarette commer-
cials on radio and TV.

Dec. 14 □ President Nixon withdraws name of
FCC nominee Sherman Unger object of routine
IRS audit, and instead nominates Thomas J.
Houser, deputy director of Peace Corps.

Jan. 11 □ Thomas J. Houser sworn in as FCC
commissioner to complete term of Commis-
sioner Robert Wells, who in turn, was named to
full seven-year term, succeeding Kenneth A.
Cox. ■ With cigarette advertising banned from
radio and TV effective Jan. 2, 1971, tobacco
companies seek alternative methods □
Capital Cities Broadcasting Corp. pledges $1
million for minority programs to demonstrate
its public-interest commitment, which had been
challenged by citizen groups opposing
Capacities $147-million acquisition of Triangle
Publications' stations.

Jan. 18 □ FCC and Office of Tele-
communications Policy embark on long-range
study aimed at more efficient use of radio
spectrum.

Jan. 25 □ Prodced by Action for Children’s
Television and other citizen groups, FCC an-
nounced inquiry and notice of proposed
rulemaking on schedules, standards and com-
mercials for children’s TV programming.

Feb. 1 □ Teleprompter Corp. and its president-
chairman, Irving B. Kahn, indicted by federal
grand jury on charges of bribery and con-
spiracy in obtaining cable franchise in John-
town, Pa.

Feb. 15 □ President’s Advisory Council on Ex-
ecutive Reorganization criticizes operation of
seven regulatory agencies and proposes FCC be
trimmed to five members.

Feb. 22 □ Broadcasting’s annual survey finds
major league baseball will receive $40.4 million

March 1 □ FCC approves Capital Cities Broad-
casting acquisition of Triangle Publications sta-
tions, part of deal that, overall, added up to
$147 million.

March 15 □ FCC endorses agreement of TV net-
works to designate 8-11 p.m. as prime time in
fall. Under prime-time access rule, networks
were limited to three hours between 7 and 11

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Broadcasting Oct 12 1981 191
p.m. □ John A. Harcian elected president and chief executive officer of Mutual Broadcasting, Coro. □ Under revised agreement, Time Inc. plans to sell five TV stations to McGraw-Hill for $69.3 million, deleting Time's radio properties from earlier announced package.

March 22 □ Vice President Spiro T. Agnew renews attacks on media, including CBS News and its "The Selling of the Pentagon," program he describes as "subtle but vicious broadcasts against nation's defense establishment." □ Coast-to-coast flap over drug lyrics in songs erupts following FCC notice telling broadcasters to be cautious. □ Philo T. Farnsworth, who obtained first patent for electronic TV since 1927, dies at age 64.

April 12 □ Staggers committee subpoena CBS, NBC documentaries in quest of information on how TV networks produce information programs; CBS's Stanton refuses to yield outtakes, other unaided material.

April 19 □ FCC backs off slightly on its controversial drug-lyrics policy issued in March.

May 3 □ CBS refuses to comply with subpoena from Staggers committee for outtakes, unaided material. National Public Radio starts up with 90-station interconnected lineup.

May 10 □ FCC's prime-time access rule and related restrictions on syndicated and related programing activities of networks is upheld by New York appeals court.

June 7 □ FCC belatedly approves CBS spinnoff of cable and syndication to Viacom International.

June 14 □ FCC's Jan. 15, 1970, policy statement—regarded by broadcasters as protection against challenges to renewal applications—is thrown out by U.S. Court of Appeals in Washington. □ Supreme Court, in case involving WIPAM Philadelphia, rules broadcasting has First Amendment parity with press and is immune to suits by private citizens under normal circumstances.

June 28 □ President Nixon names special administration subcommittee, headed by Clay T. Whitehead and including three cabinet members and three White House aides, to develop cable policy.

July 5 □ President Nixon confirms that Representative Charlotte Reid (R-III), who at one time was scheduled to appear on NBC Radio's Don McNeill's Breakfast Club, will be appointed to FCC. She eventually was sworn in Oct. 8. □ Four different product TV ads of American Home Products Inc. are among latest batch challenged by Federal Trade Commission. □ Staggers committee votes to hold CBS's Frank Stanton in contempt for refusing to supply outtakes from "The Selling of The Pentagon.

July 12 □ House of Representatives refuses to back Staggers committee on Stanton contempt citation.

Aug. 9 □ Washington appeals court overturns FCC ruling and says broadcasters may not impose flat ban on sale of time for discussion of controversial issues.

Aug. 23 □ Washington appeals court rules that automatic cut-off powers cars and leads gasoline raises fairness doctrine considerations—just as the FCC had held four years before with respect to cigarette advertising.

Sept. 6 □ Stern Community Law Firm plans campaign to force broadcasters to run "truth-in-advertising" public service spots that could contradict commercial station messages.

Sept. 13 □ John Thomas Ireland Jr. picked to succeed CBS President Frank Stanton, who becomes vice chairman and continues as chief operating officer on Oct. 1.

Sept. 27 □ Government plans 1973 experiment with satellite and public institutions in Rocky Mountain area that some see as prelude to satellite-to-home broadcasting.

Oct. 11 □ Office of Telecommunications Policy Director Clay T. Whitehead calls for elimination of fairness doctrine, change of license-renewal process to get government out of programming, and to begin steps to deregulate radio.

Oct. 18 □ "Caine Mutiny" in Broadcasting offers compendium of anecdotest about radio and television's yesteryears, based on magazine's personal interviews with pioneers in field. □ Supreme Court refuses to review FCC decision that will strip WHON-TV of Boston's license.


Nov. 8, Dec. 6, Dec. 13 □ NAB carves out proposed legislation that would favor performance over promise in FCC license-renewal proceedings. □ FCC denies to deny file on Nov. 1 against California stations' renewals by blacks, Orientals and Chicanos.

Nov. 15 □ Compromise on FCC's proposed cable rules, orchestrated by Office of Telecommunications Policy is reluctantly accepted by cable operators and broadcasters. □ Questions raised in Congress as to why White House had FBI check made on Daniel Schorr; CBS correspondent who clashed with White House aids over accuracy of Schorr reporting. White House denies intimidation, says check was in connection with government post for which Schorr was considered.

Dec. 6 □ Nixon nominates FCC General Counsel and former judge to succeed FCC Commissioner Robert Wells, who resigned Nov. 1. □ David C. Adams succeeds Walter D. Scott as NBC board chairman.

Dec. 20 □ David Sarnoff, dominant force in electronics communications for more than 50 years, dies at 80. □ Representative Paul Rogers (D-Fla.) introduces legislation to ban TV blackouts against sports teams that are sold out; similar bill by Senator William Proxmire (D-Wis.) is to be subject of congressional hearing next year. □ Action for Children's Television petitions Federal Trade Commission to ban toy advertising in children's TV programs.

Dec. 27 □ CBS abandons marketing of its electronic video recording system.

1972

Jan. 10 □ Federal Trade Commission urges FCC to enlarge its fairness doctrine to cover programming on competitive channels. □ Judge Benjamin L. Hooks of Memphis is nominated to be member of FCC—first black ever to serve on any federal regulatory agency.

Jan. 24 □ Federal Trade Commission charges American Home Products, Bristol-Myers and Sterling Drug with false and misleading advertising for their pain-killer drugs.

May 8 □ Television Communications Corp. agrees in principle to acquire Cypress Communications Corp. in estimated $80.7 million deal that would make TVC nation's second largest TV network. □ Judge Andrew J. Matsch, appointed to U.S. District Court by President Nixon, officially takes his seat in Washington and is sworn in.

May 15 □ FCC issues guidelines for broadcasting of commercials on closed-circuit programming as well as abandonment of one of five VHF's McGraw-Hill planned to buy from Time Life (FCC already had approved transfer). □ FCC raises from 1 to 5% limit of broadcast ownership that banks may hold without counting against station ownership limit.

May 22 □ J. Paul Getty among backers of new Home Theatre Network, pay cable firm. Optacast Systems and Theatron simultaneously announced pay-cable tests that is to be presented at a NCTA convention. □ New network under fire to deliver distorted signal of news; Staggers subcommittee issues report critical of pay cable.
...and Field Enterprises plan to put their UHF’s together. Coverage of Nixon trip to Soviet Union costs networks at least $1 million each.

June 5 [ ] Ted Bates, founder of Ted Bates & Co., considered architect of spot TV, dies at 70.

June 12 [ ] Supreme Court, in 5-4 decision, confirms FCC authority to require program origination on cable systems. Charles T. Ireland, 1, who became president of CBS Inc. preceding October, dies of heart attack.

Broadcasting “Special Report” offers analysis of middle-of-road radio changes as it has undergone.

June 19 [ ] FCC announces satellite policy that provides for “multiple-entity” but with restrictions on AT&T and Comsat.

July 3 [ ] Supreme Court rules against newscaster’s privilege in grand jury investigations, dismissing three of separate appeals.

July 10 [ ] Judge Benjamin L. Hooks sworn in as FCC commissioner.

July 17 [ ] Arthur B. Taylor elected president of CBS Inc.

July 24 [ ] Cox Cable Communications and American Television & Communications propose merger that would form second largest cable-system complex in U.S.

Aug. 14 [ ] INTV is founded as association for independent non-network stations. Roger D. Price is president and William Land is executive director. John W. Macy quits as president of Corporation for Public Broadcasting: election is made one month after CPB Chair Frank Pace says he will not seek re-election.

Study by FCC consultant shows prime-time access rule may not apply to Hollywood producers $50 million in network business.

Sept. 4 and 11 [ ] FCC swamped with mass filings against stations in District of Columbia, Maryland, Virginia, and West Virginia. Nixon says he does not want to debate McGovern.

Sept. 15 [ ] Thomas B. Curtis named Corporation for Public Broadcasting chairman.

Sept. 16 [ ] More New York TV stations propose to expand services to VHFs: New Jersey in line with campaign undertaken by New Jersey Coalition for Fair Broadcasting.

Sept. 30 [ ] FCC initiates inquiry into controversial prime-time access rule.

Oct. 6 [ ] FCC takes first step in broadcast regulation as it drops seven technical requirements.

Oct. 13 [ ] In dissent to court ruling that FCC was correct in denying WQXI-AM-FM Media, Pennsylvania, Chief Judge David Bazelon of J.S. Court of Appeals in Washington says fairness doctrine probably has outlived its usefulness.

Oct. 4 [ ] FCC sets up two EEO offices to work closely with FCC Commissioner Benjamin Hooks.

1973

an. 1 [ ] OTP Director Clay Whitehead makes 18 speech in Indianapolis that is regarded as one of administration’s strongest attacks on network news operation.

Justice Department files antitrust suit in connection with proposed merger of Cox Cable Communications and American Television and Communications. Comsat given key role in FCC’s final order on domestic satellite service.

Jan. 8 [ ] Western Union gets first domestic satellite grant. Rival Cox Cable Communications of New York is turned back by court. Jack Donnelly, challenged by groups with history of revisionism, appeals court upholds FCC order that ABC and W6VJR/TV Visalia, Mexico, San Diego terminate network affiliation. ABC gets 1976 Summer Olympics rights for record $25 million.

Jan. 15 [ ] FCC Chairman Dean Burch says commission’s prime-time access rule has failed; producers’ study backs contention that FCC plan failed. White House assistant Lewis A. Engleman is Nixon choice for FCC chairmanship being resigned by Miles Kirkpatrick. Rauek Frank steps aside from NBC News presidency; to become executive producer Richard C. Wald succeeds him.

Jan. 29 [ ] FCC asks Congress to ban little-cable advertising from radio-TV.

Feb. 12 [ ] National Telefilm Associates’ purchase of NBC Films and other programing units completes networks’ exodus from syndication.

Feb. 29 [ ] Television code review board of NAB adopts tough rules regulating advertising of non-prescription medication on TV.

March 10 [ ] In case of CBS and production companies against Teleprompter, New York appeals court reverses lower court ruling said systems are liable for copyright payment on distance signals. Massive revolts by affiliates prompts CBS-TV to cancel “Sticks and Bones,” bitter drama about blinded war veteran.

March 20 [ ] FCC begins campaign to clean up broadcast advertising including so-called topless radio, X-rated films and other suggestive material.

Broadcasting “Man in the News” feature focuses on Frank Stanton, retiring as CBS Inc. vice chairman.

April 18 [ ] Appeals court stays FCC approval of sale of WFMJ/FM Chicago, lifting citizen group’s protest against program format change proposed by new owners.

FCC sets up test case on obscenity by notifying Soledinger’s, W6VJR/FOX Park, III, that station is liable for $2,000 fine in connection with “Femme Forum” program.

April 21 [ ] Thomas B. Curtis resigns as Corporation for Public Broadcasting chairman after CPB board turns down working agreement he had negotiated with newly reorganized Public Broadcasting Service.

Combined Communications Corp. and Pacific & Southern Broadcasting sign $38.6 million merger agreement with P & S and five of its stations coming under FCC. FCC approves $15.1 million sale of W6VJR Los Angeles to Cox Broadcasting Corp.

Cox Cable Communications and American Television & Communications call off proposed merger rather than fight Justice Department’s antitrust suit.

May 7 [ ] Format change issue involved in appeals court remand of FCC approval of W6VJR/Sylvania, Ohio, sale and court’s affirmation of FCC approval of W6VJR Denver sale.

May 14 [ ] Soledinger decides it would be too expensive to fight FCC fine for allegedly obscene broadcasts.

May 21 [ ] Broadcast media around world begin coverage of Watergate hearing of Senate select committee under Senator Sam Ervin (D-N.C.).

June 4 [ ] Supreme Court rules there is no right of public access to radio and TV; decision denies separate cases of Business Executives Move for Vietnam Peace (BEM) and Democratic National Committee. Boards of Corporation for Public Broadcasting and Public Broadcasting Service separately approve seven-year plan creating mutual partnership.

Dr. Carl McIntire loses Supreme Court fight to keep WXRQ-AM-FM Media, Pa.

June 16 [ ] FCC grant for channel 32 WQXR-TV Detroit provides construction permit for what is to be first black-owned TV station in country.

June 25 [ ] Herbert Schliefser named president of NBC-AM; Pacific & Southern Broadcasting sells three radio stations not included in earlier agreement with Combined Communications (see April 23) to Jefferson-Pilot Broadcasting for $15 million.

July 10 [ ] National Black Network starts with 41 radio affiliates.

July 23 [ ] U.S. Equal Employment Opportunity Commission files its first lawsuit alleging discrimination on part of broadcast station against black TV in Memphis.

July 30 [ ] James H. Quello is Nixon’s choice to succeed Nicholas Johnson on FCC.

Aug. 27 [ ] Communications Properties Inc. and Viacom International sign $62 million agreement to merge.

Sept. 17 [ ] Congress passes and Nixon signs bill ending local TV blackouts of sold-out games in football, baseball, basketball and hockey.

Cox Cable Communications and LVD Cable sign letter of intent to merge. Proposal is called off in December due to market conditions.

FCC approves applications of five more domast firm, putting them alongside first grantee, Western Union (see Jan. 8).

Oct. 1 [ ] Nixon signs into law legislation outlawing broadcast advertising of little cigars.

Dr. Carl McIntire’s operation of pirate radio ship in Atlantic same to court battle and injunction against operation that started Sept. 19.

Oct. 15 [ ] Resignation of Vice President Spiro T. Agnew, outspoken critic of media, defuses First Amendment controversy he stirred in connection with so-called leaks of Justice Department investigation of Agnew.

Oct. 22 [ ] Jack Kent Cooke takes over as chairman and chief executive office of The McL заводr Corporation, whose stock trading privilege was suspended Sept. 7 by Securities and Exchange Commission. (Suspension was lifted Nov. 8.) Supreme Court refuses to review case of two college radio stations that claim FCC warning against lyrics glorifying drugs is First Amendment violation.

Oct. 28 [ ] GOP study includes plan to drop 66 of first VHF channels in top-100 markets.

Dec. 3 [ ] FCC says it will modify prime time access rule, cutting it from one hour to one-half hour; eliminating it entirely on Sundays, and asks for more meaningful programming.

Dec. 10 [ ] Larne Duck Commissioner Nicholas Johnson departs FCC. Chairman Dean Burch indicates plans to leave.

Dec. 18 [ ] FCC Commissioner H. Rex Lee announces intention to retire at year’s end.

1974

Jan. 7 [ ] Department of Justice Antitrust Division warns of attack on newspaper-broadcast crossownership with petitions to deny against
Pulitzer Newhouse and Cowles broadcast properties. Action follows similar filing in December 1973 against NBC. Action will be similar filing in December 1973 against NBC.

- **Merger of Communications Properties Inc. into Viacom called off because of market conditions.**

**Jan. 14** □ RCA inaugurates nation's first domestic satellite communications service.

**Jan. 28** □ FCC approves prime time access rule modifications it offered in late 1973.

**Feb. 11** □ Julian Goodman becomes NBC chairman with Herbert S. Schlosser succeeding him as president. David C. Adams relinquishes chairmanship to become vice chairman.

**Feb. 18** □ FCC Chairman Dean Burch appointed counselor to President Nixon with cabinet rank.

**Feb. 25** □ Commissioner Richard E. Wiley designated as FCC chairman.

**March 4** □ FCC turns down National Association of Independent Television Producers and Distributors petition for one-year stay of modified prime time access rule.

**March 11** □ FCC's entire system of imposing fees on those it regulates is set back by Supreme Court ruling that upholds NCTA appeal of commission's per-subscriber charge to cable systems.

**March 18** □ President Nixon dominates Luther Holcomb of Equal Employment Opportunity Commission to succeed H. Rex Lee on FCC.

**March 25** □ Nixon appearance at NAB convention in Houston marked by controversy over President's exchange with CBS's Dan Rather.

**April 1** □ FCC suspends annual fees for broadcast stations and cable systems.

**April 8** □ Senate Communications Subcommit-tee opens hearings on televised violence and development of violence profile for gauging offerings of networks.

**April 29** □ Democrat Luther Holcomb asks White House to withdraw his name as FCC nominee after letters and memoranda are made public casting doubts on genuineness of his party allegiance. **Senate Commerce Committee confirms Quello appointment to FCC.**

**May 20** □ Nixon announces he will nominate Abbott Washburn and Glen O. Robinson to FCC and will name Robert E. Lee for fourth seven-year term. **Watergate tape points to White House complicity in 1973 challenges to renewals of Post-Newsweek stations.** □ FCC approves Capital Cities purchase from Carter Publications of WBAI-FM (WABC) in Fort Worth as part of $74.5 million deal that includes Fort Worth Star-Telegram and two suburban newspapers, and LIN Broadcasting Corp's buy of Carter Publications' WAFB-TV Fort Worth for $35 million.

**June 9** □ Start of Associated Press Radio in fall announced.

**June 24** □ U.S. appeals court orders FCC to delay changes in prime time access rule at least until September, forcing networks to make quick adjustment of plans for fall.

**July 8** □ NAB TV board ratifies changes in code that put 'tighter restrictions on children's advertising and issues statement taking issue with FTC ban on premium advertising for children.

**July 15** □ Knight Newspapers and Ridder Publications propose merger of their newspapers and spinoff of broadcast holdings.

**July 29** □ Networks face $1 million daily fine on historic House impeachment coverage.

**Aug. 5** □ NBC-TV to pay record $10 million for single two-part showing of paramount's "Throne of Godfather".

**Aug. 12** □ Up to 110 million witnesses President Nixon's resignation on TV. Clay's. Thames resigns as Office of Telecommunications Policy and John Eger becomes acting head of agency.

**Sept. 9** □ Growing role of news consultant spotlighted in Broadcasting special report.

**Sept. 23** □ FCC tentatively votes to strip Alabama Educational Television Commission of nine TV licenses following charges of racial discrimination in programming and employment practices.

**Sept. 30** □ U.S. Court of Appeals overturns FCC ruling that NBC violated fairness doctrine in its investigative documentary on pension plan. "Pensions: The Broken Promise."

**Oct. 7** □ Appeals court reverses FCC ruling that permitted sale of WFME/WXMI: Chicago with hearing on proposed purchaser's plan to change format from classical music to rock.


**Oct. 28** □ Frederick S. Pierce named president of ABC Television.

**Nov. 4** □ Supreme Court, in affirming FCC gran of channel 9 in Orlando, Fla., indicates that when all other issues in comparative case are equal, minority presence can afford edge.

**Dec. 9** □ U.S. District Court Judge Gerhard A. Gesell in Washington orders release to broadcasters of Nixon tapes about Watergate.

**Dec. 19** □ Justice Department refiles antitrust suit against networks, but that time under auspices of Ford administration that has no been charged with efforts to intimidate net works.

**1975**

**Jan. 13** □ Three commercial TV networks said they will, on their own, implement ban on sex and violence in prime time, and NAB code board starts study of general option of sam rules. **Former Senator Burton K. Wheeler (D Mont), who played key role in early communications legislation, dies at 92.** □ Milto Cross, narrator of Metropolitan Opera radio broadcasts for 43 years, dies at 77.

**Jan. 20** □ FCC formally adopted third version of prime time access rule, to become effective in September 1975.

**Feb. 3** □ FCC denies license renewals to a five Don Burden radio stations after charges of misconduct in political gifts and news slanting among other things. **FCC orders ban o
future acquisitions of co-located crossownerships of newspapers and television and radio stations; in addition, commission decrees breakup within five years of 16 small-market newspaper-television and newspaper-radio combinations that were said to constitute media monopolies. Industry standards for children’s TV written into FCC renewal forms.

February 10: David Foster resigns as National Cable Television Association president.

February 24: ABC, after yearlong test at its WLS-TV Chicago, asks FCC for rulemaking to authorize circularly polarized transmissions for TV services.

March 3: Major leagues to get $44,495,000 from sales of baseball broadcast rights in 1975.

March 10: U.S. Court of Appeals in Washington affirms FCC’s renewal of KHOT-TV Los Angeles, saying in substance that court would not substitute its judgment for FCC’s if that agency acts reasonably.

March 14: FCC completes work on controversial package of ‘pay cable and over-the-air TV rules that would affect programing siphoning from free television.

March 31: FCC says it will conduct inquiry into program warehousing.

April 7: FCC issues notice of inquiry into possibility of dropping new VHF channels in 100 markets.

April 14: TV board of National Association of Broadcasters adopts family-viewing standards esposed by FCC Chairman Wiley and proposed by NAB TV code review board.

April 21: Home Box Office, Time Inc.’s pay-cable subsidiary, announces it will begin satellite network in fall.

April 28: U.S. Court of Appeals in New York sends PTAR III (see Jan. 20, 1975) back to FCC for more precise language to eliminate future debate; court questions feasibility of September effective date.

May 12: FCC overrules local franchising authority in denying Teleprompter cable certificate in Johnstown, Pa., based on involvement in bribery case there in 1966. FCC opens proceedings to overhaul procedures under which renewal applicants ascertain community needs.

May 19: FCC re-releases PTAR III, sticking to September starting date.

May 26: Fred Silverman quits as CBS-TV’s vice president to become president of ABC Entertainment.

June 2: Teleprompter and Home Box Office announce agreement for HBO to supply about 800,000 subscribers nationally with pay-TV service.

June 16: NBC to launch its News and Information Service with 33 subscribing radio stations.


July 21: FCC releases notice of inquiry and proposed rulemaking to clarify and strengthen equal opportunity guidelines for employment of minorities and women.

George Comte of WTMJ-AM-FM-TV Milwaukee outlines blueprint for replacement of National Association of Broadcasters.

August 4: Football broadcast rights for 1975 season off at $80 million.

September 8: Texas banker Joseph Allbritton reaches agreement with families controlling Washington Star Communications with understanding that he abide by FCC order to dispose of properties as necessary to satisfy commission’s crossownership rules.

September 15: Group broadcaster Richard Eaton is denied renewal of WOCKAM Washington by FCC after allegations of false and misleading advertising, and airing of lottery information in violation of FCC rules and U.S. Code.

FCC drafts proposed new law that would be harsher on obscenity or indecent programming.


September 29: FCC reverses long-standing position on equal time and says debates between political candidates and news conferences by President and other candidates for political office qualify for exemptions as ‘on-the-spot
misconduct of parent General Tire & Rubber Co.
Dec. 22 FCC decides to delete its cable-television leaping rule.

1976

Jan. 5 President Ford signs Public Broadcasting Act of 1975, which authorizes payments totaling $634 million to Corporation for Public Broadcasting over next five years.

Special report examines past, present, and future of broadcasting. Andrew Lo Spino, one of best known broadcasting engineers, former FCC assistant chief engineer and later senior partner in consulting engineering firm of A.D. Ring and Associates, Washington, dies at 76.

Dec. 22 FCC decides to delete its cable-television leaping rule.

March 8 FCC upholds complaint by President Ford's re-election campaign agency against policy of WBBM-Chicago of refusing to televise in less than five-minute periods.

March 29 Calvin J. Collier sworn in as chairman of Federal Trade Commission.

April 5 FCC relaxes restrictions on cable TV system. build requirements.

April 12 Representative Torbert Macdonald announces his resignation as chairman of House Communications Subcommittee effective April 26. Lionel Van Deinell (D-Calif.) picked to succeed him. Trial on legality of family viewing policy, brought by coalition of Hollywood writers and producers against FCC, NAB and networks gets under way in Los Angeles.

Thomas E. Wheeler, vice president for public affairs, Grocery Manufacturers of America, named National Cable Television Association executive vice president and director of government relations.

Robert Wissler named president of CBS-TV, replacing Robert D. Wood, who resigns to form production company. Wissler appoints Robert A. Daly to executive vice president post.

Feb. 19 U.S. Court of Appeals in Washington upholds FCC equal time provision of giving broadcasters broad discretion in dealing with debates and news conferences involving political candidates.

May 30 ABC's Barbara Walters accepts ABC offer of $1 million per year for five years to be co-anchor of ABC Evening News with Harry Reasoner.

Avery-Knodel Inc., New York, national sales rep, leaves radio to concentrate on TV, merging some of its represented radio stations with Buckley Radio Sales and others with ProMover Time Sales and changing own name to Avery-Knodel Television.

CBS-TV names B. Donald (Bud) Grant vice president in charge of programming replacing Lee Currill.

May 10 Keith Fuller, named to succeed We Gallagher in October as president and publisher of Associated Press, AP also elects to admit three broadcasting representatives to its corporate board.


May 24 ABC-TV's "Eleanor and Franklin wins 11 Emmy awards, record for one show.

May 31 First Amendment protection of advertising is extended with Supreme Court ruling in Virginia case involving ads for prescription drug prices.

FCC commissioner Carlitos Reid marries and announces she will resign from commission on July 1, two years before end of her term.

Representative Torbert Macdonald (D-Mass.), former chairman of House Communications Subcommittee, dies at 58.

Supreme Court denies review of FCC decision stripping Don Burden of his five AM and FM licenses.
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JOINT TV AUDIENCE RATING SURVEY CONDUCTED BY FOUR LEADING MARKET RESEARCH FIRMS, COMMISSIONED BY RA AND THE PRINCIPAL PRIVATE ITALIAN TV BROADCASTERS.
June 7 - Anthony L. Conrad, president/chief executive officer, RCA Corp., named to additional post of chairman, filing position vacant since resignation of Robert Barnow last Dec. 31.

June 21 - Special report on "The First 50 Years of NBC."

July 5 - Thomas House confirmed as head of White House Office of Telecommunications Policy. - Community Antenna Television Association urges FCC to allow construction of receive-only earth stations smaller than nine meters. - FCC renewes Coxie Communications Inc.'s license for WISH-TV Daytona Beach, Fla., over competing applicant.

July 10 - Margie White, assistant news secretary and director for White House Office of Communications, named by President Ford to FCC.

July 26 - Joseph Fogarty counsel to Senate Communications Subcommittee, named to FCC.

Aug. 2 - FCC issues policy statement stating that determination of entertainment formats is to be left to discretion of licensees and to regulation of marketplace.

Aug. 9 - House Communications Subcommittee Chairman Lionel Van Daelelin (D-Calif) proposes "basement-to-pavement" rewrite of Communications Act of 1934.

Aug. 16 - Public broadcasting files applications with FCC for $39.5 million satellite interconnection project.

Sept. 6 - Westinghouse Broadcasting Co. petitions FCC to institute inquiry into TV networks and want freeze on expansion of network time, including news.


Oct. 3 - Congress passes revision to copyright law under which cable and public broadcasting will have to pay royalties.


Nov. 8 - Judge in family viewing case, Warren J. Ferguson, says networks, NAB and FCC violated First Amendment in instituting family viewing policy.

Nov. 16 - NBC Radio terminates its all-news network, News and Information Service, after two years and $10 million in losses.

Nov. 17 - Benjamin L. Hooks, FCC's first black commissioner, announces his intention to resign in 1977 to become executive director of National Association for the Advancement of Colored People.

Nov. 18 - Museum of Broadcasting opens in New York; first five years funded by CBS Chairman William Paley.

Nov. 22 - NBC settles with Justice Department, ending four- and-a-half years of antitrust litigation. Agreement doesn't take effect until ABC and CBS adopt new ad rates.

Dec. 13 - FCC approves use of TV line 21, field 1 and available half of line 21, field 2 of television vertical blanking interval for transmission of closed captions visible only on decoder-equipped sets.

Dec. 20 - U.S. Court of Appeals in Washington finds FCC's fee schedules defective; orders commissions to refund under 1970 schedule.

1977

Jan. 10 - FCC clarification of WISH-TV case redefines license renewal criteria.


Jan. 24 - Viacom International rejects $57 million takeover offer by Storer Broadcasting.

Canadian government halts practice that deleted commercials from American programs that Canadian cable systems import. - Group W drops syndicated fare in access period and invests $2.5 million for "feature-style" magazine that will eventually become highly successful "PM Magazine" show.

Jan. 31 - ABC's eight-day telecast of mini-series "Roots" becomes most watched program in television history with ratings in mid-40's and shares in mid-60's. 860 million people watched at least some part of final episode.

Feb. 7 - NBC signs $85 million deal for 1980 Summer Olympics in Moscow.

Feb. 14 - Warner Cable Corp. announces it will offer two-way interactive service to its Columbus, Ohio, subscribers.

Feb. 21 - NBC signs former Secretary of State Henry Kissinger to long-term consultant's contract at estimated $2 million to $2.5 million.

March 7 - D.C. appeals court reverses FCC crossownership rules and says divestiture should apply to 153 combinations, not only 23 commission had identified.


March 21 - Appeals court rules in "seven dirty words" case that FCC has no censorship jurisdiction.


April 4 - One-inch helical VTR steals show at annual NAB convention. - Neville Miller, first paid NAB president dies in Washington at age 83. - Joe L. Allbritton agrees to sell WMMT Washington to Combined Communications Corp. for $100 million, highest price for station up to that time.

April 11 - FCC gives approval to let TV broadcasters use circular or elliptical polarization for broadcast transmissions in move to help eliminate "ghosts" and other interference effects.

April 18 - U.S. Court of Appeals backs FCC responsibilities in equal employment opportunity area.

April 25 - Robert E. Lee becomes longest-serving FCC commissioner, surpassing Rosal Hyde record of 23 years six months and 14 days.

May 2 - FCC holds hearings to help minorities in acquisitions of broadcast operations.

Globe Broadcasting makes $13.9 million merger plan with Combined Communications Corp. reviving purchase that was dropped in 1975.

May 9 - FCC voter 4-3 to retain equal time law. Section 315, but does vote for some modifications.

May 16 - General Accounting Office tells FCC to set up new fee schedule. - Spinoffs of 17 RKO stations is put on hold by FCC. - All industry Radio Music License Committee petitions U.S. Southern District Court in New York.
to determine reasonable fee for stations’ use of ASCAP music.

May 23 | National Association of Broadcast Employees and Technicians strike ABC; operations continue with supervisory and nonunion personnel. ■ Julius Koppelman, RCA group vice president, has long held responsibility for RCA’s communications group. ■ President Carter fields questions from studio audience at CNN Los Angeles and at various remote locations in city in news conference.

June 8 | Program suppliers join Westinghouse in denying network dominance by asking for reexamination of FCC’s financial interest rule.

June 13 | FCC initiates inquiry into relationship between stations and network television.

June 20 | Carnegie Corp. agrees to launch second major study of public broadcasting in 10 years, backing it with $1 million.

June 27 | Park Broadcasting agrees to buy WONF-FM Syracuse, N.Y., making it first group owner with full complement of 21 stations. ■ FCC approves Field Communications’ buy of five-station Kaiser Broadcasting.

July 4 | NAB TV board votes to amend program guidelines by specific, on-off, on-off procedures.

July 5 | FCC puts network inquiry in deep freeze. ■ NABOB National Association of Black-Owned Broadcasters is formed.

July 11 | Broadcasters mobilize against efforts to ban broadcast advertising of saccharin. ■ Engineering committee reports agreement on compatibility standards for one-inch helical scan, nonsegmented videotape recorders from Sony and Ampex. ■ U.S. Court of Appeals reaffirms FCC policy statement on leaving children’s TV to self-regulate.

July 18 | Frank Mankiewicz, former press secretary to Senators Robert Kennedy and George McGovern, takes over as president of National Public Radio.

July 25 | FCC removes six cable TV rules from books, but retains local governments’ rights to collect franchise fees. ■ R. Peter Strouse sworn in as director of Voice of America. ■ FCC’s first black commissioner, Benjamin Hooks, leaves 10-head National Association for the Advancement of Colored People.

Aug. 1 | Senate Commerce Committee drops saccharin ad ban from bill it is considering on artificial sweetener.

Aug. 8 | Washington appeals court backs FCC’s right to order corrective advertising in case involving Listerine. ■ Sony unveils its Letamax videocassette.

Aug. 15 | American Bar Association adopts guidelines for lawyer advertising in print and on radio. ■ NAB reports that for first time in its 10-year history of financial tabulations, average station recorded profit in 1976. ■ CBS wins fight for networks to negotiate per-use licensing agreements with music licensing firms. ■ Federal appeals court blocks FCC decision that exempts stations with fewer than 10 employees from filing EEO reports.

Aug. 22 | Amway Corp. reaches agreement to buy Mutual Broadcasting System for $15 million. ■ Civil rights commission gives low marks to FCC and industry on EEO efforts. ■ General Accounting Office begins own network inquiry investigation.

Aug. 29 | In NBC reorganization, Robert E. Dulhoffland is named president of NBC-TV. ■ Harry E. Hahn agrees to purchase 13 stations of Southern Broadcasting Co. for $57 million. ■ RCA unveils its Selecta Vision home videotape recorder.

Sept. 5 | Station Representatives Association charge networks are taking money away from spot rates to tune of $680 million this year. ■ NAB submits plan to FCC to increase minority ownership of broadcast stations that involves tax certificated to owners who sell to minority buyers.

Sept. 19 | CBS celebrates its 50th anniversary. ■ Charles Ferris is nominated as chairman of FCC, succeeding Richard Wiley. ■ Tyrene Brown replaces Benjamin Hooks and becomes FCC’s second black commissioner.

Sept. 26 | ABC and NABET agree to terms ending four-month strike.

Oct. 3 | House committee seeks broader public broadcasting legislation to Capitol Hill to try and ease friction between its factions.

Oct. 10 | Former FCC General Counsel, Henry Geller, is picked to head new executive branch telecommunications unit, National Telecommunications and Information Administration, formerly Office of Telecommunications Policy under commerce department. ■ Florida youth Ronnie Zamora’s plea of ‘TV intoxication’ as defense in murder of elderly woman is rejected by jury in trial that is televised in Miami.

Oct. 17 | Fledgling pay cable operation Home Box Office shows its first quarter profit in its five-year history, as RCA shows its best quarter in 58 years.


Oct. 31 | House of Representatives votes to allow nonbroadcasters to use its proceedings, with details to be worked out later. ■ Viacom’s Shoetime becomes second pay cable programmer service, following Time’s Home Box Office.

Nov. 14 | FTC Chairman Michael Pertschuk raises possibility of imposing ban on TV advertising aimed at children. ■ In CBS-Herbert case, U.S. circuit court rules journalists cannot be forced to open their thought processes even when being sued for libel.

Nov. 28 | Roscoe Barrow, author of report for FCC in 1950’s on networks, (report that bears his name) dies in Berkeley, Calif., at age 65. ■ Mutual Broadcasting decides to build satellite interconnection system for its 780-affiliate network.

Dec. 11 | District judge signs order freeing NBC from justice department’s antitrust suit; CBS and ABC still refuse to settle. ■ Eric Severud signs off after 38 years with CBS News. ■ Warner inaugurates two-way interactive Qube system in Columbus, Ohio.

Dec. 12 | CBS technology innovator, Peter Goldberg, connected with long-playing record and first color TV system, dies in car accident in Rye, N.Y.

White House Office of Telecommunications Policy and Department of Commerce's Office of Telecommunications. **Voice of America** begins operating as part of new International Communications Agency.

April 10 CBS/Broadcast Group president, Gene Jankowski, goes on air to apologize to public for promoting four tennis matches as "winner take all" when in fact they were not.

April 11 *Voice of America* wins 1979 Overseas Media Competition.

April 12 Former director of United States Information Agency is sworn in as director of new International Communications Agency. **Supreme Court** hears arguments in FCC challenge to its jurisdiction.

April 13 FCC issues guidelines for use of radio frequency in the 740 to 790 kHz band.

May 1 Time Inc. agrees to acquire balance of American Television & Communications Corp., Denver-based cable company, in merger valued at about $135 million.

May 15 FCC approves $49 million sale of Rust Craft Greeting Cards Co. in Ziff-Davis Publishing Co., including off-spin of five AMs and five FM's to Rust Craft shareholders.

June 5 Supreme Court in "Stanford Daily" case, upholds right of police with warrant to search newsrooms.

June 12 Proposed legislation that would rewrite Communications Act of 1934 is unveiled by House Communications Subcommittee Chairman Donald Reiderin (D-Calif.).

June 19 Supreme Court affirms FCC media crossownership rules, ruling out further instances of co-located newspaper-broadcast common ownership but upholding all 13 present combinations.

House of Representatives votes not to allow anyone but House employees to control cameras that may begin daily television coverage of House sessions in early 1979. **Viacom International** and Sonderling Broadcasting Corp. sign agreement to merge in deal valued at up to $28 million. **First** time, radio covers floor debates of House of Representatives, but broadcasters still have no control over feed.

June 28 **Harte-Hanks Communications** purchase of Southern Broadcasting Corp., Winston-Salem, N.C., is approved by **FCC**. **Commission** also adopts rules prohibiting **ex parte communications** in cable proceedings.

July 3 **Henry Geller**, one-time **FCC** general counsel, confirmed by Senate to head new National Telecommunications and Information Administration.

July 10 **FCC** upheld in "seven dirty words" case involving Pacifica Foundation's WBAI, New York. **Ruling** says **FCC** may regulate, and punish, broadcast of "indecent" material.


July 31 **Pacifica Foundation** petitions **FCC** for rehearing in "seven dirty words" case.

Aug. 1 **New York Times** reporter **Myron Farber** begins serving indeterminate sentence in Bergen County, N.J., jail after **Supreme Court** denied further delay in punishment imposed by New Jersey court for withholding files from murder trial.


Aug. 25 **Daniel L. Ritchie**, president of Westminster Broadcasting Co.'s corporate staff and strategic planning, named president and chief operating officer.

Sept. 4 **KSTP-TV** Minneapolis-St. Paul sound with ABC-TV, after 30-year affiliation with NBC-TV. **Myron Farber**, New York Times reporter, is released from New Jersey jail after **Supreme Court** stayed his sentence pending lower court ruling that he must surrender notes dealing with murder case.

Sept. 18 **Robben Fleming**, president of University of Michigan, named president of Corporation for Public Broadcasting. **Jane Cahill Pfeiffer**, former IBM executive who declined President Jimmy Carter's offer to become Secretary of commerce, designated to become chairman of NBC and its representative on board of parent RCA Corp. **Viacom International** signs to make Teleprompter Corp., nation's largest cable system operator, equal partner in **Showtime**, currently wholly-owned pay programming subsidiary.

Sept. 28 "New York Times" reporter **Myron Farber** sent back to jail for refusing to turn over notes to court in New Jersey murder trial. **FCC** begins rulemaking on AM stereo and will include all five proposed systems.

Oct. 2 **Supreme Court** of Appeals in Washington rules in *wesh-TV* case. Court criticizes **FCC** for giving incumbents preference in comparative renewal proceedings simply because of their incumbency, and orders commission to hold further proceedings on renewal of license of *wesh-TV* Daytona Beach, Fla. **FCC** eliminates certificates of compliance for cable systems.

Oct. 9 Tentative agreement for General Electric Co. to acquire Cox Broadcasting Co. for $440 million to $448 million in GE stock, biggest transaction in U.S. cable history, is signed. **White House** selects **Anita Journeys**, general counsel of Federal Home Loan Bank Board, to succeed Margaret White as **FCC** commissioner.

Oct. 16 **Supreme Court** of Appeals affirms **FCC** decision not to adopt quantitative program standards, specifically on the percentage, for television broadcasters involved in comparative renewal proceedings. **Supreme Court** agrees to review "per-use" "music-license suit" that CBS won against American Society of Composers, Authors and Publishers and Broadcast Music Inc.


Oct. 30 **FCC** moves to enhance competitive environment of satellite-distributed TV superstations by endorsing "open entry" policy for resale carriers that feed local stations to cable systems. **Supreme Court** of Appeals reverses **FCC** in fairness doctrine case involving California stations and Pacific Gas & Electric Co. nuclear power spots.

Nov. 6 **Federal Trade Commission** Chairman **Michael Pertschuk** is disqualified by U.S. district judge from further participating in children's advertising proceeding, saying chairman has "conclusively prejudged" factual issues.

Nov. 13 **FCC** approves $140 million merger of American Television & Communications Corp., into Time Television & Communications Inc., wholly owned subsidiary of Time Inc.

Nov. 20 **Federal Trade Commission** decides to continue its children's advertising inquiry despite disqualification of FTC Chairman Pertschuk from proceedings.

Dec. 4 **Supreme Court** refuses to review **Myron Farber** case. **Newhouse Broadcasting Corp.** agrees to sell its five television stations to Times Mirror for $82 million.

Dec. 11 **FCC** completes report providing for *increase in AM band* and for UHF spectrum sharing that will provide basis for U.S. position at World Administrative Radio Conference in Geneva following September.

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**Broadcasting** Oct 12, 1981 200
Broadcasting System radio president, C. Edward Little, resigns. ■ Ralph Baruch named chairman and chief executive officer of Viacom International.

Jan. 15 ■ National Telecommunications and Information Administration backs reduction of AM channel spacing from 10 kHz to 9 in comments to FCC. ■ NTIA also submits endorsement to use low-power TV stations and translators to broadcast Unserved areas.

Jan. 23 ■ ABC reduces commercial time on Saturday children’s shows from eight-and-a-half minutes to six-and-a-half minutes over two years. ■ Federal Trade Commission begins children’s advertising hearings.

Feb. 5 ■ Second report by Carnegie Commission on Future of Public Broadcasting is released, detailing trust to be set up with subsidiary from license fees.

Feb. 12 ■ Commerce Department report for industry outlook gives broadcasting and cable TV high marks. ■ Ampex demonstrates digital videotape recorder at Society of Motion Picture and Television Engineers conference in San Francisco, first such demonstration in U.S.

Feb. 19 ■ NTIA files retransmission consent proposal with FCC. ■ Rust Craft and Ziff Corp. 389.4 million merger is approved by Rust Craft stockholders.

Feb. 28 ■ Revelations surface as to extent of unfairness in NAB’s作家 against broadcasting especially public TV as NAC era documents are released. ■ House begins internal evesion system. ■ Cox and General Electric sign definitive merger agreement.

March 5 ■ FTC begins second round of children’s TV ad hearings. ■ Margaret White saves FCC.

March 12 ■ NBC executive Julian Goodman asks early retirement from network.

March 19 ■ Two Senate bills (S. 611 and S. 227) beat any House version of rewrite of Communications Act in introduction into Congress.

March 26 ■ NAB announces $8.5-million contributions for Minority Broadcast Investment Fund. ■ ABC, NBC and PBS are on hand as overnment announces closed captioning of TV programs for hearing impaired.

Pril 2 ■ Second rewrite, H.R. 3333, is introduced in House with deregulation and sense-free tradeoff. ■ Retiring CBS News resident Richard Salant announces move to WNBC News operation. ■ Sony joins Mepex and Great Britain’s Independent Broadcasting Authority in unveiling digital videotape recording system.

Pril 9 ■ Westinghouse’s Daniel Ritchie, president and chief operating officer, takes on additional title of chief executive officer. ■ U.S. Supreme Court rules FCC cannot mandate cable system to make available access channels. ■ Bill is introduced in Congress to protect press from pressroom searches. ■ AP announces plans for satellite-delivered news to its 660 stations.

Pril 23 ■ In precedent setting case, U.S. Supreme Court reversed lower court ruling in BS-Herbert case and says newspapers must answer questions of plaintiff in libel suit regarding journalists “state of mind” at time material was being prepared. ■ Spinoffs from ox-GE merger seen to total $121 million from 1 station. ■ Howard K. Smith, ABC newsman and commentator for 18 years, resigns. ■ BC News correspondent Tim O’Brien’s book on several U.S. Supreme Court items, including Herbert case, causes controversy.

April 30 ■ FCC initiates rulemaking that would eliminate rule that limits number of distant signals cable systems may import and rule protecting against duplication of syndicated programming.

May 7 ■ ABC’s Fred Pierce becomes executive vice president of ABC Inc., paving way towards company’s presidency.

May 14 ■ FCC begins hearing on sweeping radio deregulation provisions.

May 21 ■ Hearings on rewrite I begin in House before communications subcommittee.

Westinghouse buys WRET-TV Charlotte, N.C., from Turner Broadcasting for $20 million, highest price for UHF at that time. ■ U.S. Court of Appeals in Washington Judge David Bazelon, prime shaper of communications law, announces retirement after 30 years on court.


June 4 ■ Bosch-Fernsheh introduces digital videotape recorder at international television engineering exhibition in Montreux.

June 11 ■ FCC gives go-ahead to $270 million Combined Communications-Gannett deal. ■ Spinoff of merger, WHEC-TV Rochester, N.Y., to BENI, makes it first black-owned major market, network affiliated station. ■ Out-of-court settlement reached in suit against WPIX Inc. which retains channel 11 in New York.

June 18 ■ Justice department attacks commercial time standards of NAB’s television code, saying it violates Sherman Antitrust Act.

June 25 ■ FCC issues notice of inquiry on 9 kHz channel spacing. ■ ABC newsman Bill Stewart is killed by Nicaraguan National Guardsmen in Managua. ■ Kaiser Aluminum allies itself with Mobil Oil in decaying TV network ban on issue advertising.

July 2 ■ Tom Bolger takes over as NAB joint board chairman from Donald Thurston. ■ Public Broadcasting Service approves major reorganization plan. ■ Young & Rubicam agrees to buy Marsteller Inc., New York and Chicago, for $306 million.

July 9 ■ McClatchy Newspapers agrees to sell KMOV-TV in Sacramento, Calif., to Outlet Co. for $65 million, largest station sale to date. ■ U.S. Court of Appeals reverses FCC policy, leaving radio format questions to licensee and marketplace. ■ Willard Block rejoins Viacom as its president.

July 16 ■ Lionel Van Deerlin abandons efforts on H.R. 3333. Communications Act rewrite to concentrate on common carrier provisions, of present legislation. ■ Thomas Wheeler, NCTA executive vice president, elected to president by NCTA board.

July 30 ■ Westinghouse Broadcasting announces plans to distribute programs to its stations via satellite.

Aug. 6 ■ Communications Satellite Corp. unveils plans for direct-to-home subscription television.


Aug. 20 ■ RCA and CIT Financial Corp. agree...
Nov. 26 □ FCC orders three networks to make time available to Carter-Mondale campaign committee in accordance with reasonable access provisions of Communications Act. ◆ FCC orders WJRT-TV, Newark, N.J., to establish full presence in New Jersey. ◆ New York Court of Appeals issues decision that narrows limits on excluding press and public from pretrial hearings. ◆ Senate Commerce Committee approves legislation that would curtail authority of FTC. ◆ Martin Rubenstein named network president at Mutual Broadcasting.

Dec. 3 □ House approves legislation that would restrict FTC.

Dec. 10 □ RCA unveils its SelectaVision videodisk player. ◆ World Administrative Radio Conference ends in Geneva with prognosis that six-week event was qualified success.

Dec. 17 □ FCC staff recommends reduced AM channel spacing from 10 kHz to 9. ◆ RCA’s Satcom III satellite is lost in space.

Dec. 24 □ FCC initiates ruling that would establish reimbursements for public participants in commission proceedings. ◆ Commission also issues formal rulemaking on children’s television, and recommends state department take 9 kHz channel spacing stance to Region 2 Administrative Radio Conference in Buenos Aires in March.

Jan. 7 □ Warner Communications Inc. and American Express Co. close deal forming joint cable venture, Warner Amex Communications, in which latter paid $175 million for 50% interest in Warner Cable subsidiary of WCI.

Jan. 14 □ CBS and RCA reached agreement whereby CBS becomes licensed to manufacture and distribute videodisks using RCA SelectaVision system.

Jan. 21 □ Revolutionary governments in Iran and Afghanistan expel all U.S. journalists. ◆ Station 10, WPIX, New York, announced that it had purchased the SelectaVision technology from RCA.


Feb. 4 □ $3.15 billion RCA-CIT merger is consummated.


Feb. 18 □ Dan Rather is named as successor to Walter Cronkite upon latter’s retirement as anchor of CBS Evening News in 1981.

Feb. 25 □ ABC announces that late night newscast (later to be named Nightline, hosted by Ted Koppel), starting at 11:30 p.m., will become permanent fixture in network schedule.

March 17 □ FCC approves $85 million acquisition of KMOV-TV from St. Louis, Mo., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif., from McClatchy Newspapers to Stockton, Calif.

March 24 □ Region 2 counties vote against adoption of 9 kHz AM spacing proposed by U.S. at first session of Region 2 spectrum planning conference in Buenos Aires. ◆ New York Times announces agreement that led to purchase of cable systems serving 56 franchised areas in southern New Jersey owned principally by Irving Kahn for approximately $100 million.

April 7 □ FCC sets ceiling for distress sale stations at 75% of fair market value. FCC approves sale by Newhouse Broadcasting Co. to Time/Time Mirror Co. of five Newhouse television properties for $52 million.

April 14 □ FCC selects, by vote of 4-to-2, Magnavox system to be standard for AM stereo. ◆ UA Columbia Broadcasting and Madison Square Garden Corp. enter into joint venture to form USA Network.

April 21 □ Court of Appeals in Richmond, Va., affirms FCC order freeing cable television systems from obligation to black out “significantly viewed” distant signals that duplicate local ones.

May 8 □ Getty Oil, along with Columbia Pictures, MCA Inc., Paramount Pictures Corp., and 20th Century-Fox join pay-cable world with announcement of satellite program venture, to be named, Premiere.

May 7 □ CBS settles with Justice Department antitrust division, agreeing to limits on program production. ◆ Philadelphia appeals court rules that state shield law protected broadcast station (WATE-TV Pittsburgh) against plaintiff’s demand that it surrender outtakes.

May 26 □ Thomas Wyman, vice chairman of Pillsbury Co., is tapped to replace John I Backe as president and chief executive of CB Inc.

June 2 □ FCC breaks up clear channel station. ◆ $950 million, Cox-GE merger collapses a Cox bow at last minute after FCC approve deal. ◆ Ted Turner’s Cable News Network commences operations.

June 9 □ Orion Broadcasting Inc. and Cosmic Broadcasting initiate deal which he leads to earth’s $110 million merger. ◆ U.S. Court of Appeals denies reasonable access complaints lodged against networks by Senator Edward Kennedy concerning network’s refusal to grant him air time to respond to President Carter. ◆ Burt Harris named chairman of Premiere. ◆ Consant sets up DBS subsidiary, Satellite Television Corp. ◆ CBS and MGM announce creation of KOPS-MONAHAN COMMUNICATIONS

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Broadcasting Oct 12 1981

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June 16 □ WTKY-TV, New York launches Independent Network News.

June 30 □ FCC announces decision to re-evaluate April order setting Magnavox system as standard for AM stereo.

July 7 □ Supreme Court, in case brought by "Richmond News Leader" and "Times Dispatch," holds that press and public alike have First Amendment right to attend criminal trials. Only one justice dissented. □ Having failed to win top job at CBS News—opening night spot being vacated by Walter Cronkite—veteran newsman Roger Muddumps to NBC News.

July 14 □ NBC President Fred Silverman fires NBC chairman Jane Cuhill Pfeiffer after public display of corporate in-fighting.

July 21 □ Subscription Television Association makes its debut at Washington press conference.

July 28 □ FCC repeals cable distant signal importation and syndicated exclusivity rules, allowing immediate entry of out-of-market broadcasters.

□ Capital Cities Communications plunges into cable, buying RKO General's Cablecom general for $1.9 billion. □ Members of Screen Actors Guild and American Federation of Television and Radio Artists go on strike, shutting down most television production.

Aug. 4 □ After standard blights its prildecision to make Magnavox AM stereo system industry standard, FCC issues further notice to re-examine five proposed systems. □ CBS breaks FCC group seeking consensus on teletext standards and adopts FCC-developed French Antiope system as industry standard.

Aug. 11 □ Department of Justice files civil antitrust suit in New York against Premiere, Inc., pay cable provider.

Aug. 25 □ After eight years of litigation, department of Justice drops antitrust suit against ABC, which agrees to consent decree limiting amount of prime time programming it can produce over next 10 years.

□ Problems with equal time provisions in Communications Act cause problems in set of debate between presidential candidates.

Controversial magazine, The Dial, published public television stations makes its debut.

Aug. 15 □ FCC proposes creation of new medium—loosely regulated low-power television. At same time, it sanctions four new VHILocations in Salt Lake City; Knoxville, Tenn.; Harlestown, Va., and Johnstown, Pa.

Aug. 22 □ Believing strongly that more is better, FCC proposes creating as many as 139 more short-spaced VHIF channels. □ FCC leases further notice on AM stereo which now clears Motorola in lead.

Aug. 29 □ PBS President Lawrence Grossman opposes a new partnership between public stations and private investments from nonprofit litigation sources to increase dramatic programming.

ct. 6 □ FCC releases notice of inquiry into direct broadcast satellite proposals and sets "KOs' stations for renewal hearings. □ Joint interview between media entrepreneur Karl "Kermit" Keller and TV critic for Los Angeles Times, revives old electronic cinematograph system, seen as solving many tape-editing problems.

Oct. 13 □ CBS suggests U.S. develop high-resolution television system compatible with present technology. □ Actors strike is settled; network starts are staggered for fall. □ Broadcast executive 50th anniversary, taking chronological look at industry since magazine's 1931 inception.

Oct. 20 □ Westinghouse and Telepromptor propose $64 million merger. □ U.S. Supreme Court allows networks to air Abscam tapes. □ President Carter signs bill against newsgroup searches.

Oct. 27 □ Television is medium in middle as Presidential campaign winds down with broadcast debate in Cleveland. □ Cable News Network adds independent candidate John Anderson to its debate-night coverage. □ FCC releases network inquiry report that argues open marketplace is best regulator.

Nov. 3 □ Warner Amex gains one of year's biggest cable television franchises, 400,000 homes of Dallas. □ ABC agrees to run unedited response to earlier "20/20" report on Kaiser Aluminum. □ FCC lifts barrier on AT&T from providing data communications. First locally-produced all news television station goes on air in Oklahoma City. □ Anpex founder Alexander Paskevich dies in Stanford, Calif., at 89.

Nov. 10 □ Sweeping election of Ronald Reagan signals changes in Washington's communications governing structure. □ Lionel Van Deel is one of election's casualties as Representative Timothy Wirth (D-Colo) and Senator Robert Packwood (R-Ore.) stand to hold key Hill positions in telecommunications world.

Nov. 17 □ CBS goes live with its Los Angeles teletext experiment. □ NAB announces insurance plan to help networks deal with bibel cases.


Dec. 1 □ "Who Shot J.R.," episode of "Dallas" becomes highest rated for any program in modern TV history with 57.3 rating and 76 share.

Dec. 8 □ ABC announces association with Warner Amex Satellite Entertainment Corporation for new cable network, Alpha, set to begin operation April 1981. □ FCC authorizes construction and launch of additional satellite systems.

Dec. 15 □ Former CBS President Arthur Taylor forms high quality, pay cable venture with Rockefeller Center that signs contract for BCC programming.

Dec. 22 □ Comsat unveils its $700 million direct-to-home broadcast satellite television system. □ Gannett announces plans for national newspaper and cable programming.

Jan. 12 □ FCC Commissioner Tyree Brown resigns, effective Jan. 31. □ Department of Justice opposes CBS's request for waiver of FCC rule barring networks from ownership of cable systems. □ Senator James "S." Reynolds (R-Tenn.) launches his term as majority leader by introducing S. Res. 20, resolution to open Senate proceedings to broadcast coverage.

Jan. 19 □ FCC votes 6-to-1 (Tyree Brown dissenting) to deregulate radio. □ According to Television Bureau of Advertising, TV viewing in 1980 reached all-time high of six hours 36 minutes per TV households per day. □ Supreme Court upholds lower court ruling that government consultants aren't "public figures" or "public officials" in working of libel laws.

Jan. 26 □ Busy day for broadcast newsmen as American hostages in Iran gain freedom within same hour Ronald Reagan is sworn in as 40th President. □ Reagan administration transition team proposes that Corporation for Public Broadcasting be abolished.

Feb. 2 □ U.S. Supreme Court, in 8-to-0 decision, rules that Constitution doesn't bar states from permitting radio and television coverage of criminal trials, even overt objection of defendant. □ Supreme Court rules that examiner reviews appeals court decision holding that journalists have qualified privilege not to disclose unpublished material, including television out-takes, in their possession in criminal cases.

□ Thornton F. Boddie, president of Atlantic Richfield Co., is designated successor to Edgar H. Griffin as chairman and chief executive of RCA effective July 1.

Feb. 9 □ Coalition for Better TV is set up to rid television of programs it considers offensive by threatening boycotts aimed at sponsors of offending programs. □ Public Broadcasting Service announces plan to launch PBS/Cable, new pay television network supported by pay television revenues and institutional advertising. □ CBS announces Dan Rather will succeed Walter Cronkite as anchorman and managing editor of CBS Evening News on March 9.

□ Reagan administration transition team recommends that President narrow FTC's control and slash its budget. □ Nabisco, Heards Corp. announce formation of joint venture to produce programming for specialized cable network services.

Feb. 16 □ After more than five years of study, Federal Trade Commission votes unanimously to kill proposal to regulate advertising of non-prescription drugs.

Feb. 23 □ Federal jury in Houston finds city, its mayor and Gulf Coast Cable Television, participated in conspiracy to limit competition in awards of five cable franchises in 1978. Jury awards Affiliated Capital Corp. $8.3 million in damages. □ Time Inc. details plans for major test of satellite-distributed national teletext service designed for consumer use.

□ Republican David Clanton is named Federal Trade Commission acting chairman, replacing Democrat Michael Peterson. □ U.S. Supreme Court refuses to review lower court decision dismissing CBS's 11-year-old suit for "per use" music licenses. □ Newhouse Broadcasting purchases control of Vision Cable Communications Inc. for $180 million, making it eighth largest cable MSO.

March 16 □ Number of television and radio stations authorized by FCC breaks 10,000 mark as of Jan. 31, 1981. □ ABC announces it will grant all other stations with local access to use advertising in its late-night entertainment programming as experiment. □ Clarence James, chairman of Copyright Royalty Tribunal,
televised before House subcommittee that CRT should be abolished or radically restructured.

March 30 □ U.S. Supreme Court affirmed FCC's authority to leave video entertainment to discretion of licensee and marketplace. □ FCC adopts rule to shorten license renewal application, for most radio and television stations, to size of postcard. □ Democratic commissioner of Federal Trade Commission, Robert Pitofsky and he will resign April 30, giving President Reagan first opportunity to nominate Republican replacement. □ Burkhardt/Abrams/Michaels/Douglas and Associates announces formation of Satellite Music Network, live, 24-hour daily radio service to be delivered in contemporary country and pop music.

April 8 □ first full-fledged NGO cameras rolling, shooting of President Reagan becomes history's most heavily covered assassination attempt. □ After amassing voluminous record in controversial rulemaking to ban or restrict children's advertising on television, Federal Trade Commission staff recommends dropping proceeding. □ FCC's own deregulating goes into effect despite efforts by United Church of Christ to stay order. □ Gulf United Corp., and San Juan Racing Association apply to FCC for approval of planned $335 million acquisition by Gulf of most of San Juan Broadcasting Group. □ Kaiser Aluminum and Chemical Corp. file $40 million slander suit against ABC in its year-long dispute over report on ABC News's "20/20" series.

April 20 □ Justice Department begins civil antitrust investigation of music licensing. □ Washington Appeals Court rules that reporter's First Amendment privilege to maintain secrecy of information should take precedence over private interests of complainants in compelling disclosure in all but most exceptional cases. □ U.S. Court of Appeals in Washington holds that commercial television stations have no direct obligation under Rehabilitation Act of 1973 to make special effort to meet needs of hearing impaired. Nonetheless, it said public television stations do because they receive federal assistance. □ Writers Guild of America membership votes to strike against television and film production companies and television networks.

April 27 □ FCC rules unanimously to let public broadcasters change and identify product lines of program underwriters. □ FCC accepts Comcast DBS application.

May 1 □ U.S. Court of Appeals in Washington affirms FCC policy of banning proposed "distress sale" to minority-controlled applicant after initial decision denying renewal had been issued by agency. Liberation 125 Court agrees with FCC that permitting sales after initial decision has been issued would adversely affect integrity of commission's processes.

May 11 □ Working group on digital television standards of Society of Motion Picture and Television Engineers votes to adopt digital sampling frequency of 13.5 MHz, step crucial to establishment of world digital standard. □ Commissioner of Copyright Royalty Tribunal, finds his views increasingly at odds with direction of CRT and resigns. □ RCA announces it is entering pay cable business by forming partnership with Rockefeler Center Television to provide cultural programming to cable system; will own share of operation. □ FCC holds that companies distributing pay programming in scrambled form should be protected against interception of that material by unauthorized decoder. □ FCC adopts—as permanent standard—rule exempting TV stations in communities with population of 10,000 or less and not located within larger market area from formal ascertainment filing requirements.

May 18 □ Mark S. Fowler is confirmed by Senate to be chairman of FCC.

May 25 □ AT&T and proponents of French Antiope and Canadian Telemid videotext/telerecord come to agreement on common videotext/telerecord standard.

June 8 □ Getty Oil, Paamount, Columbia, MCA, and Fox decide to dissolve Premiere, proposed pay cable joint venture, after Justice Department attacked venture on antitrust grounds. □ Spanish National Television Network launches "Noticiero Nacional SIN;" nation's first network newscast in Spanish.

June 21 □ Industry millionaire Marvin Davis buys 20th Century Fox for estimated $270 million. □ Bernard Wasser is confirmed by Senate as assistant secretary of commerce for communications and information, in charge of National Telecommunications and Information Administration. □ FCC approves $138 million RKO Cablecom General Capabilities merger.

June 22 □ U.S. Court of Appeals in New York affirms FCC order last year releasing distant signal and syndication exclusivity rules.

July 6 □ Fred Silverman resigns as president and chief executive of NBC, and Grant Tinker of MTM Enterprises is named to succeed him. □ U.S. Supreme Court rules that presidential and congressional candidates have affirmative right of access to nation's broadcast stations. □ Donald Widom, chairman of Coalition for Better Television, calls off planned boycott against sponsors of programs group considered offensive, claiming at least temporary victory in group's war on sex, violence and profanity. □ Misc. Weymouth Dawson is sworn in as member of FCC.

July 13 □ Columbia Pictures Industries and Outlet Co. agree in principle on terms for merger of two companies for estimated $165 million.

July 20 □ Writers Guild of America and producers settle 13-week strike.

July 28 □ Metromedia Inc. agrees to pay Boston Broadart Inc. $220 million for ch. 5 wcvb-tv Boston—one of three stations once paid for single-station broadcast property.

Aug. 3 □ Congress passes legislation that extends radio license terms to seven years and TV licenses to five years; allows FCC to use lottery when awarding initial licenses, and authorizes Corporation for Public Broadcasting to receive $130 million in federal funds over four years 1984, 1985 and 1986. □ NBC Chairman and Chief Executive Officer Grant Tinker appoints Robert Mulholland NBC president and chief operating officer and names Ray Timothy president of NBC Television Network. Senate confirms appointment of H. M. Rivera and reappoints of James H. Quello to FCC. □ Kaiser Aluminum, given chance to air grievances against ABC on network's Viewpoint premiere, drops its FCC complaint and says it won't pursue defamation suit.

Aug. 10 □ FCC by 4-to-2 vote decides to dump proposal to switch to 9 kHz and retains 13 kHz on AM channel spacing. □ FCC issues waiver authorizing chopping of more than 90,000 subscribers or one-half of 1% of nation's cable subscribers, whichever number is smaller.

Aug. 17 □ Westinghouse Broadcasting and ABC combine forces to establish Satellite NewsChannels joint venture designed to produce two 24-hour channels of advertiser-supported cable news that will be beam free to cable operators. □ National Association of Broadcasters formally asks FCC to repeal prime-time access rule, noting rule is barrier to 60-minute evening news.

Aug. 24 □ Westinghouse Broadcasting Co.'s $846 million acquisition of Teleprompter Corp., largest merger in history of TV, is completed shortly after U.S. Court of Appeals in Washington refuses to stay closing.

Aug. 31 □ NBC Chairman and Chief Executive Officer Grant Tinker names Irwin Sogolstein as NBC vice chairman. □ Time Inc. agrees to purchase UA Columbia Cablevision's half interest in USA Network and operate advertiser-supported cable network in joint venture with Paramount Pictures Corp. □ Ted Turner announces Cable News Network will launch second cable news service, CNN 2, to compete with Group WABC Satellite NewsChannels.

Sept. 7 □ Gannett Broadcasting Group announces it will launch new broadcast news service—America Today—to provide short news and weather features to Public Broadcasting Service stations in October. □ Lowell Jackson Thomas, dean of newscasters and renowned author and world traveler, dies at 89.

Sept. 14 □ Two months after its pending agreement to buy wcvb-tv Boston, Metromedia agrees to sell KTVK-tv Kansas City, Mo., to Hearst Corp. for $75 million. If approved by FCC, it will be second highest price paid for television outlet. □ U.S. District Court judge rules that allowing AT&T to enter growing data processing field wouldn't violate consent decree AT&T signed with Justice Department 25 years ago. □ Hearst Broadcasting Corp. closes deal to buy WTVG-tv Dayton, Ohio, from Grinnell Communications Corp.—same week it contracted to buy kwc-tv Kansas City, Mo., from Metromedia for $79 million.

Sept. 21 □ FCC calls on Congress to make sweeping revisions in Communications Act by repealing Section 315, repealing "reasonable access" provision, Section 312(a)(7); eliminating comparative retransmission process and Section 307(b), which requires "equitable" distribution of radio service throughout nation; codifying its January radio deregulation, and redefining act to reflect reliance on marketplace forces in determining availability of telecommunications services to public. □ FCC votes to move to hour-long news. Affiliate get choice of two feeds and have option to take full hour or only first half. □ Study reveals public television and radio stations could generate up to $164 million if "clustered" advertising is used.

Sept. 28 □ ABC teams up with ESPN to offer pay sports programming and CBS and AT&T consider joint test of video disk. □ David Berlin 58-year-old co-founder of NBC News, joins rival ABC News where he will anchor upcoming This Week on Sundays, have major role in political coverage and handle special projects.


Oct. 12 □ Broadcasting magazine observes its 50th anniversary. □ CBS Cable begins its cultural program service.
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This new, on-line, computerized information resource helps Katz-represented TV stations make profitable programming decisions in an increasingly competitive marketplace.

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Movies that you'll simply love, such as *Same Time, Next Year* with Alan Alda and Ellen Burstyn, *Yanks* and *The Greek Tycoon*.

Movies that will grab the big shares, such as *The Coal Miner's Daughter*, starring Academy Award-winner Sissy Spacek, *The Seduction of Joe Tynan*, *Resurrection* and *Off the Minnesota Strip*.

Movies that will bring a smile to your rating, such as *National Lampoon's Animal House*, *Sleuth*, Peter Sellers as *The Prisoner of Zenda*, *American Graffiti* and *The Brink's Job*.

Movies that will knock 'em dead, such as *Jay James Michener's Caravans*, *Dracula* and *Samu*

**THE HIT LIST**

36 hit movies from **MCA TV**
Looking toward the America of 2001, the visions vary, but mostly they perceive a country as a whole not vastly different from today's. It will have more people, of course, and they will probably be a bit richer. They'll certainly be older. If recently detected signs should turn into a trend, they could even be less educated. At best they're apt to know more about less.

The nation will still have problems. Inflation will still be around, but perhaps on more manageable levels. The energy problem may have largely been handled, one way or another—or traded in for another problem: a water shortage. But on the whole, barring war, the U.S. of 2001 does not seem likely to differ from 1981 a great deal more than 1981 differs from 1961. Certainly the changes in the general world will seem small in comparison with the changes to come in the world of communications.

This relatively placid view has its dissenters, of course. There are those who maintain that the communications revolution will itself change the lifestyle and values of the world in fundamental ways: that the growing miracles of telecommunications, cable and computers—in combination with teleconferencing and in-home shopping and in-home banking, with scores or hundreds of new channels putting an almost endless variety of entertainment and specialized information at the consumer's fingertips—will turn many Americans into stay-at-homes, not needing to go out even to work, or cash a check, or buy a newspaper (which in this case, of course, will have been delivered electronically).

In some versions cable itself, instead of delivering scores or hundreds of programs into the home at the punch of a button, may prove inadequate and be replaced, eventually, by personal uplinks/downlinks capable of sending to and receiving from hundreds of other transponders—nationally, worldwide and into space. Some even say that by 2001, thanks to advanced microprocessors and chips and implants and add-ons and carryables, we may be well on the way toward having "smart" cities and even "smart" nations, and that, well
before the "smarts" reach that point, we could be carrying an education in a package on the wrist, and owning cars that refuse to start for a driver who is drunk.

The moderates temper the far-out with a larger dollop of today. In April, the Colgate Darden Graduate School of Business Administration at the University of Virginia, together with the Annenberg Schools of Communications of the University of Pennsylvania and the University of Southern California, with funding by Philip Morris Inc., assembled a group of experts and scholars at Richmond, Va., for two days of thought and talk about "Communications in the 21st Century." Those visionaries recognized that a communications revolution was under way, with what would probably be far-reaching results, but for the most part they tended to consider channel content—and its effects—more important than channel profusion.

Content is a concern shared by many. They fear that, as scientists Amory B. Levens and L. Hunter Levens told the Virginia/Annenberg/Philip Morris conference, "if we use four shiny new tools in ways that glorify their limitations," the tools may enslave and befuddle us more than they serve us." In that case, as the Levenses said, the result could be to "spread darkness with the speed of light."

Elie Abel, NBC newsman turned dean of the Columbia Graduate School of Journalism, now Harry and Norman Chandler professor of communication at Stanford University, told his colleagues in the keynote speech that "My attitude toward futurism is decidedly skeptical, borrowing something perhaps from Thoreau, who in 1854 wrote: 'We are in great haste to construct a magnetic telegraph from Maine to Texas, but Maine and Texas, it may be, have nothing important to communicate.'"

Abel envisioned not only fragmentation of existing audiences but, worse, fragmentation of the information that reaches and is absorbed by the individual. "Less common sharing of knowledge by rich and poor, by advantaged and disadvantaged," that "could seriously erode the common data base that makes possible our system of self-government."

"If present trends are projected through the end of the century," Abel said, "we shall be living with rather different media. The bill of fare will be more varied, permitting wider freedom of choice. It will probably be more appropriate by the year 2001 to speak of narrowcasting, rather than broadcasting, as individuals pick and choose those offerings that particularly appeal to them. This could mean, for example, a steady diet of sports or financial news, or first-run motion pictures— all at a price—instead of the melange now proffered by the TV networks.

"Radio has already reached that stage. . . . Magazines reached that point of audience segmentation by the early 1970s. Trout fishermen, antique automobile fanciers, investors, liberated and uninhibited women, skiers, gofers, stamp collectors, tennis players all have their highly specialized magazines." For all their protestations to the contrary, Abel said, networks "have seen the future—and they fear it may work, chipping away at their aggregated lion's share of the national viewing audience." Disinterested students of television, he said, "predict that by 1990 network television will have lost no less than 10% and as much as 50% of its audience," perhaps with "cataclysmic" effects.

"Over the next decade or two," he continued, "the sharp line separating print and broadcast can be expected to blur, giving birth to hybrid multimedia information systems for the home that depend less on the support of advertisers than on consumers willing to pay for the services they want. This does not mean necessarily that Americans will spend fewer hours of the day in front of their TV sets. They may spend more."

The process, Abel noted, is already beginning in the newspaper business, with different editions designed for readers and advertisers having specific interests. But the biggest change, he suggested, could come from information-retrieval systems like those being tested "in several European countries, by Knight-Ridder in Coral Cables, Fla., and by Warner Communications Inc. in Columbus, Ohio.

"To the extent that home information retrieval takes hold," he continued, "substantially answering the needs of subscribers for a wide range of information services newspapers have reason to fear a loss of subscribers, perhaps also a decline in classified advertising lineage. Once again, we face erosion of the common data base. The crucial question, as yet unanswered, is how information narrowcasting to the home is to be financed. It is possible, however, to foresee a pattern on the horizon."

Advertising, he said, now pays for 100% of the cost of broadcasting and 70% of the cost of newspapers. But with cable and pay cable and rising newspaper and magazine prices, the consumer is paying more and more. "There is a danger," he said, "that sooner or later many Americans will be priced out of the market—debarred from the benefits promised by the new technologies because they cannot afford to pay for them."

"We may, in short, confront the prospect of media segregated by economic and social class: over-the-air broadcasting for the masses and the new technologies for the classes. The affluent would be better informed than they are today; the lower orders would be even less well informed."

Another speaker, J. Richard Munro, president and chief executive of Time Inc., reminded the Richmond conference that many past predictions about cable's future proved premature. He also reminded them that cable diversity has already reached the point that "we are confronted with a qualitative change."

He had no doubt that "the print media, under the spur of video competition or applying the whip of the new electronics, will enjoy its own new wave." But, he said, the marketplace as well as technology helps shape the future. "In the next 10 years, college-educated Americans will increase about two and a half times faster than the overall population. Households with constant-dollar incomes of $25,000 or more will grow relatively faster. Those families are and will be readers of the printed page. So will their children and grandchildren.

Today's "basic condition," Munro said, is "a new multiplicity of choices and channels"—not just three networks but, through cable, a fourth and a likelihood of 40 or even hundreds of networks: "The first three resembled one another; the next 97 will be, or at least have the opportunity to be, quite different. Cable, especially pay cable, has demonstrated that a great hunger exists not only for more but for differences."

"The wired highway across America," he continued, "so long heralded and now reality will have a hundred lanes—some fast others slow, some a hard pull uphill for serious viewers, others a dazzle-dazzle downslide for entertainment fanciers. We already have specialized lanes for children sports fans, movie buffs, ethnic and religious groups and so on."

"We will see those ethnic groups divided into subgroups, new culture channels divided into special cultural interests. We will witness the birth of new kinds of entertain ment, new art forms, abstract entertainments and an entertainment lane or two, I am afraid, that will be mislabeled 'adult.'"

"Some of these new lanes, no one really knows how many, will be used for information as distinguished from entertainment. Stock market and weather reports, continuous news, Congress in session, are already familiar. Almost limitless information will be available from tie-ins to immense data banks, accessible on demand. The television screen will become an information termina
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Evening
Late Evening

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You asked for it. And it will be here January 1, 1982. More of HTN. The only pay cable service offering movie hits without R ratings will soon be 12 hours a day, 7 days a week. More hours of all the good programming you've come to expect from HTN. That's why we're calling it HTN plus.

By every audience measurement standard, the afternoon, evening, and late evening hours are the most important. HTN plus is on tap for all these hours. A new 12-hour family service, HTN plus brings you more. More quality entertainment. More exciting travel features. More great movies. And more profits for you.

HTN plus is packaged to be priced lower than other pay services—but you make more.

Reserve a channel for HTN plus. Today!

HTN plus
able to provide endless streams of videotext, the electronic distributor of news and information.”

But what nobody knows, Munro said, “is how many people want it.”

He noted that Time plans to test a round-the-clock textual and graphic information service for in-home use this year. And he said that interactive TV is the second basic trend likely to affect the future—not necessarily limited to the calling up of information.

“You may one day view a movie on no one else will ever see because you yourself directed it along lines that appealed especially to you,” he said. “That includes not just compressing or expanding sequences, but choosing them according to your taste. You could have 100 hours of film, stills and graphics from which to put together your own 40-minute or two-hour show. Or your home computer, containing profiles of members of your family, would automatically pick certain elements and eliminate others, depending upon which family member was watching.”

Similarly, Munro said, the home viewer could become his own editor and publisher. “Time Inc.,” Munro said, “is developing what we call Demand Electronic Publishing, enabling the home viewer-reader to create his or her own magazine, to pick and choose from a sea of information-photos, maps and graphics so that some stories can be greatly expanded and others cut down or eliminated. Demand Electronic Publishing will also provide its own designs and text-sources, offering a range of choices to the individual viewer-reader who in effect becomes his or her own editor.”

Munro saw as “a third basic trend of the information age” a “gradual move toward a more comfortable human relationship with electronic equipment, especially the computer.” He explained:

“Advances in what might be called the technology of relationships between humans and media machines are on many drawing boards, or already off them. TV screens can be made touch-sensitive. Press on a particular point and that part of the screen will be enlarged. Press harder and the enlargement will be greater. Computer control by speech also makes strides. Some companies may be programmed to respond to only one particular voice. If it reveals too much tension, the user could receive a message telling him to ‘Relax’.

“Digitization. Munro said, is another basic concept holding great promise for making transmissions clearer and more accurate and retrieval more efficient.

“Digitization, comfortable man-machine relationships, interactive video and multiplicity all will be fundamental to the video media we will be using in the year 2001 and beyond,” Munro said. “New media do not replace old, nor do they work as first intended. Gutenberg considered his movable type primarily a way of making the Holy Bible more broadly available. It did—paving the way for the Reformation. Marconi thought his wireless was a better means of point-to-point communication. What he gave us was the radio. As for television, it was generally conceived as a medium for visual instruction, in each case the socioeconomic system, not the technology, determined the use. Progeny of the computer-telecommunications marriage will certainly make possible many shifts in our social behavior. But they cannot guarantee which shifts will occur.”

To Irving B. Kahn, the feisty cable visionary who founded teleprompter and now heads Broadband Communications, communications in 2001 will be almost unrecognizable by today’s standards.

Long before then, he said in an interview, there will be a virtually total marriage of communications and computers, turning the home screen into a complete information center.

“Entertainment as we now know it will be no more than 5%-10% of what is pumped up on the home screen, in Kahn’s view.

“The networks as we know them will be extinct long before 2001,” he continued, “because there will be other means of distribution and the present need for them will no longer exist.”

This does not necessarily mean, Kahn added, that the present network companies will be out of business. But if they’re still in business, he said, they’ll be in “vastly different” businesses.

He expects stations, too, to be substantially different. In fact, he said, “the only thing in broadcasting that has a shot is the creative types.”

With the space shuttle, Kahn said, it will be possible to take “little packages of power” into space, assemble them and shoot them out farther, providing immensely greater power than available on present satellites and permitting reduction in the size of receive dishes placed on the ground to a minimum.

Within the next five to 10 years, Kahn predicted satellite power may be increased by five to 10 times and the size of receive dishes reduced to a 30th of the present. Dishes six to 18 inches in diameter he expects to become commonplace.

Direct broadcast satellites, in his view, are “not so crazy. And you don’t need a franchise for that,” he added.

Kahn noted that many broadcasters “have taken a substantial position in the new technology.” Even so, he said, “what surprises me is that the broadcasting industry is so unknowledgeable about the technologies.”

The industry’s attitude, he said, is like that of the motion-picture exhibitors initially toward the development of television—an attitude he characterized as “go away—don’t bother me.”
Thanks, Broadcasting. You've kept us tuned in for 50 years.
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51st Year ♦ 1981
nonpartisan research organization supported by some 360 corporations and foundations, Harkins offers what he calls "one view of telecommunications/human futures—one future from among an infinite range of alternatives."

In his view, if the declining prices of home dishes reach about $1,500 by, say, 1983, and assuming that the dishes and demodulators allow C and Ku band reception, some owners by then "should be able to pick up several hundred transponders carrying a data/text/video/radio cornucopia"—not just from U.S. satellites but from foreign birds as well. This prospect, he suggests, together with the emergence of DBS plans such as those advanced by Hubbard Broadcasting of Minneapolis-St. Paul, "make the prospect of paying for cable services over an indefinite period increasingly questionable."

"The inability of any planned cable system," he continues, "including those with multiple coax or limited fiber optics capability to handle near-term U.S.-Canadian satellite video traffic alone makes cable look potentially unattractive. Mid-term traffic by U.S.-Canadian satellites is completely beyond comparison with cable: it is expected that approximately 800 transponders will be operating in orbit by 1985.

"Therefore a home owner with the ability to purchase a home dish not only would receive far more and probably varied programming than through cable; he or she would pay for a $1,200 dish with about 2.3 years of cable-fee figures at only $50 per month (average) in 1983-84-

And when space-based laser-driven light-wave communications come into play, Harkins continues, far more gains would accrue:

"An advantage of lasers is their ability to pinpoint footprints within radii of under one city block, thereby allowing for many thousands of such footprints without mixing and cluttering signals. The potential for teleconferencing from such systems is enormous. If such systems are placed on the ground for directional or omnidirectional broadcasts of laser-encoded video and other signals, thousands of channels of information can be delivered over line-of-sight paths.

"Many different transmitters could operate on numerous light frequencies invisible to the human eye. Home antenna systems would look like small telescopes. Again, the role of coaxial cable is questionable here, on both technological and cost grounds."

More than that, Harkins continues, "uplinks from home dishes," if approved by the FCC, "could become a real alternative to cable and telephone wire systems, allowing teleconferencing from the home over short or planetary distances, working at home or anywhere else, and the real-time news without the customary delays incurred through the travel time of professional crews. Uplinks to lasers or ground laser systems are possible and could have an ever larger suppressive effect on competing systems because of their vast carrying capacity."

In Harkins's scenario, something akin to "the information society," but "far more fundamental," is developing, and it will affect "the very nature of how we conceive not only of our societies, communities and selves, but also of our species."

"Think of it this way," he writes. "Microelectronics and telecommunications systems are still very primitive. What will begin to happen as they become more and more complex, inexpensive, energy-efficient and space-and-time "free" to the extent that they are implantable in the human body—and actually begin to replace and improve upon parts of the human body?"

"I think we are heading very swiftly in this direction... Imagine the body as a vehicle equipped with various "buses" allowing for the amplification of human choices through information attachments and implants, and you have set the stage for regarding the present computer/telecom systems as experiments in evolution. I think we are transitioning to Homo sapiens ethnotronicus, a hybrid of flesh, blood and information-processing silicon, of crawling nervous system and racing light speeds—a symbiotic blend of culture-bearing person and culture-bearing..."
machine.”

Harkins extrapolates, among other things, “wrist-watch size devices that calculate, compute, measure body functions, talk, listen, forecast, take dictation, store and update the Britannica every second, show pictures, act as a planetary picturephone and provide medical, legal and other professional assistance.” These, he says, are a “logical compression of the many functions now built into different electronic devices and systems” and should be available in the ‘90s at a cost of $10 to $100.

He also sees the extension of current home protection devices into systems that turn houses into “solid citizens” in the ‘90s, that not only will be called by people from distant locations but will themselves “call people, especially in the event of something unusual—a problem, a celebration or an opportunity.” From smart homes he moves on to smart cities, which “will attempt to prevent auto accidents, family violence, child abuse, waste, pollution and the like,” and which “may actually evolve to the point where [they] can vote in city elections, or at least become [ex officio members] of the city council.”

From there, “national and transnational wired systems with spacesat, computer and ethnocratic systems” will go on to “form systems of systems—continental and planetary societies of convivial, people-amplifying systems. Currently aware homes, responsible cities, nurturing states and supportive regions will grow into countrywide, continental and planetary phenomena.”

And from it all, Harkins suggests, will emerge the day of “the multiperson,” in which “every individual will become a three-D multisensory television/radio/information/data/other 24-hour transmission/reception system” and “there will be as many broadcasting stations as there are people and their combinations, all amplified by ethnocratic ‘people.”

Harkins also envisions the possibility of an “era of machine intelligence and the power of selective reproduction” that he says “can come virtually at any time” and, when it comes, “will usher in the choice of immortality and the accompanying endless growth of complexity and choice.”

David Blank, chief economist of CBS Inc., offers an analysis more compatible with the views of broadcasters generally, although he recognizes that basic changes are under way and that “where they will take us,” over the next 10 to 20 years, “is very uncertain.” Changes in the general world he expects to be much more modest.

“Theory speaking,” he said in an interview, “this will be a somewhat larger, somewhat more populous, somewhat richer country than now, but not different in a revolutionary sense. Look back 25 years: If you go through the economic side of the picture, it’s not that different—a little bigger and a little richer. A few industries have grown up, a few have died, but there are still retailers and farmers and steel workers and autos— it’s not that different [now] from what it was, except that the Japanese are stronger. You’ll have that kind of change going through the society, but these are not revolutionary changes.”

The communications business is something else again. That, Blank said, “could be very different 20 years from now.” Even 10 years from now—which was the context for most of his analyses—the communications business “will look perceptibly, but not overwhelmingly, different.”

A decade hence, he reasoned, cable penetration may be at 50% or more, compared with 25% now, and pay cable may be at 30%-40% instead of 10%.

“I don’t think things like subscription TV and low-power [TV] will have profound effects,” Blank continued. “I may be wrong, but STV! think is a kind of transitory business. It’s hard for me to see how it can hope to compete with cable when cable comes into that community and puts on a full-court press.

“It will be very interesting to see, in that regard, what happens in Los Angeles in the next year or so. The STV operator in Los Angeles is really the only very successful one.
in the country. Home Box Office is going to start competing vigorously there. It will be very interesting to see how that comes out.

"Low power—I don’t know— I find it difficult to believe that’s going to be a significant business. There may be lots of low power stations but I can’t believe they are going to have very big audiences or be very successful in terms of impact on the whole industry."

As for direct broadcast satellites, Blank feels that "we’re not really talking about DBS of any consequence by the end of this decade."

"They may be starting to fly by then, in the late 80’s, he said, “but it’s unclear to me that they will be of significant consequence. They could be of significant consequence in the 90’s — how much I don’t know—and they could have a very significant impact upon the broadcasting industry. But it’s hard for me to see how that could happen in this decade.”

For the 80’s, in Blank’s opinion, the broadcaster’s “really big competition,” of course, is cable.

Videodisks and videocassette recorders are coming along, too, and by the end of this decade Blank figures that “there’ll be a very substantial number of both kinds of gadgets out there—maybe 10 million to 15 million of each kind, a good hunk of which might be owned by the same people.”

What it all adds up to, in Blank’s opinion, is how much impact all these new methods of distribution are likely to have. "They’re going to have an impact, sure,” he said, “there’s no way you can have a new program service without it affecting people’s behavior patterns.”

He is also cautious in assessing cable’s probable long-term impact, pointing out that “it’s very early in the game yet, programing is hard to predict and maybe tomorrow a lot of people will have some new ideas” that will change current trends. "But thus far,” he said, “the basic cable origination services seem to be getting ratings of 1 to 2, closer to 1 than 2 in most cases.” Nevertheless he thinks a lot of these basic program services will prove viable. For one thing, they involve a lot of repetition, which a commercial broadcaster doesn’t have.

"I think a good number of them will make money and continue on" he said. "How many, I don’t know. There surely will be people who will enter the business and fail over the decade. But it certainly looks as if you’ll have one or two sports channels, one or two news networks— Ted Turner [Cable News Network] isn’t making money yet, but I have no doubt that that service, if it stays on the air, in due course—in a couple of years—will be making money. In fact there might be two of them that might make money out there as basic cable grows.

"There are some other kinds of programing around that will make some money. But we’re not talking about a lot of views at any particular point in time for that array of programing.”

There has been speculation that the number of cable program services will dwindle in time to 10 or so. Blank says that’s a judgment call that may or may not be right, “I don’t know if 10 is the right number, or six or 15. It takes a lot of money to put on good programs. You get the feeling that there won’t be enough advertising support or enough viewing to warrant 30 of them, or 50. That’s a judgment, and obviously all kinds of things can change. But as best we can see it today, it doesn’t seem that they can support 20 or 30 major basic channels.

"My feeling is that in this decade you’ll end up with six or eight or 10 or 12 basic cable channel supported by advertising. In the same way, I think more than HBO will be making money in the pay business. But it’s hard to think of dozens of them—there’s just not that much product around.

Pay cable is a different proposition entirely. "It’s very clear,” Blank noted, “that people who subscribe to pay cable watch movies with great avidity. Before Nielsen started measuring cable, we used to do some private studies here, and [HBO] was getting 10 to 12 ratings in prime time, on average, for a long time. It hasn’t grown much but it hasn’t declined, either.

"There’ve been periods when the movies were better and periods when the movies were worse, and there’ve been periods when HBO had trouble getting hot new product. But that seems to be a fairly stable figure. Again, maybe someone will think of some way to raise it substantially in due course, but no one’s done it yet.

"Now that’s a rating that’s not up to the equivalent of an average network affiliate rating—though it’s pretty close, it’s almost like a fourth network in terms of audience attraction. And HBO is making lots of money. I don’t know whether any of the other pay services are making money, but I would think that there should be some who should make money as business grows and as more and more systems offer more than one pay service.

As for videocassette recorders, Blank sees rapid growth. But thus far, he said, “most of the people who buy VCR’s are not watching much in the way of prerecorded material. Some of the studies suggest that not more than one in three VCR owners has ever bought a prerecorded tape”.

So who’s to get hurt, and how much? Blank is reasonably sanguine for both networks and stations. He also thinks much of the damage has already been done.

"One reason the networks will be hurt only to a degree is that a very large fraction of their audience is in markets where there’s already a lot of competition, and in those areas things are not going to change in any revolutionary fashion.

"Probably over half the country is wired now. Most of the places that haven’t been wired are big cities and suburbs where there is already a lot of competition. So a lot of affiliates are already feeling effects of cable competition; some are feeling it more and some less. But a lot of that’s happened already, and on the whole the broadcasting industry has survived pretty well. It’s a little hard to find cases of real hardship thus far.”

It’s obvious that stations and networks would be better off in the years to come if there were no change in the old broadcasting structure. But clearly there will be a change: They will have more competition.

"But that,” says Blank, “is not the same as saying that they won’t be more profitable and that station values won’t rise. It just means that maybe they won’t be as much more profitable as they otherwise might be, and that station values won’t rise as much as they otherwise would have.”

He drew a parallel with broadcasting’s loss of cigarette advertising: "We used to be asked where we’d be if we still had cigarettes. We’d be better off, obviously. But that was a decade or more ago and it’s a silly question now, because it’s not an option that we have and it’s nothing you think about. You’d be richer today if you had cigarettes but you’re still richer today than you were then. There’s some of that in all this new competition situation.”

One thing to remember is that invention—often produce unexpected and unintended results. The telephone, for example, contributed important to the development of the suburbs and, with the elevator, to the feasibility of high-rise office and apartment buildings. The magnetic telegraph, in addition to enabling Maine and Texas to communicate with each other, gave rise to among its less profound results, the singing telegram. And the automobile, designed to transportation, made far-reaching changes in American sex habits.

The unexpected aside, however, whose vision of 2001 is apt to prove closest to the mark? The late physicist Niels Bohr may have supplied the best answer. As the Levins reminded the Virginia Annenberg/Philip Morris conference last spring, Bohr said: “It is very difficult to make predictions—especially about the future.”
“Go to the nearest place of shelter.”

When a fast-moving tornado smashed into Kalamazoo, it left behind the worst destruction in the city's history. But thanks to sufficient advance warning, only five lives were lost in a fifty-million-dollar disaster that could have meant death for hundreds.

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How do the seers of Wall Street, its security analysts, read the prospects of companies in communications? The images in their crystal balls share many similarities.

An underlying theme that unites the forecasts of Wall Street is spelled out by Ellen Sachar of Goldman Sachs. “One thing is clear,” she says, looking at the broad outline of electronic communications. “The networking concept is the only thing that works—the cost of production has to be amortized.” Without suggesting that the year 2001 will see only three national networks, or even the same three that are now in business, Sachar maintains that “people are used to a given level of professionalism in the television they watch, and that unless the various new media’s programs can match that level of production quality, viewers will ‘just go back to over-the-air’.”

Dennis Leibowitz of Donaldson, Lufkin & Jenrette also senses a continuity of networking. “There will always be a need,” he says, “for a national product, and for national networks,” although Leibowitz has some questions about what form those networks might take. “Somebody’s still going to have to do the equivalent of today’s networks,” largely because “people are basically lazy—they want somebody else to program for them.”

While touting the economic necessity of networking, Sachar also draws an economic limit to the proliferation of that distribution form. Starting 10 years out, the analyst runs the numbers for the likely economic support of networking, and ends up with a “dozen-network theory” for 1990 and beyond. Using the Television Bureau of Advertising’s estimate for the total broadcast television economy of 1990—$42.7 billion—and TVB’s breakout of $18.9 billion in network revenues, Sachar adds $2 billion to $3 billion for cable network advertising revenues and another $3 billion she thinks would be available to cover program costs from an estimated $6 billion in pay cable revenues. Throwing in a few billion from subscription television and other forms, Sachar calculates that in 1990, there might be $20 billion to $30 billion available to pay for networked television.
programs. Returning to her concept of production quality, Sachar reasons that if each of the three commercial networks spend roughly $1 billion now on program production, allowing for inflation they would have to spend $3 billion each by 1990 to maintain equivalent quality, and so would any serious competitor.

That leads Sachar to conclude that the upper limit of viable national networks is around 10, perhaps a dozen, and she sees that pattern continuing to the end of the century. Sachar makes a separate point in talking about a limitation that is not necessarily in place on the proliferation of networks in the next two decades. Drawing what's become the inevitable analogy to radio when talking of new media, Sachar says: "Even in markets where you have 50 radio signals, any individual tunes into at most four or maybe six on a regular basis."

While analysts shy away from specific predictions about who might step in to swell the ranks of national networking, one forecast, by John Reidy of Drexel, Burnham, Lambert, finds no dissenters. "There's going to be a lot of money lost trying to make sense of this picture," he says.

As Reidy paints it, the communications picture will be filled in as follows over the next 20 years. Television households will grow as both the population and number of households expand—from 78 million television homes now to 90 million or 95 million in 1990, and 105 million to 110 million television homes in 2001. Variables that could affect that growth are housing costs, living patterns, whether couples marry earlier or later than at present, Reidy concludes.

Cabled homes, he thinks, will grow from the low 20 million, to 40 million or 42 million by the end of this decade and 45 million to 50 million by the end of the century. Pay cable subscriptions, as distinct from subscribers, should experience even more rapid acceleration—increasing from 11 million to 40 million by 1990, equating the number of basic subscribers, and with 50 million pay subscriptions being his minimum projection for 2001.

Direct broadcast satellites, Reidy reasons, will attract six million subscribers by 1990, 11 million by 2001. And on-air subscription television, in his estimation, could reach five million subscribers by 1990. But slowed by cable's expansion, Reidy doesn't see STV in more than six million homes even by 2001. The total number of households Reidy sees subscribing to cable, DBS or STV service by 2001 is then about 68 million, or 62% to 65% penetration of the total number of television homes.

Our place Reidy sees some potential for shift in those figures comes from the growth of addressable two-way cable capability. His initial estimate is that by 1990 there could be at least 10 million cable homes wired with addressable converters, with perhaps five million served by two-way cable. By 2001, he estimates those numbers could hit 15 million and 10 million, respectively. With the capability both those technologies offer in allowing per-program charges for occasional pay television use, Reidy believes the mix between pay subscriptions and addressable and two-way penetration embodied in his figures could change.

"News, soap and talk" are the three formats Leibowitz believes will make the most economic sense for commercial television networks. The producers of movies and sports, meanwhile, can get better deals from pay television, Leibowitz contends. And even children's and cultural programs would be most economically packaged on specialized channels, he maintains.

"Elaborating on the reasoning behind his theorizing, Leibowitz says that commercial networks will face the same "revenue/cost bind": that was displayed in the "Life/look syndrome"—"they can't continue to show the more expensive product" as their revenue growth bumps up against the constraints imposed by the growth of new media. But in Leibowitz's opinion there is one saving grace for the three big networks—"the stuff they do best is also the cheapest to make," namely news, soap and talk programs.

Leibowitz emerges as somewhat more sanguine than Ellen Sachar on the future of specialized networks. As viewers are diverted from the three commercial networks, Leibowitz believes, 'advertisers will attempt to get hold of them.' One approach will be through "a multiplicity of advertiser-based, special-interest channels," while another development Leibowitz sees in the offing is either advertisers themselves or some independent entrepreneurs gearing up to "provide a fee 'pay' service, or the low-cost equivalent of HBO," with advertiser revenues used to defray or eliminate subscription fees.

Still, Leibowitz thinks that "economically, it would make more sense for specialized networks to be pay networks." And John Reidy walks through a scenario that supports that contention. "Assume 54 channels become the standard for cable systems," he says, "if you have X number of major networks or perhaps three commercial networks, an equal number of pay movie networks and a sports channel or two plus some pay per view, rationality that's at least half and up to three-quarters of a viewer's time taken up by those channels. That's 45 channels and maybe 20% of viewing time left—not much economic support for nonsubsider-supported services." Figuring there'll be "maybe some cultural channels and a couple of superstations," Reidy says, "that puts a sharp limitation on cable programs with big advertiser-supported budgets—I just don't see the advertiser dollar there either.

Ellen Sachar has some questions about what the sale of information will mean to cable (or broadcasting via teletext). "I'm not sure selling information to the home is that much of a business. To businesses, yes, that'll be a big business. But look what's happened to newspaper readership. Part of the newspaper publishers' problem is that to the extent to which they've been successful, they've shifted their focus from information to entertainment." And Sachar points out that there's been a steady downskill in newspaper circulation per household—it's now less than one (paper) per household, which has meant the death of evening newspapers.

Turning to the question of local broadcasters' part in the future, Leibowitz makes a point that applies as well to all the various levels of the communications infrastructure. "There are two separate issues," he stresses: "What is the product, and what happens to the companies?" In the case of most group broadcasters, Leibowitz notes, the companies are OK—look at the percentage of cable that is owned by newspaper and group television interests.

Indeed, right now among the top 10 multiplex system operators, which alone encompass 40% of the cable industry, 36% of current subscribers are in systems owned by broadcast companies, another 25% by publishing companies, and 9% by Warner Amex Cable Communications—a joint venture involving a motion picture company with substantial television production interests.

And, of course, there are other ways for group broadcasters to participate in the future of the new media. Leibowitz says of Metromedia, which has repeatedly stated its intention of not buying cable, "Anybody who creates programming as much as they do is going to be doing the right thing."

On the product side of the local television equation, Leibowitz sees the local broadcaster largely providing the "local cat-in" equivalent of the network feed of the future—with an emphasis on news. In Sachar's view, the local broadcaster will "still carry a network feed, but will have less of an impact in a market." And on the question of revenues, John Reidy sees local television "ultimately mirroring the networks—after all, it is the network business." Sachar finds one "curious paradox" in local broadcasters' talk of increased spending on local production for both news and entertainment. "Wait till they see what it costs," she says, "after they've become used to 40%-plus pre-tax profits."

In all their musings, the analysts invariably return to one point, which makes it impossible for them to speak with any certainty of the distant future of the industry—the inability to predict the future pattern of government regulation and its impact on the emerging and existing technologies. Sachar wonders how far the telephone company with its potential for fiber optics use, will be allowed to penetrate into the areas that cable is looking to for the generation of additional revenues. Leibowitz wonders whether the broadcast networks will be permitted extensive roles in the cable game. And he questions whether, if cable is a success by the year 2001, it won't have achieved such high penetration levels that it will find itself regulated as a common carrier.
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The pattern of the future will, of course, be determined in large measure by the actions of the companies that compose the industry, making the view from your corporate suites an important component of any look into the future of electronic communications. And so Broadcasting went to the top, talking with the heads of the largest companies in broadcasting and cable. In most instances, they begged off making hard projections of what their companies would be doing in 2001, but their broad outlines of both their businesses and their industries are clear.

CBS's William S. Paley

"We're keeping our eye on everything," says CBS Inc.'s chairman, acknowledging the steps the company has taken to position itself in cable programming, home video, teletext, theatrical film production and—with its recent proposals to the FCC—in DBS and cable.

Still, Paley says, there will be a solid business in 2001 for the company's core business of broadcasting. According to his projections, "We see a larger audience for network television in 2000 than exists today.... There'll be less listening per person, but population increases will mean larger circulation!"

In talking of the future of the network business, Paley discussed the importance of series programming, a phenomenon he's had the opportunity to study in detail over 50 years in radio and television. "Series entertainment provides the audience with something they can look forward to. It appeals," he says, to their "interest in continuity." Paley relates a story from broadcasting's earlier days, in which comedian Jack Benny said he found the series format "a great safety valve because it meant "people became interested in me."

The CBS chairman also stresses the importance of news. "The public's demand for news," he says, "if anything, will grow!" Does that suggest a CBS entry into cable news? Paley ponders that question by asserting: "I wouldn't say no to anything." Without letting himself be pinned to the specifics, he adds: "We're trying to be alert to all the opportunities, particularly to those that we seem to fit into because of our expertise."

CBS would "absolutely" get back into cable ownership, says Paley, if the FCC rescinds its strictures against network ownership of cable (he was speaking before the grant of CBS's waiver request for limited cable ownership). The FCC order that CBS divest itself of cable (which, with the FCC-ordered divestiture, provided the genesis of Viacom) "was a mistake that we're paying a hell of a price for."

One subject that excites Paley is high-definition television (HDTV). With half a century of anticipating the public's appetites behind him, Paley says of HDTV: "It's hard to believe the public wouldn't want HDTV.... There's something beautiful and wonderful about it." The CBS approach to HDTV, which incorporates satellite distribution to local stations, is designed to overcome what Paley terms "a worrisome aspect of DBS"—the temptation to invade something of great importance," the network/local relationship. "Local service is of the utmost importance," Paley says. "It meets with the network in an almost perfect manner."

Goldenson thinks also noting that ABC supports the CBS concept of using DBS for a high-definition system. Meanwhile, radio "will maintain its growth and vitality as it becomes more specialized," says Goldenson.

With ABC already involved in four cable programming ventures—ARTS, Beta, and Satellite NewsChannels, and most recently in an announced partnership with ESPN, Goldenson talks of the possibilities cable offers to publishers like ABC in the way of two-way access to their data bases. Yet for all the potential he sees in two-way services, Goldenson sees little impact on national advertising from home shopping and the like. Those services, he maintains, will be "local market phenomena."

"Publishing is going to change," he says. "Novels won't be in that (electronic) form, but newspapers will change," with cable carriage of classified ads challenging them. And the ABC chairman sees the possibility of having "one or two pages covering every item in a newspaper" delivered electronically to a home each morning.

And although he's not sure cable ownership would prove economical for ABC, given the current prices for systems, the ABC chairman is adamant about the principle that ownership restrictions should be lifted.

Contrasted with Goldenson's general stands in favor of broadcasting deregulation there is one area in which he makes it clear he's in no rush to have regulation disappear—"the fairness doctrine. "After all," he says, "the airwaves belong to the public; we have merely a license."

ABC's Leonard Goldenson

"The horizons for the communications industry are just fantastic. It challenges one's imagination as to how far you want to go." So says the chairman of the Board of the American Broadcasting Companies, and the horizons he sees from ABC's corporate suite are broad indeed. "The whole concept of merchandising and marketing may be completely revolutionized" by home shopping and banking, Goldenson believes, and he even sees the possibility of two-way educational television. "I can visualize a set with 100 buttons," he says, and he wants ABC to be on its share of those channels—providing "programs to every form of technology as it develops."

Still, Goldenson believes, "commercial TV will be the dominant mass medium" for the foreseeable future. "We intend to furnish the programming to assure that. We intend to maintain the affiliates as the dominant force in the community." Elaborating on the network-affiliate relationship, Goldenson says: "It's the combination of the two that gives [the commercial television system] its vitality." That relationship would shield the network system from encroachment by DBS, RCA's new chairman, while having served for years on the company's board, still brings something of an outsider's perspective to the helm of this electronic communications giant. And he takes a philosophical perspective on the future of the industry and his company's participation in it.

Bradshaw speaks of "two main thrusts of recent civilization." "Tastes change more slowly than technologies" and people have a "thirst for information," whether supplied in the form of entertainment or education.

It's been, Bradshaw says, "not the fault but the achievement of television to create a homogeneous culture in the United States" and
the "bond of TV" has, he believes, "provided a glue in our society."

Against that background, Bradshaw sees the commercial networks (including NBC) remaining "the predominant delivery system" into the next century. RCA's latest consumer electronics catalogue offers a 127-channel television receiver. Bradshaw notes, but he adds: "Divide that into the maximum number of rating points and the result would not provide economically feasible levels of viewership for every channel."

"There'll be an awful lot of choice" in the year 2000, Bradshaw admits, but at the same time he's certain "there'll be an awful lot of people who are not going to avail themselves of that choice."

For RCA as a whole, Bradshaw maintains, the company's "posture has to be positioned on its greatest strength ... the enormous base of electronic knowledge" embodied in its "great laboratory." "We're fully prepared to be flexible, whether direction electronic delivery systems take in the future." And coupling the labs with RCA's software businesses puts his company "in an almost unique position," Bradshaw claims.

Bradshaw doesn't seem quite as enthusiastic as his predecessor in singing the praises of RCA's SelectaVision videodisk. Still, he says, home video will be "one of the prime areas of consumer choice" in the next decade.

For all RCA's heavy involvement in satellite distribution, DBS remains for Bradshaw "one of the unknowns." And while HDTV's adoption would mean a lot of television set sales for RCA, Bradshaw has some reservation about the huge volume of change-over that would be involved. Eleven million television sets are now sold annually in the U.S., with 700 million in use. Adding one HDTV set to each TV household (77 million of them) would, at that sales rate, take seven years.

Looking back at the television network, Bradshaw singles out the importance of "the news component," saying "it will grow in the future." But that future, in his mind, is such that "I don't think someone coming back 20 years from now will be surprised".

Warner's Gustave Hauser

The chairman of Warner Amex Cable Communications might well be called "the compelete futurist." By 2001, in his opinion, the whole country will be wired with broadband fiber optics systems, with all the cable systems being built today with coaxial cable rebuilt by then with fiber optics. "Homes will be equipped extensively for video and non-video services," with the "prevalence of microprocessors enabling access to and manipulation of a great deal of information." Large-screen television sets adapted for high-definition signals will replace conventional sets, with tie-ins to home video systems as well.

Across the two decades, the cable industry will necessarily move toward greater centralization, says Hauser. "Just as in the telephone business years ago, we will see an evolution from just anybody doing it to a small number of highly professional organizations doing it." Forces driving that evolution include the need for "harmonization and standardization" within systems and the industry as a whole. "It might well come down to 10 companies by 2001," Hauser suggests, each with about 10% of the industry.

This national skein of broadband cable will be supplemented by greatly increased satellite capacity. Hauser thinks, but in his view that capacity will be devoted to point-to-point distribution of signals that will then be carried on local cable systems. Any DBS applications will be severely restricted by

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spectrum considerations, with Hauser believing that spectrum is too valuable for such use, when broadband offers the possibility of "thousands of TV channels entering the home."

What does that mean for broadcasters? By 2001, Hauser thinks, their signals will have disappeared from over-the-air, instead being piped into cable systems. "There will still be an appetite for a mass medium kind of program," he says. "And the providers of it [such as the three present networks] will likely continue to do so." But the economics of their businesses are likely to change, as there is an increasing diversity of programming offered. "Who decreed there should only be three networks?" he asks.

All this augurs well for his own company, Hauser believes. "I would expect our business to reach the multibillion-dollar level long before 2001," he says.—perhaps even by the end of this decade.

Group W's Dan Ritchie

Nestinghouse Broadcasting President Dan Ritchie thinks by 2001 the communications universe will have grown to "50 to 100 networks," in a process to which his company has already begun to contribute with satellite NewsChannels, its joint venture with NBC. In that future, Ritchie isn't concerned about media concentration, on the minds of some people when Group W arranged to purchase Teleprompter, which until recently was the largest cable MSO. "I don't see two or three companies dominating the business," he says. "Instead, we'll have gone from two networks to those 50 to 100." Turning to the structure of that universe, Ritchie says: "If we can do the job, cable will each 80% to 90% penetration long before 2001." At the same time, downing his group broadcaster hat, Ritchie maintains that "I don't see any serious damage on the horizon or the well-managed network affiliate." There will be erosion of audiences, which Ritchie says his independent station in San Francisco already experiences in a market with 60% cable penetration. But at the same time, he thinks, people will use their television sets more. "To reach a mass audience," he reasons, "a mass medium is the most efficient way to do it," and that's something anyone who wants "to sell soap" will still have to do.

Local stations of the future, as Ritchie foresees them, will have satellite receive stations "and a surprising number will have uplinks as well."

"The biggest jump," insofar as Group W's division of its labor is concerned, will come in the direction of cable programming, Ritchie notes. "Cable programming isn't easy or cheap," but that's a further reason he thinks large companies like NBC are needed in the field. At the same time, Ritchie adds. "I've seen enough to let me believe there's a lot of price elasticity" in cable programming, at least in the case of services that viewers are really anxious to have. "People substantially underestimate what consumers will pay," he says.

Finally, taking note of current DBS proposals and their designs on the future, Ritchie asserts that, with the exception of CBS's HDTV proposal, "I can't figure out a sensible thing to do with DBS."

The man who won the Boston franchise with a $2 basic fee connects that bid directly to his view of cable's future, and indeed the future of electronic communications. "We've substituted a wired environment for an over-the-air system," Cablevision President Charles Dolan believes, by the end of the century. "Video channels in and out of the home will no longer be a scarce resource" but instead will be provided in quantity by "switched systems," combinations of telephone and circuits, "organized around switching centers." In line with the concept of virtually universal basic cable, Dolan says, "everybody will need to be included unless they have perversely decided that they don't want cable, the way some people, even now, don't have television sets."

That availability of channels will have significant implications, and not only for broadcasters, who will be feeding their signals to cable systems in Dolan's conception of the future. "The cable industry," he thinks, will "come to look very much like publishing, with entrepreneurs concerned [principally] about the economics of distribution," and not hardware. Drawing a comparison with publishing, Dolan says, "nobody has a position in newspapers or magazines on account of the printing presses they own. And he has a shared caution for both cable operators and broadcasters: "Anybody who depends on his license or franchise for the value of his company has a lot to worry about in the next 20 years. However, those who think of themselves as programmers, who remember their audience, should be OK."

"The idea that a franchise is a refuge from competition will erode," Dolan insists. "All we'll have is a decade with that!" It's the strength a cable operator builds in programming and marketing that will be the defense against competition after this decade is over.

Dolan writes off DBS and MDS. "Wire is so much more perfect an instrument" for the delivery of video, he maintains. And while Dolan is making sure his systems are built with capacity to handle interactive technology if it develops, Dolan is still not sure whether some interactive services might not be more efficiently delivered by the telephone company.

John Malone, the president of Denver-based Tele-Communications Inc., is not sure what the pattern of television use in the home will turn out to be by 2001. "It depends on the direction interactive takes—if the industry can make two-way work." "The ultimate question" Malone sees about two-way, and one that he doesn't believe can yet be answered, is "whether data can be more efficiently handled by the telephone company, cable or some hybrid?"

"The toughest question I have to face today," says Malone, with an eye on the next 20 years, is whether franchise bids that require operators to spend upwards of $1,000 per subscriber to build "will make me vulnerable to competition. We can't get carried away and think we have 15-20 years to recover an investment." "We may be building the Erie Canal... We don't own the poles; franchises are nonexclusive... Somebody else could say to a city council: 'I'll just build 12 channels parallel to those guys, and charge less.'"

Bandwidth is cable's ultimate trump, says Malone. And while he sees a potential for cable companies to be divided into common carrier and cable halves, he says: "I don't believe entertainment will ever be a common carrier function."
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When The Outer Limits first ran on ABC-TV from 1963-65, the science-fiction anthology series opened each week with the video seemingly gone haywire. A voice from televisionland advised viewers not to try to adjust their sets—that an unknown "we" had taken control.

In the 1980's and beyond, The Outer Limits concept seems to apply to the entire programming business.

From the perspective of today's television generation, nurtured on a handful of channels, video appears to be going haywire all over the dial. Indeed as programmers now race to catch up with technology, there's promise of an abundance that will test the limits of the television dial.

What's coming? Apparently anything that makes an inviting economic gamble. As MCA TV Chairman Lou Friedland says, "It always comes down to the simple question: Will it be profitable?" Thus the unknown "we" in control is untested consumer demand.

As the Time Inc. Home Box Office experience demonstrates, consumer demand isn't necessarily trackable in advance. Initial research gave Time the indication that the public didn't care about having pay TV. Time took a chance that it could create demand.

Given all the new technological avenues available to reach the public, no one questions that there will be more programming choices. Where the programming prophets differ is on the extent of change the marketplace will support, and in particular the impact of specialized services on traditional mass-viewing habits.

Today's listening habits also may be different from tomorrow's. Technology is offering radio new options to explore as well, as satellite networks, cable and perhaps even pay become part of that medium's vocabulary.

Edith Bjornson, Teleprompter's vice president, programming, offers an answer to cynics who claim that the economic and creative lessons of the past should prove that there aren't the dollars and talent to support the multitude of programs that some predict.
Simply, she says, "Our thinking has been narrowed by our experience." As experience begins to change, so will thoughts about what's feasible.

A key question is whether more will mean better. Herb Schlosser, who built his reputation on the conventional side of television and now has crossed into the new media, is optimistic enough to predict, "It can be a truly golden age for program suppliers and creators." Schlosser, now RCA executive vice president in charge of its Home Entertainment Group, says the program market will no longer be dominated by the three television networks. There will be various configurations of service in broadcasting, cable and home video.

MCA TV's Friedland also thinks there will be "a substantial improvement in the amount of money spent" for programming. With more distribution windows, program development is "less a game of Russian roulette."

NBC Entertainment President Brandon Tartikoff believes that increased competition will improve program quality at the networks and "drop out the low end of programming." Those shows following the "least objectionable-programming" theory, he says, will "evaporate."

Yet a top executive elsewhere (who asked that his name not be used) expects that program quality can only get "worse. There's going to be so much [programming] that the level of excellence can't be high."

First he cites the "limited body of dollars," then he claims that "there isn't that much creativity and taste" right now for ABC, CBS, NBC and the Public Broadcasting Service. "Cutting it into 50 slices," he adds, "can't make it better." If that is the case, why is he an active participant in molding a future of worse things to come? "I can't change it," he says.

Whatever the level of quality within the programming mix, few doubt that major over-the-air commercial networks—whatever their evaluation—will play a significant role. At least for the present, any reports of the networks' deaths do seem to be exaggerated. They are viewed to be strong survivors with advertisers still needing their mass reach.

While specialized services may open new programming doors, mass-appeal offerings in the foreseeable future are not expected to change dramatically. No full-scale upheaval appears to be in store, but some alterations are predicted.

ABC Entertainment President Tony Thomopoulos sees theatrical films, for example, "being funneled" through other media. It's already happening, he explains, as some of the public "appetite to watch feature films" is being satisfied elsewhere and the network is finding its return on movie investments decreasing.

While theatricals are on the decline on network TV, news and information are expected to play a larger role.

RCA's Schlosser sees the networks' edge in the spontaneity they offer, particularly with their already established news organizations. Similarly, he says the networks have the set-up for nationwide, "truly spontaneous entertainment." Unlike the disk, for example, Schlosser says the networks can go "as it happens."

John Schneider, president of Warner Amex Satellite Entertainment Co., is another who sees greater network reliance on news, but he stretches the network strength to encompass "actuality" programming, adding that it is generally less expensive to produce an actuality hour than an hour drama. On the news division front, he says the process of expansion already has begun when a weekly 60 Minutes breed an afternoon Up To the Minute daily strip.

The future of series programming—particularly the situation comedy—is regarded as solid. CBS Entertainment President B. Donald Grant believes that the series "form as we know it today will always be the staple of network television," although content may range from a Father Knows Best to an All in the Family.

Schlosser explains that "the one thing we learned is that when you take characters the public likes and put them in a format it likes, there is a tremendous appetite to see [a series] frequently."

Cost-consciousness is expected to weigh heavier on network programmers. ABC's Thomopoulos agrees that network dollars will have to be used more efficiently, but notes that creativity is not totally based on the amount spent.

Although believing that there will be a continuing place on network television for spectaculars, Tartikoff thinks series costs will have to be watched more closely. He expects more "controlable" drama, perhaps without expensive car chases and the like. Following the same line of thought, he thinks westerns may be too expensive to come back full force as a genre but that there will "always be a place for family drama."

From an affiliate's position, Bob Bennett, president of WCVB-TV Boston, believes that a prime-time network schedule a decade hence may include one-third to one-half news and news-oriented programs. Again it's an economic judgment, he explains, "you can control your destiny." Bennett also thinks television plays a significant come-back in place of the more expensive theatrical movies. He expects series to continue, and sports, he says, will always play a part—although a lesser one as more and more action moves to cable.

In the immediate future, at least, the top sporting events such as the World Series and the Superbowl seem to be network television's if only because of political consequences if popular television features went to pay television. Viacom International Chairman Ralph Baruch sums up the industry opinion that "legislation would come very quickly" if those events were pay.

As for public television, Larry Grossman, president of the Public Broadcasting Service, believes it will survive because there always will be a need for subsidized programming "that represents the best." He makes comparisons to university press, museums and public radio. Grossman doesn't believe cultural cable channels will fill that need, claiming that they will have to become oriented to mass entertainment to survive in the marketplace.

Joan Ganz Cooney, president of Children's Television Workshop, which has produced such PBS series as Sesame Street and The Electric Company; also doesn't think "public television is going to roll over and play dead."

She says PBS is going to be strapped "but I don't see it going away." And, like Grossman, she is skeptical about cultural competition from cable. "When they say 'culture,' let's wait and see what they are talking about," she cautions.

On cable, the world according to the futurists couldn't be more wide open. The vast channel capacity has opened up programmers' eyes to specialization and the prospects of making money from narrower appeal.

WASEC's Schneider expresses the attitude of many programmers who used to go for mass numbers and who now look for a specific piece of the audience pie. While with CBS, he claims, "I was very naive" when he gave speeches about "The audience." Today Schneider stresses that the "public is not a monolith."

The over-the-air commercial networks parent corporations seem to have realized that as well. Through joint ventures, ABC so far has its hands in cultural, women's, daytime, news and pay-sports cable services. CBS Cable, another cultural service, is soon to be launched. And RCA, owner of NBC, is involved with Rockefeller Center in an up coming entertainment service with a goodly portion of BBC fare.

Elsewhere across the industry, investment attest to the belief, for example, that a movie channel is not just a movie channel. It can be all movies (The Movie Channel); movies and specials (Showtime); movies, specials and sports (Home Box Office); with other services ranging from Spanish movies and specials (Galavision) to black movies and sports (Black Entertainment Network) to re run movies (Escapade).

Other specialized fronts have produced children's programming (Nickelodeon); public affairs (C-SPAN) and video rock (MusiC Television), not to overlook news and sports. In the works are others ranging from health to weather.

Is a knitting or chess channel far off? Only as far as the chances for profit. By just 1982, programmers expect there will be potential capacity on the various satellites to accommodate 84 full-time nationally delivered services.

Cable operators—at least publicly—express no fears about filling the channel capacity that even the new, larger system allow. Of the 80-channel "Super Service" that Warner Amex Cable Communication
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plans for Dallas, only eight channels are characterized as "reserved for future services."

Gerald Levin, video group vice president of Time Inc., believes that "in terms of the big money," there may only be three, four or five advertiser-supported cable services that draw the top numbers. But he adds that there may be 30 or 40 others "just like swarms of magazines" that can still make tidy sums with the equivalent of 1, 2 or 3 rating points.

Far-reaching are the possibilities for national information networks. Discussing text services, Time's Levin projects that "we may want to use 20 channels ... if there's anything to delivery of information on demand." Programming guru Mike Dann, now associated with ABC, believes that information delivery will be the "most amazing revolution of our time," the equivalent of going from the "horse to the combustion engine."

Levin stresses that text is "not just an electronic library." He talks about new fonts, new editing techniques and the blending of animation as part of the information transformation. At Time's headquarters in New York, he has about 20 people experimenting and developing skills to "wean them away from the traditional way of telling stories."

For Time's first experiment in Tucson, Ariz., with the Telidon system, Levin says the "initial construct" involves the equivalent of 5,000 print pages with flash reports, in-depth stories and service information on food, transportation, exercise, sports and other subjects.

Overall, Dann looks upon cable of the future as a "bookstore," with programing choices coming off the "travel shelf" or the "cooking shelf," among others. Dann believes that "you will have everything that exists in any other form today" and "notes that "this is only a transmission system.""

"When you talk about programing," Dann explains, "you have to be very careful because cable is a utility much like the water tap in your home. What you use it for once it's turned on—whether you're going to wash the baby or make a sandwich and water—is entirely up to the consumer."

Levin approaches the future within a similar framework: "The TV set is an appliance ... its reinvention can happen a lot more quickly than we ever thought."

The public in effect is being asked to change its reference points. But neither the public nor the people behind the monitor has a definitive idea of where it's all going. The future of programing is something Dann says neither he nor anyone else "could possibly describe. What we're doing now is the most conventional things that are obvious in the passage of information and services because they're all derivitives of what conventional television used to be," he adds. But it will have "all the same qualities with a different purpose."

Not to be overlooked within the channel capacity of cable is the potential for more local efforts. Teleprompter's Edith Bjornson says her company sees the cable system as the "communications arm of the community." She applauds the efforts broadcasters have undertaken locally but she believes that the ball game is entirely different when a not-so-profitable community affairs show has its own channel and is not eating up time that could be used for money-making fare. With the channel capacities of the systems being built now, she says, "access is not a problem;" it is from the local area—where program risk-taking is less costly—that Bjornson believes innovation will emerge. But, she says, viewers will have to change their expectations and realize that local cable channels will not produce Hollywood productions. She adds: "There is nothing wrong with a talking head, it says something interesting."

Beyond a music special with the high school glee club and the televising of the senior play, Bjornson offers these indications of what the future might hold locally: For wired communities with school-system problems, she suggests "remedial reading channels." Local gardening shows could also be available to give advice, if, for example, "we haven't had rain in 10 days."

Local theater productions of high quality, Bjornson believes, will be gobbled up by the various national services hungry for programing. That would leave local cable to experiment and develop its own "bush league"—a boon to the arts, according to Bjornson, as TV's own off-off-Broadway.

Interactive cable. Bjornson continues, gives way to opportunities such as a real-estate channel where a viewer could punch in the specifics such as four-bedroom, swimming pool and then get a 'video tour' of those homes that are on the market.

Already Warner Amex Cable Communications' Qube system—first in Columbus, Ohio, and now in Cincinnati—is showing the way in two-way futures. Opinion polling has become part of the Qube routine, with subscriber sentiment tapped locally and, given the survey's representativeness, nationally as well. On that count, Qube has an arrangement with Turner Communications' Cable News Network.

Another part of the video mix is the library in the more literal sense, through videocassettes and videodisks.

On the future of home video, Schlomser says that "in the beginning years, it will continue to borrow the best" from already-existing product. That supply, he adds, however, "will get exhausted over the years and the industry will have to create its own things.

Schlomser's RCA SelectaVision videodisk inventory, for example, has been stocked with borrowed product as he puts it. Catalogue offerings range from "The African Queen" to "Raging Bull" movies and include "music and variety, among other fare. Over-the-air TV also is a source, with the final episode of the "Fugitive," Star Trek hours and other shows. There's also a made-for-disk property: Complete Tennis from the Pros, Vol. 1.

In time, Schlomser believes home video "will be as common as the record player." To the prime question: "Will people want to see something more than once?" Schlomser says there already is enough evidence that they will—and that people now have stopped asking and are taking that fundamental point for granted.

"VCR people on the average watch a lot less," however, in the opinion of CBS economist David Blank, "because a lot of them watch zero in terms of prerecorded material. And if you allow for 10 or 15 million of these things—maybe the VCR numbers could be about 15 million and the disk players could be about 10 million at the end of the decade. Something like that—then it's not a lot of impact on broadcast viewing because we're talking about, say, 10% or 15% of the country.

"When we get back to pay cable, that's serious competition. It's the same kind of material that broadcasters run—freshter material, in fact. And it's going to dent the prime-time audience of the television networks. But only to a degree. There's no evidence even in pay cable subscriber homes that they stop watching commercial television."

Altogether, Blank said, "in a very broad sense it's like having a fourth network in those homes, and maybe 30% or 40% of the homes will have them. It will fractionate (broadcast TV) viewing but I still think you'll have something on the order of 75% of prime time going to the television networks and some portion of the remainder going to the independent stations and the remainder then going to all these other services that are fractionating viewing."

Incidentally, Blank added, "there's been a lot of talk about a decline in network prime-time shares in the last year or so" but the bigger change, he contended, resulted "not from the new competition but from increasing strength among the independents. For whatever reason and in whatever manner, independent stations have improved their ratings relative to networks." As and they get "richer and more skilled," he expects independents to continue to improve.


"You're going to have a real interaction that has never really existed before," Schlomser says. Depending on how the dolars line up—on either a pay or advertiser-supported basic—programing will be delivered through various windows at various times. "In some cases, the first stopping place will be home video," Schlomser says.

RCA TV's Friedland refers to Operator Prime Time—a consortium of network affiliates and independents gathered together to produce programing—as a "clue to where we can go" with various "alignments."

Viacom's Ralph Baruch believes that the television network "oligopoly is coming to an end." In the next eight to 10 years, he expects an over-the-air station may go with
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National Radio Broadcasters Association
Washington, DC
Despite the expected influx of national programming on local airwaves, neither Burkhart nor Case expects an end to localism. Burkhart remarks that local inserts will take care of the local community, and nationally, he only is talking about disk jockeys and music. Case says “without the local insert, we lose,” counting on localism as a radio stronghold.

For the most part, music is expected to continue to dominate radio. Case calls radio “by and large . . . a mood set.”

However, information and entertainment on music stations also are a necessity, according to radio programmers, for survival’s sake as well; otherwise a record company might just step in and offer its own face.

Many radio programmers see network specialization coming as never before. “Everybody’s catching up with the new technology,” says RKO’s Burchill, with “more and more narrowcast on radio.”

ABC’s Sklar, however, sounds a different chord when he says that it is possible that it will be “broadcast radio going more mass while the new media [including cable radio] go more specialized.” Given FM listenership continuing to grow at its present rate, he said it is conceivable FM would force all but the AM powerhouse off that band, thereby reducing the number of stations and the amount of fractionalization.

Burkhart disagrees, believing there will be “enough diverse program supplier plans to give stations a chance to breathe.” And he envisions more radio stations through cable, eventually perhaps another 10-15 per market.

Pay radio may also be in the cards. Although unwilling to name the market or the client, Burkhart says his firm has conducted a market study to determine whether listeners would pay extra to hear their favorite station without commercials. The results, Burkhart adds, were positive.

Programming wise, there are differences of opinion whether what’s taking place is a revolution or an evolution.

Viacom’s Baruch doesn’t expect the slate to be wiped clean and says, “It’s ludicrous for executives to say, ‘Give me something fresh’ and totally original.” He sees the current form evolving.

MCA TV’s Fredland, however, says: “In spite of my long experience, I would be sadly disappointed if a few newer forms didn’t develop. When so many of the old barriers go down, those with fresh approaches will come barrelling in. Now is the time.”

PBS’s Grossman expects the future to bring program services that are “more diffuse but not more diverse,” claiming that it mostly will remain “slices off the main stream,” including popular music, comedy, gossip/personality and news and information.

It all, of course, comes down to the definition of air and the market. Changes and different approaches, whatever the magnitude, are taking place.

One in particular may be the ecumenical rule that a network series had to run for several years to be considered a success. ABC’s Thomopoulos explains that the network has looked at a series pilot with a “beginning, middle and end” within one year. He explains that if a mini-series such as the network’s upcoming Winds of War is being slated at 16 hours, “24-25 is not that far away” for a one-year series. ABC rejected the pilot for economic reasons, according to Thomopoulos, but doesn’t write off the overall concept. Friedland also is a believer that the future holds “a lot of shows made to be red hot for a year.”

The prospect of financially sound short series runs would seem to open the door to a pool of creative talent—in front of and behind the camera—who at present are unwilling to commit to a long-range television deal.

More dramatic changes may come in the viewing habits at home. Already some cable channels have stepped away from “clock” scheduling in favor of the continuous style of today’s radio. WASEC’s Music Television, for example, does not function in the half-hour building block schedule to which viewers are accustomed. With the exception of Music Television’s Saturday night concert and Sunday night movie, viewers are expected to tune strictly for the generally album-oriented-rock format.

The same format programming seems only likely for the service channels that are still on the drawing boards. Cable’s strength, Dann says, is that it offers its fans “when a person wants it, not when we program it.”

With cable’s flexibility, Schneider says, “people are going to be their own program director.” And in a vastly increased multichannel environment, he expects viewers to set channels much as listeners set the buttons on a car radio.

How will the viewer cope when a half-hour sitcom is over at 8:30 p.m. and the live lecture on life in the year 2001, started a 1/2 hour earlier? Furthermore, how will the viewer grasp all that is available without the effort a reading an encyclopedia guide or perhaps taking the time to study text channels presenting listings?

Indeed, there are those who create . . . future scenario where that may not be much of a problem, expecting that whatever the choice, viewing habits will remain about the same, with only a handful of channels dominating the vast majority of viewing.

Teleprompter Bjorson has a few ideas: however, on how viewers and programmers would cope with a multitude of offerings. For national satellite-delivered programming at least, she expects the standard block scheduling to remain intact. But she also believes the viewers may have to change their expectations and may not be able to switch channels and begin all programs with the same consistency.

And in the television programming world of the future, she adds, it may not matter what things are scheduled because “you will be calling up programs with your home computer.”
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We'll keep trying for Emmys, And Peabodys. And all the other major awards. It's part of our continuing commitment to be the best local news station in the country.

But while it's nice to know that the critics think we're doing something right, it may be even nicer to know that the public agrees.

*Arbitron February, May, July 1983. Subject to limitations.

WCCO TV
If the telecommunications industry prognosticators aren't off base, the future should be a paradise for the electronic journalism junkie. The way most observers see it, more and more news and information programs will be offered through more and more delivery systems. There may be so much news that the news fan's major problem may be finding time to sleep.

Another of his problems may be deciding what news source to use. For starters, most observers agree that he will have access to those traditional purveyors of over-the-air news: his radio and television sets, with both media carrying more news and information programming than ever.

Then, assuming he lives in one of the many areas served by cable—and cable penetration is estimated to be anywhere from 50% to 80% by the year 2001—he'll have a veritable smorgasbord of news programming to choose from.

At the very least, most observers predict, cable will sustain two 24-hour cable news programs that concentrate on national and international fare, and many cable operators will provide—either on their own or through arrangements with local newspapers—highly localized news programming. And then there will be a host of specialized cable programs, narrowcast to very specific subject areas.

For example, if the viewer takes a special interest in yachting, he should be able to find a program devoted exclusively to boating news and information; and if his tastes run to gardening, he should be able to find a program devoted entirely to the latest breaking news on how to rid geraniums of root rot. In fact, observers say, cable programmers, in search of ever more specialized audiences to offer advertisers, some day will probably offer a selection of separate programs that are as diverse and as specialized as the magazines that can be found on a newsstand today.

Then, of course, if down the pike this viewer puts a dish on his roof, his access to channels may expand considerably from the estimated 50 available over cable.
Contributing to the coming proliferation of news and information programming are three major factors, most observers agree: First, with the proliferation of channels expected to be available, there won’t be enough entertainment programming to go around (and something will have to be programmed). Finally, technological advances should make gathering and distributing electronic news and information programming easier and cheaper.

Those forgoing plans to enter the news marketplace, or already in it, are too numerous to mention. For starters, there are ABC, CBS, Mutual, NBC, Cable News Network, Christian Broadcasting Network, C-Span, Spanish International Network, National Public Radio and Public Broadcasting Service, and the roster of those planning entry increases frequently.

Last August, for example, Westinghouse Broadcasting Co. and ABC announced they intended to join forces to launch Satellite News Channels—two, 24-hour channels of advertiser-supported cable programs that would be beamed free to cable operators (Broadcasting, Aug. 17). Working with Group W and ABC as regional news providers will be a list of local stations that includes properties owned by such prominent group broadcasters as Metromedia, Scripps-Howard and Cox.

Shedding light on how competitive the news business environment may be, not a week had passed before Ted Turner had announced that CNN would inaugurate a new service, called CNN Two, an advertiser-supported, continually updated “news wheel” to compete with ABC and Westinghouse’s new offerings.

Also getting into the news business—either on their own or through leasing channels to local newspapers—are local cable operators. The Cannedn Co., for example, is currently attempting to lease channels from cable companies in the 70 cities in which it owns newspapers to offer local new programming over cable.

According to Jerry Bean, executive vice president and general manager for Cannedn, the company’s developmental subsidiary, Cannedn’s plan is to take advantage of the company’s newspaper resources and start offering 24 hours of local news coverage in each community. Bean says most of those services will consist of character-generated, regularly updated news summaries at first. But down the pike, Bean says, Cannedn hopes to offer video news programming as well, especially in the larger markets.

Some cable operators are already offering local news services on their own, and news consultants agree the number will increase markedly in the future.

Frank Magid, of Frank N. Magid Associates, says the trend seems to be for cable operators to offer local news programs to win their franchise agreements—and he expects that trend to continue. Scripps-Howard, he points out, which won the franchise to cable Westchester county, N.Y., for example, promised to set up a 24-man news staff to provide local news coverage.

Al Prima, another news consultant, says some cable companies are winning franchises “solely” because they’re promising local news service.

“The same thing will happen all over,” he says. “Every teeny, tiny town will have local news on cable.” Prima adds that, “chief beneficiaries of that trend will be electronic journalists. ‘I think anybody having anything to do with journalism should be most excited,’ he says. ‘Suddenly 80,000 new news jobs will open up!’

Magid notes that also adding to the news mix will be the direct broadcast satellite applicants, some of whom are planning to offer news and information programming.

What effect the newer entries into the news business will have on the established purveyors of electronic news is largely open to question, but most observers agree that the increase in the number of channels of information available to consumers will insure that the newer entries at least will have to concentrate on winning over narrow audiences, in much the same way radio stations have attempted to carve out specialized audiences with different formats.

Richard Wald, senior vice president for ABC News, for example, thinks that while the major networks’ “communications” will hold the lion’s share of their audience (and will continue aiming their over-the-air newscasts at mass audiences) the fierce competition over the next decade will be fought for “class” audience—those narrowly defined segments of the population that have narrow interests to appeal to.

Examples of “class communications,” he cites are ABC and Westinghouse’s News Channels, which he doesn’t think will attract mass audiences—but will still attract enough viewers to earn a profit on ad revenues.

For example, Wald says, although one channel will be devoted to a 24-hour “headline service,” the other will treat “serious subjects at length.” The latter is not expected to attract a large enough audience to compete with the over-the-air networks, but it could deliver enough cable homes to turn a profit. “What cable allows you to do is to make money off a much smaller circulation base,” Wald says.

Other nationally distributed news programming expected to evolve, according to Magid, will be devoted exclusively to sports, or international or national news alone. And the key character of those programs will be that, because they will devote so much more time to their narrower fields of focus, they will be “much more interpretive” than most local news programming is now.

But even though there is a public “appetite” for news now, and, as a result, “everybody is jumping into the news business,” tough times could lie ahead, Magid warns. “There’s a point of saturation, and only those who are able to produce news in a particular way going to survive,” he says.

Magid predicts the survivors will be those who take note of the specialized magazines that have thrived and “offer a specialized service to an audience and do that in an intriguing and interesting way.”

Although there is disagreement on how much of the entertainment audience the networks will lose to pay cable and other delivery systems in the future, most agree that the network news operations will continue to dominate the markets for national and international news.

Different reasons are given for that expected dominance. Hal Levenson, executive editor for the Independent Television News Association, says, for example, that that dominance will ride primarily on the networks’ huge financial bases. Network spokesmen say that almost as important is that viewers are in the habit of getting their news told to them succinctly in the evening—and they want to be able to trust that the news they watch is portrayed accurately and interestingly.

Wald says that new cable services may take away part of the networks’ audience for news, but not much. “Instead of getting 99% of the people who watch, you’ll only get 90%, but you’ll still be a mass medium,” he says.

Add Robert Shaaf Northshield, senior executive producer for CBS’s Morning: “Even if everything they say is true—that cable and all that stuff is going to ruin the networks out of business—I still think there will be network news divisions... because we just do it better.”

Roger Collof, CBS News vice president, says that although the new media will increase their coverage of news and public affairs programming, he doesn’t see them competing much with the networks. While the newer entities will concentrate on “narrow gauge, specialized public affairs programming,” the networks will hold their own by offering programming for a broader national audience.

“Don’t want to be Pollyannish about this,” Collof said. “But I think for the foreseeable future the other services will remain supplementary to network television news.”

“It’s not to say there won’t be more services,” Collof added. “But I don’t think those are necessarily going to take away from the basic appeal of network television news they are simply offering viewers a wide choice, in most cases at times of the day when there is no network news offered.”

Bill Small, president of NBC News, notes he didn’t think there was a tremendous demand for one—not to say two—24-hour cable news networks, said: “I think one of the reasons the networks will continue to do well is that there is a need for a concise sum ming up of the day’s events, which is what we do best.”

Although all of the network spokesmen in interviewed agree that technological advance
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will make gathering and distributing news easier in the future, none seemed to think the technology would change the face of the news itself.

For example, Bill Knowles, Washington bureau chief for ABC News, says he doesn’t expect technology to affect the way reporters cover the news. Even though, for instance, microwave relays have made live coverage of events easier, he says, ABC’s Washington bureau still covers Washington in much the same way it did before it had them.

Said Northshield: “Technically the cameras are better today, but the idea of cameras is still the same…. it’s still, ‘Let’s go to the source; let’s find out what a big shot thinks.’”

Bill Leonard, CBS News president, said that although technological developments will make it easier for journalists to “ply their trade more efficiently,” he thinks the industry should concentrate on the quality of the journalists who will be using that technology in the future.

Another major concern should be insuring that the press remains free. “I’m sure the majority of the leaders in the world—some of them even in democratic countries—think it isn’t even healthy for the human race to have free journalists running around,” he says. Instead of dwelling on technology, the industry should focus its attention on keeping the press free, because “there’ll be great temptation to cure the disease by killing the patient,” and doing away with press freedom in the future, he said.

Network spokesmen agreed that the networks will all step up their news and information programming in the future. As a first step, they say, all the networks will eventually offer an hour of evening news.

Also high on the networks’ list of future plans is more live coverage of news events. And that will be coverage of “important things, not just a royal wedding or set event,” Small said.

Small also predicts that the networks will offer more “news-related programming—real life as opposed to fiction,” and thinks that “variations” on the magazine format will “thrive on all three networks.”

Northshield also foresees more “reality television—nonfiction television such as sports or live news stories where you don’t know how it’s going to come out in the end.”

(Northshield thinks television’s live capability will raise serious questions of ethics and taste during the coming years. For example, he asks, how should war coverage be handled in the future? “Can you imagine being up on one of those hills under a barrage and seeing people die, live?” he asked.)

Colloff predicts the future will see the networks programing more news shows dedicated to single subjects, such as science or business—something along the lines of CBS’s Universe.

Colloff also thinks the networks will present more and more programing, modeled somewhat on ABC’s Nightline, that examines breaking stories in detail. “But it’s hard to pinpoint exactly what will evolve,” he says. “Part of the fun of this business is you can’t always tell exactly how things are going to go.”

Wald thinks the near-term will see ABC expanding Nightline to an hour, introducing a Sunday-morning public affairs program that will push Issues and Answers, Face the Nation and Meet the Press a step further. “It’s no secret that we’ve been tinkerin’ with a possible science program; it’s no secret also that we’re trying to imagine what the next generation of magazine programs will be like,” he said.

Nonetheless, all the network spokesmen seem to feel that the demand for news and public affairs programing is there now and should increase in the future. “We wouldn’t be doing all the news we’re doing now if it wasn’t making money,” ABC’s Knowles notes. He thinks all the networks will step up their news programing, “especially as the entertainment pie becomes sliced thinner” from competition with cable, cassettes and videodisks.

And Knowles for one doesn’t think it makes a difference whether cable becomes the dominant mode of delivery of news programing in the future or not. The network news operations, he says, will “continue on into the world of cable and beyond,” noting that each of the networks is already into cable in one way or another. “No matter which way the technology goes, we’re going to be right there to cover an event,” he says.

Networks may be confident about the next 20 years, but what about the future for local television broadcasters? In the local markets, the competition from local cable news programs, videotex and teletext information banks and character-generated text systems will be felt.

ABC’s Wald says that programing local news will often be cheaper than running the off-network syndicated programing a station would otherwise have to air. But perhaps more important, he says, is that the public at large, grown accustomed to processing large amounts of information, has developed a taste for news and is demanding more news and information programing. (That demand has expanded so much—and will continue to expand in the future—that Wald predicts at least one station in every major market in the future will offer nothing but news.)

Richard Sabreen, vice president for television news operations for Westinghouse, says local stations will be smart to increase their news programing “because the public appetite is there.” But also, Sabreen says, increasing news and public affairs programing may be necessary to insure a local station’s survival.

That, he says, is because the FCC has dropped its syndicated exclusivity and distant signal rules; as a result, he says, locally originated news and information programing “is going to be television’s last vestige of exclusivity.”

ITN’s Levenson points out that off-network syndicated programing may not even be available to local stations in the future. He sees a huge “Reums Incorporated” eventually emerging to buy up the rights to syndicated programing for offer as a cable package.

The only reason that hasn’t happened already, he says, is that cable doesn’t have enough penetration to make it financially feasible, so program syndicators can currently make more money by selling their wares to market to market. But once cable reaches 50% to 80% penetration, the syndicators will be able to unload that programing for more money and less trouble to national cable programers, he says.

Although most observers agree local broadcasters will be able to hold their shares of audience, most also agree that broadcastes will have to look to new strategies to succeed in the ever-more competitive local markets.

The pooling of stories by stations—or at least the footage for stories—to cut costs and supply more footage for increased offerings of news is forecast by Arnold Reymir, consultant for Reymir & Cersin.

Reymir notes that Gannett and Group W are pooling their resources already. “Others will start doing that, even independents, because the problem is going to be to fill up a lot more time, without having to expand your staff and production costs unrealistically,” he says.

Both Reese Schonfeld, Cable News Network president, and Sabreen think pooling arrangements—or station groups—could lead to the emergence of regional news networks. Citing Metromedia’s pending purchase of WCAV-TV Boston, Schonfeld asks: “Can you imagine the effect of having a whole series of channel 5’s running up and down the Eastern seaboard?”

And Sabreen notes that Westinghouse has already pioneered “regional newsgathering” with its Newsfeed service. That service, Sabreen notes, is the beginning of a “video wire service.” Although it was launched to afford Group W’s stations the opportunity to exchange stories daily via satellite, the service has attracted outside subscribers. And Sabreen predicts at least 25 stations will be using the service by the end of this month “We really feel the future is in being able to move visual and audio material among our stations and other cooperating stations,” he says.

Although some observers think one station will dominate regional news coverage in each market in the future, Schonfeld thinks it more likely that there will be two. While cable will be able to provide highly localized news programing, it won’t have the reach of VHF stations to serve large areas.

What Schonfeld envisions is that two VHF stations in each three-VHF-market will devote themselves mostly to news and information programing, and they will cover large regions in much the same way regional newspapers do. Schonfeld says there will be room for two regional news stations in each
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area if one presents a "class paper" for the upscale elements in the market and the other a "mass paper" for everyone else.

Reymor says that as the amount of programming available in the local market increases, local stations will have to aim their news and public affairs programming at narrower, more segmented audiences. "As competition increases from cable, and there are more and more choices available, I think it will become more and more important for local stations to develop information programming that has very intensive appeal to special groups of people," he says.

Reymor notes that the current station practice of trying to appeal to as many people as possible won't work in the future, especially if everyone is trying to do the same thing. Examples of targeted programs Reymor envisions are newscasts in the early afternoon aimed at housewives or at blue-collar workers getting off the early shift. Reymor also thinks that local stations will have to pay more attention to the quality of their journalism, stressing the presentation of enterprise, feature and investigative stories. "Because that's where they'll get their distinctive character. In the factual reporting of breaking news, there will be a superabundance of ways people can find out about it!" Magid agrees that the definition of news will have to be expanded and predicts that the future will see local broadcasters presenting "a lot more in the way of applied news, how-to stuff and further refinements of the magazine event."

Old methods will no longer work, Magid says. For example, most stations try to differentiate themselves by offering a different "personality." But that sort of differentiation won't work in the future, "because there isn't that number of personalities around," Magid said.

Instead stations will have to fight it out primarily with the quality of their journalism—their ability to present the news more clearly and more meaningfully than anyone else—"all the things they should be stressing now," said Magid.

Although there will be an increasing number of sources for people to get their news, most of the leaders in radio news foresee the demand for radio news booming in the future, especially on the AM dial. Sharing the feelings of most of his colleagues is Emerson Stone, vice president for CBS Radio news, who says he expects an "explosion of demand" for radio information and news programming and predicts that the "golden age of radio lies ahead."

Unlike most commercial broadcasters, however, Barbara Cohen, director of news and information for National Public Radio, thinks that with deregulation, there may be less news on radio instead of more. "I just wonder how many local radio stations are going to bother to carry news when they don't have to," she said. "In the commercial field, if you can make more money off auto-

mated music—by cutting down on your labor costs—you're probably more likely to do that than have an expensive staff hanging around!"

But Cohen's prognosis seems decided in the minority; most radio representatives see deregulation as having a short-term dampening effect on radio news—if any. Said Ed Defontaine, managing editor for AP Radio: "I know that in the immediate future deregulation is going to find some people opting out but I think they're going to opt right back in when they see their numbers fall," he says.

Robert Benson, ABC vice president for radio news, says two trends should result in an increased demand for radio news in the future. First, he says, the "baby boom" is growing up. And, better-informed than their predecessors, the new adults will demand more news from more sources.

Second, and perhaps more significant, is that as listeners turn increasingly to FM channels for their music needs, AM stations—unable to compete with the sound quality of FM—will have to start programming more and more talk—which means more and more news, he says.

Benson says ABC sees radio's future role as a part of a whole "media/information mix" which included everything from history books to newspapers. Finding the right position in that mix is the name of the game for the future, he says.

With all the new forms of delivery for news emerging, Benson says, it might seem hard to plan for radio's future. The key for doing that is to recognize why people use radio as a news medium now—since those are likely to be the main reasons people turn to radio for news in the future, he says.

The most important reason people use radio is its "immediacy," Benson says, and that shouldn't change again.

"No matter how sophisticated the technology gets with satellites and all the rest, the key to good radio is obviously having someone with a fine mind at the scene of a story—and that one person with a telephone can be an entire bureau," he says.

Radio's second key quality is its "mobility, the fact that we can be with people pretty much wherever they are."

Third, he says, radio has "continuity...the ability of someone to turn on a radio and within a very short time catch up with the developments that have occurred," he says.

Benson thinks that AM radio station news programming will become increasingly specialized in the future, in much the same way radio stations music formats have become specialized.

He says he won't be "all that surprised" if talk formats evolve involving only interviews or only interviews of a certain kind. Although he says he can't be sure which formats will survive, he thinks the smart radio station will remember that the "me generation," which will be radio's most significant audience in the future, is "used to having things put in terms of themselves." And he predicts that information programming will become so im-

portant on radio that "just as you have AOR and MOR for music, we'll start having catchwords for different types of information programming."

Dave Cooke, news director of the KRO Radio Network, says the biggest trend for the future is that radio stations will be increasing their dependency on networks and outside program sources.

"The networks and quality syndicators are going to continue to proliferate because local stations will have more and more of a need to offset their own skyrocketing costs in producing top-quality programming to compete in their expanding marketplaces."

Also on the horizon, he says, is that radio networks, striving to outdo each other by being more responsive to the needs of local stations, will become increasingly competitive. And the likely, and pleasant, result of all that, he predicts, will be that "we'll see more and more national advertising dollars going into network radio."

Cooke also thinks that satellite technology will make relying on telephone lines for news broadcasts a thing of the past. Not only will radio networks be linked through satellites, but "we'll get studio-quality newsfeeds from portable satellite aplinks all over the world...and network programming will sound like it's coming out of the local studio," he says.

Cooke feels there will be a lot more radio news—especially on AM—in the future. "News has always been one of radio's principal appeals," he says. And Cooke says that as society becomes more and more an "information/data base society," demand for news in general will increase, and radio will meet a part of that demand.

Cooke also thinks, however, that with the additional channels opening up, and with a trend toward fragmentation within society, the radio news industry, like the magazine industry before it, will start chasing ever-more specialized audiences.

That trend, Cooke says, will have two primary effects on radio stations: it will lead to fewer dominant stations in a market, and it will place much more of a burden on local radio stations to create innovative programming. "It's not going to be enough anymore for radio stations to play the hits and give away some cash, because people are going to demand stations that serve their own very specific interests," he says.

"The stations that survive and are most successful in the next 20 years," Cooke contends, "are going to be those that are smart enough and willing to be very responsive to whatever the changes are that are going on in society for their target audiences. People's tastes change. The stations that respond to those changes quickly are going to be the ones that will be the winners in the next 20 years," he says.

Tom O'Brien, vice president for news and special programming for Mutual Broadcasting System, also thinks the demand for radio news will increase in the future. And O'Brien says the best thing the future holds for the
radio journalist is that satellites will allow him to transmit from the scene of a story back to the network. "It's only a matter of time before our correspondents are able to uplink with dishes to broadcast from anywhere satellites can be reached," he says.

And although all of the existing satellites are currently in use, he thinks several channels will become available on a "party-line" basis to enable reporters to transmit stories live from nearly anywhere in the world.

Mutual is looking forward to complete interconnection of its stations via satellite, O'Brien says, because running the news operation should become much easier. For example, he says, once the interconnection is complete, the network, by using high-speed teletype machines, will be able to send hard-print copy—traffic orders, commercial orders and scripts for documentaries—out to the stations, all bypassing commercial lines. "That will be an advantage because all of our affiliates will be able to have hard copy in their hands, and special events will be able to be set up without the clumsiness and the cost of using AT&T," he says.

A sure-money bet for the future, O'Brien says, is that other radio networks will start offering all-night programming much like Mutual's Larry King Show. That, he says, will be smart because it's "one way to reach the whole country with one broadcast."

"ABC and NBC will start that, and we're delighted, because with more and more radio networks providing all-night programming, the advertising agencies can realign their resources. They realize how important night radio is," he says.

Alan Walden, director of radio network news for NBC, says the immediacy of radio news has always been its strongest appeal, and he thinks that will continue to be.

Walden also predicts that there will be an increased demand for special-events coverage and says that the network that figures out how to present special-events coverage in modular form—to fit all sorts of formats—will "steal the march on the industry."

NPR's Cohen says that if public radio can find the resources, it will start a full news channel over its satellite system, permitting NPR affiliates to use as much or as little of the programming as it wants.

On the technological side, Cohen thinks the development of digital FM is definitely worth watching, because with digital FM transmission, FM signals could be transformed into both sound and characters on video display terminals, printers or stored in microcomputers and retrieved from information banks. "That means that anyone with an FM tower may find themselves in a business very similar to what the cable people can do," she says—providing text services.

AP's Defontaine says the real breakthrough for radio journalists lies in getting the information from the scene of the story to the network. Current work in the millimeter frequencies makes the development of tripod-held dishes—which would allow a radio journalist to transmit stories via satellite without interfering with other signals—look promising, he says.

Another area definitely worth watching is the development of digital technology, he says. That technology is already showing good signs, "but no one seems to produce one that will do the job unless you're willing to have a pack mule carry it all," he says.

But once digital technology is perfected, he says, a reporter should be able to call in stories of almost studio quality over the telephone from virtually anywhere.

One reason Defontaine thinks those areas are so important is that AT&T "is increasingly not able to provide service, especially on short notice, because they don't have the inventory," he says.

But with those sorts of delivery systems in place, Defontaine says, "you know you can go out there and do a story—with a receiving capability of your own, rather than counting on common carriers, which don't always come up with what you need when you need it."

Like many veteran broadcasters, Defontaine thinks the primary problem for radio news isn't technological but sociological. "Where, he asks, are broadcasters going to find competent reporters to fill their ever-expanding ranks?"

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The advertising landscape of 2001 may well be dotted by such exotic media as direct broadcasting satellites, two-way interactive cable television, videodisks and videocassettes, videotext and other outlets still unborn, but...

... The probability is that despite the explosion in media vehicles, television will continue to reign as the mass advertising medium.

A sampling of advertising specialists by Broadcasting suggests there are too many imponderables in the future to chart with precision the course of the next 20 years. But the consensus of advertising agency officials, national representatives, trade association officials and others is that television, particularly network television, will survive as the mass medium for at least the early years of the 21st century.

There is a difference of opinion as to how mass a medium television will become. But some contend that even if the medium's share fell to 50% or even less, it still would be a titan in a media universe fractionalized by a profusion of "narrowcasting" elements.

Opinions also differ as to the growth potential of television billings. But there is little doubt that television will grow, at least keeping pace with inflation.

Some agency officials feel television will lose some of its allure because predicted lowered shares of audience will necessitate raised price tags and higher costs-per-thousand. But others insist that an advertiser bent on national exposure will have to turn to television or cope with the task of stringing together the elements of other fractionalized media.

There is a strong feeling that radio not only will survive but also flourish as an advertising medium over the next 20 years. The overriding impression drawn from media and advertiser specialists is that radio will continue to find its niche as a "personal" medium for listeners as they drive their cars, cook, work or rest. Radio will be where people go, with its programs adapted to the needs of the public. Its power to attract specialized audiences will attract advertisers.

The outlook for magazines is less attractive, although by no means
growth will rely not only on traditional clients but also on such service-oriented enterprises as hospitals, law and public accounting firms, stores and video computer stores, convenience stores, shopping centers and corporations placing issue advertising.

Although Rice maintains that television will retain its emphasis on the mass over the next 20 years, he points out that buyers of television time will pay stricter attention to life-style characteristics of viewers.

Gene DeWitt, executive vice president and director of media services of McCann-Erickson, tends to agree with Rice's assessment. He thinks that "the changes that will take place may not be as dramatic as some people think" and that at least for the next 10 years or so "the mass core will be network television delivering commercials of 30 seconds or less."

In fact, DeWitt believes that in the 1990's agencies will have to contend with more than three networks-perhaps as many as 10 or 12, including cable TV networks.

"We will have to call on more people, deal with more alternatives and be faced with lower ratings," he continues. DeWitt estimates that the 1990's network TV shares will slip to about 65% and slide to 55% or 60% by the end of that decade.

"Even by that time, network TV will still be a mass medium," he points out, "although we will have to buy more spots to reach our target audiences."

Jack Fritz, president of John Blair & Co., New York, agrees the growing fragmentation will increase the cost of buying spot and network TV, and, conversely, will raise the costs of selling spots by networks and national reps. "The buy is going to be complicated on both ends," he predicts.

Fritz is confident that network TV, despite some insads by cable and other new media, will survive and profit through adaptation to changing conditions.

"Perhaps only satellite-to-home broadcasting can change the picture," Fritz ventures. "But probably the only ones able to service both the homes and the stations will be the television networks."

Fritz foresees continuing growth for both national spot and regional advertising and for local advertising, and veers toward local as the most promising source of ad growth.

James Greenwald, president of The Katz Agency, New York, believes there will be more television networks (conventional and cable) in the future and advertisers will be attracted both by mass-audience and specialized programming. Greenwald contends that television networks and stations now have commanding lead over competitors, such as cable, in news and programming, and must work to sustain that edge.

"But they have the production facilities and access to the sources that provide the advertising," Greenwald says. "Even in the next 20 years I think that networks and stations will still be dominant forces, and any loss of money to cable will be made up by aggressive selling to both new and old clients."

Marcella Rosen, senior vice president and director of media for N W Ayer, says television and network TV particularly, are "going to hurt a little" in the next 10 years or more. But network television "definitely" is going to be the dominant medium.

"Sure there are going to be reductions in shares and a new media begin to gather strength," Rosen concludes. "But the TV networks are the best financed, most experienced in marketing and programming and they certainly are not going to walk away."

Paul Benjou, vice president and associate media director of Loeb Katz Partners, New York, estimates that network TV shares will erode by 15% to 20% by 1990 but feels there will be a leveling off thereafter. Benjou joins the chorus of executives when he proclaims, "The networks will still be around in the year 2000 and they will be the biggest guys in town."

The networks' most formidable competition will be cable, he continues, and one effect of the downward network rating trend will be "an easing of the dizzying inflationary spiral" at the networks. Benjou reasons that networks must become more cautious about pricing down the road as cable entices advertisers eager to reach targeted audiences.

His colleague, William Donnelly, vice president and director of resource management at Young & Rubicam, agrees and adds: "By the year 2001 there may well be the four-day week, and people are going to have more leisure time to do many things, including watching cable TV, regular TV, cassette or taking up some other activity. The audience is going to be larger and programs will decide where it will go."

M.S. Kellner, managing director of the Station Representatives Association, thinks television, and particularly network television, will continue to be strong 20 years from now. But he veers toward the growing importance of local marketing in 2001, with advertisers thinking first in terms of local rather than network.

"It may well be that networks will be basically sellers of programs with their affiliates getting first crack," Kellner suggests. "I believe that the TV networks, with their financial clout and expertise in all phases of telecommunications, are going to adapt an 'all well down the road.'"

Michael D. Moore, senior vice president and director of media management, Bento & Bowles, New York, believes that through the 1980's and perhaps through the 1990 the current television structure will be the basic way the advertiser communicates with its public. The TV networks, he adds, will decline in shares of audience but still should be the dominant medium. Moore points out that television attracts about $10 billion in advertising, while cable reached only about $3.5 million last year. "It is going to be a while before it makes a significant dent," he comments.
Radio

Miles David, president of the Radio Advertising Bureau, is ebullient about the prospects of radio advertising over the next two decades.

Advertising, he said, is tied directly to the effectiveness and efficiency of a medium and he's confident that radio will withstand the onslaught of the new media and blossom as a major advertising outlet in 2001. He projects that by that year radio billings will reach $40 billion, up from about $4.1 billion in 1981.

'I believe there are going to be fewer changes than some people think,' David says. 'I think 20 years from now a radio station will be as important, relatively, as it is now. The style of stations will change with society and that's hard to predict. New types of entertainment and service areas will develop—and they also are hard to predict,' he says.

Radio advertising, of course, is tied in with audience listening, and David can picture the radio in the future as "the companion of the listener." One of radio's great strengths now, according to David, is its "narrowcasting" ability. For years, he says radio has developed programing and commercials to cater to a widely divergent group of audiences. It skill at "narrowcasting" is going to be a requirement for success in 2001, David says, "radio has been there and knows how to do it.'

The RAB chief executive notes there is a proliferation of radio networks and said this reflects the confidence some of the major broadcast companies have in radio as a growth medium. He believes the growth of satellite networks will have a salutary effect on local radio stations.

"The radio station must remain a strong, local force with local news, community affairs, weather spots," he says. "But the integration of national features with local modules can make a station an attractive vehicle both for listeners and advertisers.'

David suggests that the advent of the satellite radio networks may have the effect of increasing the amount of time people spend with radio. He recalls that over the years critics of radio said the medium would decline because of new technology coming in the market.

"In the past 20 years time spent with radio has remained virtually the same, about three hours and 27 minutes per day," David points out. "And we've got cartridges in autos, CB radios, low-priced audio cassettes, videocassettes and mini-television sets.'

David maintains that radio is in the "strongest possible position" to grow despite the onslaught of new electronic media, and he says:

"Our concern should not be with the new, unproved media forms. Our concern should not be defensive but offensive. Our potential for growth lies in the area of advertising carried in newspapers. It is there that radio should direct its efforts, particularly in the retail field.'

Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, endorses David's sentiments. He thinks radio will be the least affected of the media during the growth of the new technology. He envisions more networks and more radio stations coming on the air over the next 20 years and stations offering even narrower geographic and program selectivity.

Fritz of John Blair asserts that radio is going to continue to grow but believes cable will afford some competition.

"I don't think that will bother radio," he observes. "Radio has its special niche and knows how to be adaptive. It keeps on growing—look at the number of new radio stations and new networks.'

Greenwald of Katz says radio fills a highly specialized need as "a personal medium" because of its portability and its targeted programing. He noted that time is a vital ingredient of media selection, and adds, "If cable is going to permit us to shop from your home, it will give us all more time to listen to the radio or watch TV or cable TV.'

Gene DeVitt of McCann-Erickson is concerned about the impact of the growing number of radio networks on the local station.

"With satellite programs beamed to 200 or more radio stations,' DeVitt notes, "won't the need for local stations lessen? The station's role may be reduced to a carrier of programs.'

Peter Moore, executive vice president of Torber Radio, thinks radio's swing to selectivity in programing and audience appeal will stand it in good stead in the years ahead. "The other media will have to catch up," he ventures.

Ralph Guild, president of McCann-Erickson, agrees with DeVitt that the day of the totally independent radio station may have reached its peak. There is a sharp trend, he says, toward the nationally produced program in radio. Guild doesn't subscribe to the theory that cable TV is likely to hurt radio because they are both targeted media. He contends that people listen to radio for news and music and for companionship. "Once the novelty of cable television wears off,' cable programing will be perceived to be just as bad as regular television,'" Guild insists.

Cable TV

Although cable television has existed for more than 30 years, its potentiality as an advertising force is only a few years old, linked closely to the development of satellite broadcasting. And its future as an advertising medium is promising, if not limitless, as some of its proponents loudly claim.

Robert Alter, president of the Cabletelevision Advertising Bureau, notes that cable has reached maturity without taking advertising to any appreciable extent, but says many operators now are committed to expanding advertising revenue.

Alter, who is the president of the CAB and has been in the new post only since last April, is loath to speculate on cable TV advertising billings in the future, but he says that the bureau has set some goals through the 1980's.

"We're saying that by 1990 we'd like to see 20% of cable TV's revenues come from advertising," Alter says. "We're thinking of 1990 as a $13-billion year, which would mean $2.6 billion or so from advertising. But you know, there's a lot of sorting out in advertising. Do we count videotext and shopping services as advertising?'

Alter believes that cable advertising is going to build up initially on the network level. The advertiser-supported networks, he says, are aimed at specific demographic groups and present specific programing, such as news, music, sports, the arts, with targeted appeal to such groups as blacks and women.

"These networks are now generating national advertising and will do it increasingly in the future,' Alter says. "I think these programing services will help cable systems generate local dollars through sales of local adjacencies.'

Alter also envisions the development of more and more local cable programing, creating local advertising possibilities. These would be programs in news, sports and community services.

A third source of advertising, according to Alter, would flow from "interconnects" with one system as originator of programs, feeding other systems.

Alter acknowledges that some cable operators have been ambivalent about seeking out advertising, preferring to concentrate their sales resources on subscriptions. But he believes that entrepreneurs will go the advertising route, once the medium makes headway.

"So many advertiser-oriented companies already are in cable, staffed with advertising specialists, such as Cox, Times Mirror Cable and Viacom,' he points out. "Now others are coming in with advertising backgrounds, such as ABC, CBS, Westinghouse and the Tribune Co. They come with a bias toward advertising.'

"There are so many possibilities for cable TV advertising,' he observes. "There are numerous opportunities in direct marketing, in classified advertising, in retail fashion shows. We have the technology; there has to be the know-how to put it all together.'

One of the criticisms directed at cable television is its lack of research. Alter feels this void will be filled in time.

"New forms of research will emerge for cable,' he says. "Cable requires a special kind of research. Some traditionalists want research along the lines of television. Research is needed not only for advertising but for the
viewers—for programming purposes.”

DeWitt of McCann-Erickson says the growth in cable TV viewership will be evolutionary. “I see cable as another delivery method,” he remarks, “and so much of what is said about cable is so much smoke.”

DeWitt believes that cable systems will begin to become competitive with the commercial networks and stations in the 1990s. “But narrowcasting is not a viable alternative to network TV,” he contends. “Even if networks go down to 55% or 60% shares by the end of the 1990s, it’s still a mass buy. We may have to buy more spots to attain desired rating points.”

For many advertising agencies, the next three or four years are going to be periods of experimentation with cable, he reports. “Many of us will be supporting cable with advertising to get a grasp of what the medium is trying to become the mother of necessity,” Rice says.

Greenwald of Katz acknowledges that cable television will burgeon over the next 20 years but believes it will not substantially affect the growth of other broadcast media. Over the years, he points out, media have tended to grow to fill a need.

“New media bring in new advertisers and that will happen with cable,” Greenwald says. “Advertisers move from one medium to another, and in spot TV, for example, there is a one-third turnover of advertisers every year as clients try to find a niche.”

Benjou of Leber Katz is highly bullish on the prospects of cable. He believes that by 2001, 85%-90% of all cable television households will be equipped with cable and that advertising revenues generated through cable-videtext systems will be in excess of $20 billion annually.

He projects that in 20 years a typical cable-videtext system will maintain more than 20 channels. Benjou prophesizes that lines of ownership will blur so that in the next two decades the major TV networks will produce the majority of their income from their cable-videtext ventures.

Donnelly of Y&R projects a tremendous growth in cable advertising over the next 20 years or sooner as the medium builds a substantial audience that he said will be “mass” and at the same time develop programing to appeal to specific audiences and advertisers. He foresees expansion in advertising for cable as it develops into a formidable direct-marketing tool with two-way capability.

The consensus among advertising officials is that all the media will manage to co-exist. There may be some slippage by the older media to the benefit of the newer media but all will be viable entities by the year 2001, officials contend.

DeWitt of McCann-Erickson is inclined to think that magazines may be hurt as the effects of cable’s growth take hold over the next two decades. He points out that magazines have been “the classic way for the selective advertiser to go,” but the emergence of many cable TV networks and channels poses a threat to some magazines. He expresses confidence that network TV, spot and local TV and radio will weather all the challenges on the horizon and perhaps play a strong role in the new media. Closer to his own interests, DeWitt believes that by the 1990s agency operations are going to be different.

“We still have a tendency to make ads and then develop media strategy,” he explains. “But with the growing importance of media, I think media and creative strategy will be developed together. Each of these departments will have to work more closely with the other.”

With cost pressures building up over the next 20 years, DeWitt thinks the length in commercial television may swing to 15- or 20-second commercials. In cable, the acceptable length probably will be 30 or 60 seconds.

“It may be the mid-to-late ’90s before there is a swing to 90-second commercials on cable,” he ventures. “If interactive TV really takes off, there will be a move to longer commercials.”

Rice of TVB contends that to survive, media such as cable TV, radio, newspapers and magazines must aim at increasingly narrower targets. Some ventures will flourish and others will flounder, he indicates.

He senses a growing trend toward localism in television and believes independent stations will emerge as a more potent force over the next 20 years. He thinks there will be less distinction between affiliated and independent stations in 2001.

“I wouldn’t be surprised that as program costs escalate a system will be devised whereby a network can sell a program to the highest bidder if the affiliate station refuses to clear,” Rice says.

David of RAB is inclined to think that the newspaper is the most likely victim of the new technology. He concedes that the newspaper is the largest of the local media but is increasingly expensive and is an attractive target for the local cable system. “The largest dollar potential for the local cable system is the newspaper, the shopper papers, the direct mail flyer,” David says.

Fritz of Blair views the considerable fragmentation of the audience as a challenge to both buyer and seller of advertising. As Fritz sees it, since the advertiser is going to be more selective, the buy will become more complicated and cost more.
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Considering technology alone, and disregarding politics and economics, the U.S. telecommunications system of 20 years from now could look like this—the composite of a multitude of interviews with experts from across the technological spectrum:

In 2001 the United States will still be essentially a nonwired nation. That is to say, as today, most popular television and radio programming will reach American homes piggybacked on electromagnetic waves sent through the air—in other words, through the magic of broadcasting.

The cornerstone of the broadcasting medium in the future will not be the local station alone, however. It will be joined in the broadcast spectrum by high-powered communications satellites that, hurtling through space at 10 times the speed of sound, will beam multiple channels of programming to virtually every home in the country.

Terrestrial broadcasting will continue to play an important—albeit secondary—role in the future. Stations will be in a position to rebroadcast much of the broadcast satellites' national programming (although no community will have enough terrestrial stations to carry all the satellite signals available from above), making it unnecessary for viewers to buy special antennas to receive the programming directly from the satellite while mixing in some local programming and advertising.

The nature of terrestrial broadcasting also will be reshaped by the proliferation of low-power television stations. A number of mini-stations will pop up in every community, opening the medium of television to most who want to play.

Millions of Americans will want to receive the full range of satellite programming, which may consist of 100 channels or more. Most will aim inexpensive antennas from their rooftops or backyards to gather the satellite signals. But apartment and condominium dwellers and others who can't get a direct look at the satellites will hook up to master antenna systems or local cable systems.

As a television medium, cable will have reverted to what it was in its
early years, a means of taking television to hard-to-reach places. The only difference between cable's past and future is that those places primarily will be high-rise in densely populated urban areas rather than in the homes of a small town.

Although the multi-point distribution services (MDS) will win more spectrum from the FCC in the years ahead—primarily to beam multiple channels of pay television across uncabled marketplaces—they will have a tough time competing with broadcast satellites and their local affiliates. The problem is that horizontally transmitted MDS microwaves (2 ghz) propagate poorly and are easily blocked by buildings and trees. What's more, reception of MDS signals requires a special antenna and receiver virtually as complicated and expensive as that anticipated to be required for DBS. Given that trade-off, eventually, a consumer will more likely invest in a satellite earth station capable of receiving multiple signals than an MDS antenna that will pull in only one channel. Thus the likelihood that MDS—as, in some cases, low-power TV—will be a medium of the moment, which will one day give way to something technologically superior.

It will not be just the delivery systems that will have changed by 2001. The pictures and sound of television will be vastly improved. Through the application of advanced electronic and computer technology, pictures will be displayed in the homes of the future on panoramic screens covering an entire wall. The extraordinary pictures, comparable in color and clarity to 35-mm film, will, when combined with the super high-fidelity stereophonic sound, create a viewing experience unachieved in today's best movie theaters.

A host of audio (radio) services will be broadcast along with the television programing by the satellites. But the outlook for AM and FM broadcasting is as bright (or as dismal) as the prospects for the private automobile. The radio broadcasters' market in 2001 will still be equal to the number of cars on the road and or the number of mobile situations the audience finds itself in. (The only thing that could short-circuit terrestrial radio's future is the development of an inexpensive, omnidirectional satellite antenna that could be mounted on cars to receive signals from satellites.)

The future also will bring with it a host of computer-based services to supplement telephone service and familiar radio and television programming in the home. Computers have been around for decades as tools of science, government and business, but for the most part have been too expensive for the average consumer. Through two-way systems established by cable and telephone companies and one-way systems operated by broadcasters, the power of the computer will be brought into the home. Using low-cost "intelligent" computer terminals, consumers will be able to call up "pages" of information from vast electronic libraries of computerized newspapers, magazines and libraries.

There will be plenty of "wire" in the communications environment of 2001 to carry such services locally among homes and businesses. "Twisted pairs" (telephone lines) and coaxial cable will gradually be replaced by fiber optics during the next 20 years. By impressing signals on lightwaves rather than radio waves and channeling them through glass strands, the technology promises to drastically reduce the cost and difficulties of communication while increasing quality.

Such a technology in the hands of a carrier legally able to distribute television—cable television operators are and telephone companies are not—could challenge the dominance of broadcasting in 2001 or just beyond. As each day passes, however, the cable television industry's commitment to coaxial cabling, a technology rapidly approaching obsolescence, increases with every mile of coax it strings or buries in Pittsburgh, Houston, New Orleans and the other cities and towns now under construction. When the telephone begins in earnest the shift to fiber in the 1990's to carry computer digital communications services to the home, the cable industry will be awaiting its first real profits from the urban systems built in the early and mid-1980's. It will be in no position to rewire with fiber.

Parallel but not necessarily in competition with the rise of broadcast satellites and the computer services will be the increasing presence of videocassettes—not videotapes—in the home. The first of those technologies will allow consumers to build personal libraries of favorite programing, supplementing broadcast services of the future as phonograph records have supplemented radio in the past. VCR's will permit the tapping of broadcast television and of the "home movies." Videotapes will have proved to be an excellent storage medium not only for pictures and sound but also for words and numbers, but they won't have found favor as a consumer item because of their inability to record.

In offering equipment for all those different media and services, the consumer electronic marketers of 2001 will take the same approach they did with high-fidelity audio. The consumer will build his home communications system to conform to his needs from a variety of discrete components. A typical system may include a VHF-UHF tuner, an AM-FM tuner, a multichannel broadcast satellite tuner connected to a rooftop antenna, a videocassette recorder and a computer terminal.

The telephone, essentially unchanged since its introduction over 100 years ago, will have shed by 2001 many of the wires—glass and copper—that limit its use today. By that year every major urban area will have a cellular mobile radio system, permitting high-quality voice communications from anywhere within the service area with small lightweight transceivers.

The real revolution will come in the mid-1990's when mobile telephone service will be extended to every spot in the continental United States, regardless of how remote, through interconnection of cellular radio systems and conventional wired networks with a "land mobile satellite." The transceiver needed to talk through the mobile satellite will be no bigger than a cellular radio transceiver and could be made small enough to wear on the wrist.

Broadcast satellites—the medium of the future—are natural steps in the evolution of communications satellites.

As satellites have become more powerful through the years, the parabolic antennas needed to gather a signal of sufficient strength have shrunk in proportion. Improvement in the electronics, the loosening of stringent federal regulations and the mass production of earth stations (after the cable industry began wholesale use of them in the latter half of the 1970's) all contributed to earth stations' steadily decreasing cost.

Up to now, communications satellites have been designed for point-to-point or point-to-multipoint communications or program distribution. They operate with either 4 ghz (C-band) or 12 ghz (Ku-band) frequencies and are characterized by transponders (satellite transceivers) with output powers of between five watts and 20 watts.

Broadcast satellites are a different breed. The gradual evolution of communications satellites—more powerful transponders and smaller earth stations—will be accelerated enormously to produce them. The first generation of broadcast satellites will possess transponders with as much as 400 watts of power focused on perhaps one-quarter of the country. (Fixed satellite; by contrast, scatter their power over the entire country.) Consequently, the signal strength of a broadcast satellite on the ground will be as much as 1,000 times greater than a fixed satellite and the size of the receive dish will be small indeed. Today's broadcast satellite applicants at the FCC say that dishes one meter in diameter will suffice for fringe coverage areas and that dishes as small as six-tenths of a meter will be suitable for reception toward the center of the satellite "footprint."

Broadcast satellites will combine the best of terrestrial broadcasting and cable television. Like a powerful VHF station, a broadcast satellite can deliver its product to virtually every home within reach of its transponder in the case of the VHF station, the reach is about the size of any metropolitan area. In the case of broadcast satellites, it is the entire country. Although broadcast satellites are plagued by rain attenuation—interference caused by moisture in the atmosphere—they have none of the problems terrestrial stations have with such obstructions as buildings, trees and mountains.

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A-10: 10-11' production area, 1-2 cameras, 1 console VTR, audio mixer, video monitor, audio cart recorder, and ancillary equipment.
B-14: 12-14' production area, 2-3 cameras, 1 studio VTR, audio console, production switcher, audio cart and reel/reel recorder transmitter, and ancillary equipment.
C-16: See illustration to right. 16-18' production area, 2-4 cameras, 1-2 studio VTR's, other equipment similar to B-14.
D-22: 18-22' production area, 3-6 cameras, 1-3 studio VTR's, A/B routing switcher, 2 audio cart recorders, telephone system, other equipment similar to B-14.

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nels into the home. Since numerous broadcast systems can be launched, the medium will one day offer as many channels as the urban cable system of today. It is impossible now to determine precisely how many channels' broadcast satellites will deliver since the plans for dividing the choice orbital locations and limited frequencies with other countries of North and South America will not be determined until the 1983 international conference on broadcast satellites.

It can be said with some certainty, however, that there are likely to be more broadcast channels available than programming to fill them. Satellite Television Corp., the Comsat subsidiary that got the broadcast satellite ball rolling with an application to the FCC in December 1980, believes that there could be room for 110 to 152 channels to serve each of the United States' four time zones—a calculation believed to be conservative and realistic. It assumes that the satellites in orbit will be spaced 16 degrees apart (fixed satellites are row spaced three or four degrees apart), that 36 or 38 channels can be squeezed out of the 500 mhz of allocated spectrum (12.2 ghz to 12.7 ghz) and that each of the four time zones can be served from four orbital slots. The number of channels will be reduced, but not significantly, if a channel bandwidth wider that STC has proposed—to accommodate HDTV signals—is finally adopted as the international standard. A wider bandwidth would result in perhaps 27 channels per orbital slot.

Even after sharing with other countries of the hemisphere, it is entirely possible that the United States could end up with 90 to 100 channels per time zone. And if that’s not enough, the satellite operators need only wait until the next band of broadcast satellite spectrum (22.5 ghz to 23 ghz) opens up in the early 1980’s. According to STC engineer Leo Keane, the new band should be good for another 150 channels which would be divided up among the countries of the hemisphere and, since an earth station has more discrimination at higher frequencies, spacing could perhaps be halved and channel number doubled to 300 per time zone.

Fourteen companies have asked the FCC for permission to begin the construction of broadcast satellites prior to the 1983 international conference and chances are that at least half of them may receive the go-ahead. Prompt FCC approval of the applications could mean a dozen broadcast satellite channels beaming into every home in the country as early as 1985 or 1986—possibly before such cities as Washington, Cleveland, Detroit, Philadelphia and parts of New York are completely wired by cable.

Broadcast satellites would be the basis for the long-promised fourth network. By reaching millions of homes directly and millions of others through local broadcast stations and cable systems, a broadcast satellite progranmer could put together an audience as large as those maintained by any of the three major networks. Once the audience was set and counted, the advertising and programming would naturally and quickly follow. This is precisely what two of the broadcast satellite applicants, United States Satellite Broadcasting and Video Satellite Systems, have proposed. The success of such a network would beget even greater success as more consumers line up to buy and install equipment to receive it. As the network gained momentum, the three major networks would have to grab spots on the satellites at risk being left behind.

As a pay television medium, broadcast satellites will use the same technology being pioneered today by cable and subscription television operators. Addressable decoders attached to the satellite tuners in the home will allow satellite programmers to offer pay services on a monthly subscription basis or on the potentially lucrative pay-per-view basis.

Broadcast satellites will ascend to pre-eminence by 2001 simply because they will be the most efficient means of delivering multiple channels of television to the home. In an analysis of the comparative cost of delivery systems, Isaac Blander, chairman of Blond-Tongue Laboratories, found that "cable is the most expensive method of distributing signals." Cable systems cost anywhere from $1.50 to $5 per home per channel to wire while broadcast satellites can reach each home directly for approximately $2 per channel, assuming a penetration of 20 million.

Besides its high initial cost, cable requires constant and costly maintenance. The "beauty" of broadcast satellites, Blander says, is that "qualified engineers" are needed only to monitor the satellites. The receiving systems, he says, "can be operated by people at the lowest technical level and it won’t hurt the overall system no matter how fumbling they are.

In a cable system, on the other hand, Blander says, lack of careful maintenance could cause a system to deteriorate overnight. "It’s a precision electronic package which a super qualified engineer has to understand thoroughly."

Although Oak Industries Chairman Everett Carter doesn’t believe broadcast satellites will "knock out" cable, he does feel they will "slow down" or "suspend cable expansion." He too notes the high cost of cable maintenance and adds that the satellites will deliver a much better picture on top of it all. "And," he says, "I see satellites becoming less expensive as cable becomes increasingly expensive."

Cable’s primary problem is that it will never achieve the circulation potential promised by broadcast satellites. Thus, cable will be at a distinct disadvantage in the battle to procure high-quality pay programming and advertising dollars to support free programming.

Industry prognosticators show cable as having no more than 50% to 60% of the total television homes by 1990. That’s more than broadcast satellites are expected to reach at the end of the decade, but whereas broadcast satellites have the potential to reach every television home and then some, cable will have come to the end of the line. There will be no place for cable to grow and 50% or 60% penetration is insufficient to warrant the production of high priced programming.

Some time during the 1990’s broadcast satellites will surpass cable and later they will cross over that threshold that will make the fourth and perhaps a fifth network possible and permit the development of advertiser-supported specialty programming. Even the programming network created to serve cable systems will be prompted to move to the broadcast satellites.

It will be ironic if satellites are the cause of cable’s demise as a television medium. It has been the synergetism of fixed satellites and cable that has made cable the thriving industry it is today. Since its inception in the 1940’s as a means of delivering television broadcast signals to homes in areas of weak off-the-air reception, cable grew erratically and slowly for 25 years. The industry foudnered until Home Box Office in 1976 began to distribute its programming to widely scattered cable affiliates by fixed satellites, which proved to be inexpensive and reliable. Seeing HBO’s success, others pay and advertiser-supported programmers followed suit.

Broadcast satellites are by no means cheap. First-generation broadcast satellite channels will cost 15 to 40 times more than fixed satellite channels. The four-satellite system proposed by RCA, for instance, will cost $760 million. To lease a single transponder (services one time zone) on a satellite will cost $20 million a year. Four transponders (to reach the entire country) will cost between $60 and $80 million, according to RCA’s filing. That is a lot of money considering that there will not be a single home equipped to receive programming from it assuming the RCA satellites go up with the first generation of satellites in the latter half of the 1980’s.

DISC, another potential satellite broadcaster, would offer affordable channels. A national channel (three transponders) could be had for approximately $30 million a year, according to DISC’s Pat McDougal.

The high cost of the channels will retard the growth of broadcast satellite services in the early days, but will not stop them. Furthermore, transponders on subsequent generations of broadcast satellites will be far less expensive. The high cost of transponders on the first generation is caused primarily by the need to limit the size of the satellite (and, by extension, the number of transponders on each satellite) so that it can be lifted on an available launch vehicle. The problem will be resolved by the space shuttle and supplemental rockets to carry large satellites from the relatively low orbit of the shuttle to geostationary orbit. When size is no longer an important design factor, broadcast satellites may be built with as many as two dozen transponders and will benefit from economies of scale.

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tually be used as advertising media, their early success will be achieved through pay television. According to Oak Industries, broadcast satellites will be helped through their infancy by a large market unexposed to pay TV. Len Jedynak, senior VP for corporate research and development, says Oak's research shows 17 million homes in 1984 affluent enough to buy $250 antennas and unable to receive subscription television or pay cable. STC, a pay satellite broadcaster, predicts that it will penetrate 6% to 8% of the total television homes for between five million and seven million homes by the time its four-satellite system is in full operation. Since all the early broadcast satellites probably will be co-located, a dish installed to receive STC's programming could also pick up whatever is on the RCA satellite. RCA says that if five million homes were looking at its satellites, the cost of receiving each home would be $1.33 per month.

Despite the high cost of satellites, the major drawback to the broadcast satellite service is the need for special receive antennas—small parabolic dishes with associated electronics for tuning. Although many believe the awkwardness and cost (estimates range from $250 to $500) of the gear will keep the medium from ever getting off the ground, others feel the problem is overstated. "What's the difference between putting up an antenna to receive a local television station and putting up a dish to receive the satellites?" asks Blonder, who has spent 30 years building television antennas.

The earth station problem will be ameliorated if all first-generation satellite programs serve the country from the same orbital slot so that antennas don't have to be turned to receive different programs. Standardization of the electronics also would help. Some of the work has been done by the 1983 international conference that will set the channels and the channel bandwidths. It would benefit the entire medium if all tuners were made to receive the full range of channels. Otherwise an STC viewer would be faced at buying another tuner to pick up programming from other satellites.

Technology may erase many of the problems associated with the antenna. Walter Morgan, an independent broadcast satellite consultant, suggests that planar or waveguide antennas could one day be substituted for the familiar parabolic dishes. The planar would have to have the same surface area as the parabolic dish; Morgan says, but it would be perfectly flat. A one-meter parabolic antenna then could be replaced by a flat planar three feet square. Not only is the planar less obtrusive, Morgan says, but it is capable of being electronically steered from satellite to satellite across a wide arc without being physically moved. If the steering mechanism were controlled by a microprocessor designed to keep it locked on one signal, the planar could be mounted on a car or truck and mobile broadcast satellite service would have been born.

Morgan says there is no reason why the mass-produced planar couldn't be made as cheaply as conventional dishes.

The future of broadcast satellites is tied to a great extent with that of terrestrial broadcasting. The satellite service will never get off the ground without local broadcast affiliates to help build immediate mass audiences. And it is unlikely that every home in the country will ever be hooked up to an antenna to receive programming directly from the bird.

The marriage of terrestrial and satellite broadcasting systems will not only be financially beneficial to both parties but it also will preserve localism in television. The local stations will insert local news and advertising into the national feeds from the satellites.

In terms of localism the low-power stations may have more impact on conventional broadcasting than will the broadcast satellites. Scores of mini-stations serving fractions of the full-service stations' coverage area could erode the latter's viewership and advertising revenue. Most of the mini-stations however will be low-cost, nonprofit operations intended to provide public service and public access to the airwaves. Since such stations can be built for as little as $5,000 or $10,000, they will be within the scope of any significant group. The consulting firm of Block, Butterfield & Reily predicts that within the next five years 600 low-power stations will go on the air and that a full 450 of them will survive and generate $500 million in advertising and subscription television revenue. But that is just the tip of the iceberg. There are thousands of LPTV applications on file at the FCC, and indications are that there are thousands more waiting for the FCC's processing freeze to be lifted.

The upshot of it all is a cornucopia of television programming. Every home will be able to receive multiple channels of pay and free television from local stations and direct from the broadcast satellites.

Along with the many channels of television programming the broadcast satellites will beam an array of audio services. Some of the services will be designed for reception directly in the home. But others will be intended for rebroadcast by conventional AM and FM radio stations. As they do today, stations will have the option of rebroadcasting a single feed or pooling together a programming schedule from several network services and local programming.

The quality of television technology will undergo tremendous changes for the better over the next 20 years, brought about by the conversion from analog to digital technology and the adoption of a high-definition television standard to replace today's standards, now showing definite signs of age. The switch to digital, a spin-off of computer technology, will allow more faithful electronic reproduction of sights and sounds than analog technology. The HDTV standard will produce pictures twice as sharp as today's standard and will feature wider pictures and stereophonic sound.

Most video signals are analog today. That is, a camera produces a fluctuating electrical voltage analogous to the brightness of a picture along one television scanning line. With digital television the fluctuating voltage is sampled millions of times per second and each sampled voltage is assigned a unique code word made up of several binary digits. The industry seems to have compromised on a sampling rate of 13.5 million times per second. At eight bits per sample, the digitizing of a television picture produces a bit stream of 108 megabits per second (mbps).

The digitizing of video guarantees that the videographer will get the most out of the existing television standards. Digital devices are transparent; they add virtually no interference to a signal. Signals can pass through digital processors, switches, special effects generators and videotape recorders with no apparent degradation. Digital studio equipment also is easier to automate and is more stable and reliable than analog equipment. Although the initial conversion from analog to digital will be costly, the cost of individual digital equipment is expected to be less than the cost of analog.

The heart of any video production studio is the videotape recorder, and before the studio can go digital a practical digital videotape recorder will have to be developed. Several companies have shown prototypes, but they may be some years away from the marketplace. Some believe the machines are already perfected and that manufacturers are merely waiting for the adoption of standards and more return on their investment in the development and production of the one-inch analog recorders introduced just three years ago. Dennis Fraser of NBC America discount such talk, however, saying the digital recorder is simply not cost competitive with today's analog machines. They will be within three or four years, he says.

When it does come, digital will work wonders in program production. In the course of making a program, any given portion of a program must pass through a recorder at least three or four times. Each time it does, a significant amount of noise is added. After just 10 passes through a recorder, the picture is hopelessly distorted. Such technical limits restrict the creativity of the producer. A digital recorder, because of its transparency, can create multiple generations of a picture, perhaps as many as 30 without causing it to decay.

The signal will be passed around the studio with fiber optic cable rather than coaxial cable. The glass fiber is immune from interference created by power lines and electrical devices and is itself remarkably transparent—literally and figuratively.

Many of the benefits of the digital studio will be lost if the signal emanating from it is distributed in the analog mode. Distribution systems—satellites and terrestrial
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microwave—will therefore make the conversion to digital along with the studio.

The digits will also gradually infiltrate the television receiver over the next decade. Because of bandwidth restrictions and compatibility problems, the signal from broadcasters—terrestrial or satellite—to the home will remain analog for some time, but, says Kern Powers, a staff vice president at RCA Labs, the "first thing the receivers are going to do is convert the signal back to digital to do the signal processing." Don McCoy, head of CBS Technology Center, agrees with Powers. An inexpensive digital frame store in the receiver, he says, will bring a wealth of benefits. It will eliminate ghosts, permit stop action and significantly improve picture quality.

Digital television's one major flaw is the tremendous bandwidth required for its transmission. The raw digital signal demands a channel 50 MHz or 60 MHz wide. Fortunately, digital television can carve itself of its profligate use of all scarce spectrum. According to Dick Green, a colleague of McCoy's at CBS, there are several kinds of bandwidth compression schemes that can be applied alone or in concert with one another. One technique is entropy encoding, "if you look at the statistics of a picture," says Green, "you find that certain picture elements occur very frequently and others very rarely. So it's wise in your coding scheme to use the minimum number of bits to send those elements that occur most often." Green makes the analogy to the Morse code, where the letter "E" is represented by a single dot.

McCoy adds that the frame store in the receiver can also be used to reduce bandwidth. "We can retain the common elements at the receiver and only send the new elements to update," he says, "The efficiency becomes enormous!" Despite the wonders of digital technology, it can only do so much for the U.S.'s NTSC television system, originally adopted in 1941 and modified for color in 1951. Improvements in the NTSC system are restricted by the 525 scanning lines that determine vertical resolution, the narrow video bandwidth that constrains horizontal resolution and the picture's narrow aspect ratio.

The motion picture industry and marketplace demand for large-screen television are pushing the industry toward what has become known as high-definition television which is pushing the industry toward what shall we call vertical resolution (perhaps 1,150 scanning lines) and a much wider aspect ratio. The movie industry is clamoring for HDTV so it can replace antiquated film technology with video. Hollywood types like Francis Ford Coppola, Glen Larsen and George Lucas see video as a less costly and more creative medium than film. At a recent seminar on HDTV in New York, Coppola said video will transform the art of moviemaking by allowing movies "to be mixed like music, instead of being edited." Movies produced on HDTV videocassette could be transmitted to film for theatrical distribution or transmitted by satellite directly to theaters.

There were 57,132 large-screen projection television sets sold last year in the United States even though the images they produced are marginal at best. They magnify the inadequacies of the present television system. The NTSC is designed to be viewed from a distance of six times the picture height. To properly watch a screen five feet high requires the viewer to sit 30 feet away. He might as well watch a foot-high screen from six feet away. An HDTV system would allow the viewer to sit twice as close to the screen so that a large screen would fill a much larger portion of his field of vision.

Because of the enormous bandwidth required to carry a HDTV signal, the HDTV standard will be analog in its initial applications. But as compression techniques evolve, a digital HDTV standard could be adopted compatible with the worldwide digital standard. By 2001 there are those who believe HDTV will be available in every home, delivered by broadcast satellites and by special terrestrial broadcast stations granted extra wide channels.

The HDTV could also be received in homes without HDTV sets although in a much degraded form. Conventional broadcast could pick the HDTV signal from the satellite, downconvert to the 525-line standard and rebroadcast it through a standard 6-MHz channel on the VHF or UHF channel. Homes equipped to receive broadcast direct from the satellites could purchase devices to perform downconversion at home.

The HDTV signal was, of course, have high fidelity stereo sound, but stereo television will be old news by the time HDTV rolls around. A committee of the Electronic Industries Association is now working to develop a standard for stereo sound, and according to Tom Keller, the chief engineer of the National Association of Broadcasters and the committee's chairman, television stations could be broadcasting stereo "within two years, with luck" in addition to stereo sound, Keller says, the standard will accommodate a second channel that could be used for second-language sound tracks. The standard would also incorporate a noise reduction system to enhance the sound quality.

Audio, in general, is undergoing the same digital revolution as video except that events are happening more quickly in audio. Sophisticated multi-track tape recorders already are in widespread use in audio production, and Sony has a device for recording sound digitally on an unmodified Betamax videocassette recorder. Since audio—in either an analog or digital manifestation—has but a fraction of the bandwidth as digital video, transmission of audio signals is not nearly the problem.

When Johann Gutenberg developed movable type in 1436-37, he invented mass communications and an entirely new storage medium: the printed page. Before Gutenberg, putting words on clay tablets, papyrus or paper was an onerous and time-consuming task. Consequently, few copies of any work existed and few individuals had access to them. By devising a means of easily making many copies, Gutenberg created a way to disseminate one's work (knowledge) among the masses, who suddenly had a reason to learn how to read.

Although the first books off the Gutenberg press were copies of the Bible—the German knew a best seller when he saw one—the ease with which books could be produced on the press gave birth to books containing facts and ideas that would never have been recorded or widely circulated before Gutenberg.

The printed page was a superior storage medium, not because it was more durable than the handwritten page, but because many copies could be made, improving the survivability of knowledge. Never again would man have to face a fire like the one that destroyed the library of Alexandria in the third century and set back human progress by centuries.

The 19th and 20th centuries gave rise to some clever ways of recording sights and sounds. Still photography flourished in the mid-1800's and gave birth to motion pictures at the turn of the century. The phonograph record and later magnetic tape were invented to record sounds. And not long after the invention of video came the appearance of a video recorder.

The primary vehicle for recording and circulating words, however, remains to this day the printed page. It has served mankind well for over five centuries, but its days may be numbered. As the printing press replaced the scribe, it is itself being replaced, at least partially, by the computer. From less than 50 years ago, the computer is revolutionizing the entire business of storing information and, with the aid of telecommunications, the way it is distributed.

Computers were originally designed to solve complex mathematical problems, automate machinery and detect patterns in arcane record vast amounts of information. For computers to perform these tasks, they require great "memories" to store the information to be worked on and "programs," additional information instruction, on how the work is to be done. As the machines evolved and their memory increased, computer operators found the aid from their other capabilities computers were excellent information storage media. Enormous amounts of information could be tucked away in computer memories and quickly and easily retrieved with a few keystrokes. What's more, the information could be called up on remote terminals or other computers anywhere in the world.

For the last few decades the computer has been the tool of government, science and business. What has been lacking is a way of making the computer's prodigious power accessible to everyone. Open access to com
puters, particularly their information banks, is what the home information revolution of the next two decades will be all about. Those who think television has been a long time coming should be thankful that it did not take 5,000 years—the time that elapsed between the invention of writing and universal access to it made possible by the Gutenberg press.

Videotext and its somewhat less capable cousin, teletext, are the technologies that will bring the computer into every living room. By utilizing the conventional television set as a display terminal, videotext and teletext will give every owner of a television set entry to the world of computers for a small incremental cost. The price derives from the decoders, which as add-ons to the set will decode and display in numbers, letters and simple graphics the digital information received from the computer and the keypad or keyboard, which will permit the user to pick out specific "pages" of computerized information and, in the case of videotext, "talk back" to the computer.

The nature of the two systems will dictate, to a certain extent, the types of media that they can employ. Videotext can be set up over a two-way cable system, telephone lines and the fiber-optic networks that will interconnect most homes by 2001. Broadcasting, a one-way medium, is a natural for teletext. All four classes of broadcast stations—AM, FM, full-service television and low-power television—as well as broadcast satellites could be used to deliver teletext services to homes.

The nature of the information served up by the systems will be diverse. It will include news, weather, travel schedules, emergency information, real estate listings, classified and display advertising, catalogues full of merchandise, instructional and reference material and perhaps entire novels. The system also will offer a closed-captioning service that will help the hearing-impaired or translate programming into other languages.

Videotext's interactive (two-way) capability gives it a distinct advantage over teletext when it comes to information retrieval. In a videotext system, all pages of information sit passively within the computer's information banks. Using a keypad, the consumer asks for a specific page and he computer—reacting at the speed of light—immediately sends it. The amount of information—the number of videotext pages—is limited only by the computer's capacity and that of any other computer with which it may be interconnected. Theoretically, videotext information capacity is limitless.

Because it is interactive, videotext is capable of far more than information retrieval. It also can be used to order and pay for merchandise, respond instantly to surveys and, for example, to make banking transactions.

A teletext system, confined to one-way transmission, is configured differently and, in practice, does not have the information capacity of videotext. A limited number of teletext pages are transmitted sequentially and cyclically during the vertical blanking interval (VBI) of a conventional television broadcast. The teletext user signals with his keypad for his decoder to grab a specific page from the stream of pages and display it on his television screen.

The VBI is the fraction of time it takes for the scanning beam of the television set to move from the bottom of one picture frame to the top of the next. During this time the scanning beam traces 21 diagonal lines as it moves back and forth up the raster; these lines are "blanked" (made invisible). Many of these lines, each representing tiny fractions of a second, are used to transmit signals critical to the television picture. But all teletext proponents point out, perhaps none of them could be used for teletext transmission.

A typical teletext system, using just a few lines of the vertical blanking interval, can offer just a few hundred pages without making the user wait an unduly long time for the page he selects to be transmitted and displayed. It is axiomatic in the teletext planning that the more pages of information broadcast, the slower the access time. Both factors—limited number of pages and slow access times—detract from the applicability of teletext and must be weighed against each other in developing a service. KNX-TV Los Angeles has been broadcasting an 80-page teletext magazine since April. The user must wait an average of seven seconds for each selected page to appear. While that doesn't seem like a lot of time to wait, a teletext page is not much to wait for. A single page contains only 160 words, significantly less than a typed or written page or three or four inches of a typical newspaper column. If all a consumer is offered is 80 such pages he may have little incentive to pay for a decoder-equipped set.

Teletext systems are being tested or planned in the United States by CBS, KNX-TV Los Angeles, NBC, Westinghouse Broadcasting, Field Communications and the Public Broadcasting Service. The one question they're all asking is: What is the market potential of teletext broadcast over the vertical blanking interval? It seems that most are bullish on the prospects for teletext. Strategic Inc., a San Jose, Calif., consulting firm, predicts that by 1990 some 20 million homes could have some form of teletext.

Teletext also would be enhanced considerably if an entire television channel were devoted to the service and if a telephone line were used to talk back to the teletext decoder computers. A full channel would allow the transmission of hundreds of thousands of pages in the same time that two lines of the vertical blanking interval would pass 200 pages. Although such capacity is not yet possible, a number of systems that will be contained in a typical videotext computer, it is presumably sufficient to keep happy the consumer who has made a modest investment in a teletext decoder.

The rise of the videotext and teletext systems in the 1980's will create an extensive infrastructure of information suppliers and service providers. The infrastructure will form the foundation of a nationwide communications system fully integrating computers and communications. Advancements in computer science and integrated circuitry will put the technology into the hands of consumers and will be enhanced by video. The picturephone, which failed to find a market when it was first introduced by AT&T in the early 1960's, will be reborn. While the picturephone will serve some homes, it will be used extensively by business institutions for videoconferencing. Such electronic gatherings will cut down the time spent traveling and the energy needed to transport the high-speed communications equipment. Satellite-based communications will be built up gradually over the ten years and by 2001 the system will rely on fixed satellites to handle the longhaul traffic and the revolution medium of fiber optics for the short hops around town (as well as some of the long ones across several states).

For more than a century there had been only two ways of getting an electronic signal from A to B: radio waves and wire. The last 15 years however have given birth to a third medium, fiber optics, that will replace most wires and cable by 2001.

The new medium uses pulsating light beams as the information carrier. The light is reflected off the transmitter through hair-thin glass fibers, far more transparent than the highest-quality window glass and flexible enough to tie into a knot.

Fiber optics is the key apparent to coaxial cable in virtually every conceivable application. A single fiber will one day be able to carry dozens of multiplexed television signals and tens of thousands of telephone conversations and, since many fibers can be harnessed together in a single cable, a fiber system will be capable of delivering hundreds of television channels or their equivalent in audio and information services to homes and offices.

Fiber also is sure to find its way into the production studio, where it will help to preserve the high-quality signals as they are processed. CBS's Dick Green says there is a "synergism between digital television and fiber optics.

Fiber can carry 600, 700 or 800 megabits per second over reasonable lengths.

The 21st-century technology has an antecedent in the 19th century. Alexander Graham Bell, four years after experimenting with the variable-resistance telephone to telecommunications in 1876, built the photophone, a quaint device for transmitting voices with light beams through the air. On April 1, 1980, he tested the "wireless"—and it worked. Bell
sent a message more than 213 meters using modulated sunlight and the recently discovered light-sensitive properties of selenium as a demodulator. Unfortunately, sunlight cannot be counted on, and the rapid dispersion of the transmitting light beam made reliable communication impossible. Also, Bell's system was restricted to line-of-sight transmission.

In the 1950's, lasers, which could sharply focus light into narrow and powerful beams, were heralded as a possible new communications technology, but—like Bell's photophone—the lasers lacked a suitable transmission medium. As the November-December 1980 issue of RCA Engineer notes, lightwave communications lay dormant until K.C. Kao and G.A. Hockman released the results of their work in 1966. They proposed the use of glass fibers as a pipeline for carrying the laser beams. The best glass then available was inadequate for the task, they asserted, but by reducing the impurities in glass, light transmissions over long distances could be practical.

Building on their conclusions, countless research and applied scientists worked on perfecting the glass fibers and lasers and light emitting diodes used to generate the signal. The "repeater" used to regenerate them and the detectors used to translate the light beams back into data, sounds or pictures.

Everybody seemed to recognize immediately the technology's broadband capabilities and set to work to make fiber optics a practical tool. A whole new field of integrated optics has been created out of this effort. Engineers are putting modulators, lasers, lenses, and filters on a "chip," just as the makers of integrated circuits put capacitors, transistors and resistors on chips.

The technology has already been put to work by the telephone companies, which have found fiber to be a cost-effective alternative to conventional telephone trunk lines. General Telephone & Electronics claims to have installed the first fiber link carrying regular telephone traffic in 1977. The 5-mile-long link carried up to 24 simultaneous conversations on a pair of fibers between switching centers in Long Beach and Artesia, Calif. The first large-scale application is AT&T's Washington-to-Boston line. The 611-mile digital link will be capable of carrying 30,000 simultaneous conversations on 12 fibers. The first half of the system—from Washington to New York—should be operational by the year 1983.

In addition to far greater potential bandwidth, fiber optics has many other inherent advantages over coaxial cable. Signals carried on a fiber are immune from electrical interference produced by radio waves, power lines and lightning and—in the case of fiber signals—render no electromagnetism—there is no cross-channel interference to worry about. Fiber is virtually impossible to tap and thus affords a high level of security. A signal sent on a fiber can go much farther without having to pass through a signal-degrading repeater than one sent on a cable. Fiber also is lighter and easier to install than the typical coax cable, which, by comparison, is heavy and clumsy. Perhaps the chief advantage of fiber is its relative inexpensiveness. "We are talking about sand and borax," says Lawrence DeGeorge, president of Times Fiber Communications. Coax, on the other hand, is "pure energy." he says. "All the plastic components are petroleum-based and the aluminum requires a lot of energy to process." Alvin Toffler, in his "The Third Wave," makes the point prophetically: "The amount of coal required to produce 90 miles of copper wire can turn out 800,000 miles of fiber."

There will be no dearth of fixed domestic satellite capacity to serve the long-distance communications needs of 2001. Many of the fixed transponders now used for video distribution will be freed up in the move to the higher power broadcast satellites. Andrew F. English, president of RCA Americom, has calculated that over the next nine years, total transponder capacity could grow from 63 transponders to 984 transponders, assuming full use of the C-band and Ku-band and spectrum and three degree satellite spacing. Just two weeks ago [Broadcasting Oct. 5] the FCC began an inquiry looking toward reduction of satellite spacing to two degrees.

If that is not enough to satisfy the communications industry's demands, another band with five times as much spectrum (2,500 mhz) as either the C-band or Ku-band will be opened up. It will be the Ka-band at 22 ghz. What's more, because the satellites being planned for use in the band contain switched multibeam antennas, the allocated band could be reused perhaps four times, resulting in a total effective capacity of 10 ghz per satellite. And since satellites using that frequency can be spaced one or one-and-a-half degrees apart, the 10 ghz can be multiplied many times by launching additional satellites, in what may or may not be an understatement, Joe Sivo, who heads the National Aeronautics and Space Administration's Ka-band development project, says: "Multiple satellites of that size look like a very, very good building block for communications systems of the 1990's."

The Ka-band satellites envisioned by the NASA planners would have 18 spot beams, covering 18 major urban centers. Each of the beams would lay down a footprint 125 miles wide. In addition, the satellites would have six regional "scanning beams" each that would literally scan within a narrow beam, one-sixth of the continental U.S., sending and receiving bursts of digital information to every tuned-in Earth station in the beam's path. What's so amazing is that one entire scan of the region would take only a tiny fraction of a second, so fast that a telephone conversation could be held without a single syllable being lost. Instead of scattering power over a large area, Sivo says, the satellite's scanning beam "shares its power on a time basis." Signals flowing through the various fixed and scanning beams will be routed through an on-board switcher.

The scanning and the switching are untested satellite technologies and the Ka-band an untested spectrum. To try out the practicality of all this, NASA is now seeking funds to place a scaled-down Ka-band satellite (perhaps four fixed beams) into orbit during the late 1980's. Although the satellite would not be configured for optimum testing of television broadcasts, Sivo says, broadcasters will be welcome to send television signals over one of the spot beams and extrapolate the results.

Mobile communications from the most remote areas of the country will be possible in the 1990's through a similar type of multibeam satellite, operating at much lower frequencies. A single "land mobile satellite" will serve the entire country with scores of contiguous spot beams, interconnected with one another through the on-board switcher and with cellular mobile radio systems in urban areas and the wired communications network.

The cellular radio system, which already exists in experimental form, divides a city into cells, each served by its own transmitter/receiver. A mobile transceiver in any one of the cells is linked by the central transmitter/receiver with the wired telephone network. If the transceiver passes one cell into another, its signal is automatically passed to the new cell's transmitter/receiver without interruption.

The land mobile satellite permits the same kind of service, except that the service area is the nation, not a single city. The satellite beam will be powerful enough and its receive antenna large enough that small hand-held transceivers with small omnidirectional antennas will be sufficient to tap into the system.

The satellite itself will be unlike any other communications satellite before it. The satellite will possess an antenna at least 150 feet wide that will catch the weak signals from the ground and bounce transmissions back to earth. To get such a satellite into space the antenna will be wrapped into a tight cocoon and deployed in low earth orbit. The satellite with fully extended antenna will then be pushed by small rockets to its permanent orbiting position. NASA is seeking development funds for a land mobile satellite that would operate with frequencies around 600 mhz and cover the country with perhaps 87 contiguous spot beams.

According to Lockheed, which is developing the immense collapsible antenna for the land mobile satellite, if the antenna were made wide enough—perhaps 600 feet—the transceivers needed could be made small enough to wear on the wrist. The day Dick Tracy's creator foresaw will have arrived.
DELTA BROADCAST PRODUCTS

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The Amplitude Modulation Controller is the only modulation controlling system that provides a completely closed loop around the transmitter. The sampling of actual modulation levels after the PA output network assures precise adjustment for optimum modulation levels. The AMC-1 also keeps a digital count of positive and negative overmodulation bursts for both present and previous one minute periods.

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The Digital Antenna Monitor couples pushbutton ease of operation with digital accuracy. The DAM-1 will accept RF samples from up to 12 towers (with an auxiliary panel) and features ± 1° phase and ± 2% current ratio accuracies. Remote panels and other accessories are available.

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The RCS-1V Remote Control System combines microprocessor technology with simplified operation. Features include direct interface boards for antenna monitors, patented remote modulation bargraph, automatic logging, and synthesized speech telephone interface. The modular design allows the customer to plug in additional input or control boards to expand remote control capabilities even after the system is operating in the field.

APC-1

The Automatic Power Controller is your insurance against citations for over and under-power operation. The APC-1 continuously monitors the transmitter output power, and makes automatic power adjustments with the transmitter loading control. This assures proper power adjustment at all times.

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The Operating Impedance Bridge measures the impedance of networks, radiators, and the like while they operate under full power. VSWR as well as complex impedances of up to 400 ± 0.01 ohms can be measured.

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6740-B

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As the 21st century rushes toward us, the technological revolution in telecommunications, already under way in the U.S. for a couple of decades or more, gathers speed. And the promises it holds are enormous. For those concerned about the U.S.'s place in the world, telecommunications is the new symbol of American leadership. The services—computers talking to computers; instantaneous, multipoint communication in text and living-color graphics—are awesome to contemplate (if a touch Orwellian). And for those concerned about the application of the First Amendment to all publishers, electronic as well as print, the diversity of ownership and of media that the explosion in technology makes possible seems to offer the means of bringing that about: Scarcity—the perennial justification for regulation—is giving way to abundance.

And yet, it's not an exaggeration to say that those much-to-be-desired consequences of American genius (how long has it been since "American genius" was mentioned in other than ironic terms?) are not likely to occur as a matter of natural law. The public policy governing telecommunications development in the U.S. for the past 50 years and more must be reconstituted in a manner that not only meets the needs of today but those of the next generation.

It's no easy task. As Congress and the FCC deal with it, they are subjected to conflicting pressures applied by competing forces with enormous stakes in the outcome. It requires fresh scrutiny of principles that have long served as the foundation of economic and public policy in this country.

For instance, do classic antitrust principles continue to serve the public interest in telecommunications matters? To what degree will the First Amendment be applied to the new technologies—to what is being called "telepublishing" or the "electronic press?" And those questions hardly scratch the surface. Public Policy Forecasting Inc., of Potomac, Md.—a firm whose business is public policy forecasting and whose clients are private companies and government agencies—has identified almost 2,000 public policy issues likely to be raised by the
emerging information technologies.

There's no certainty things will turn out as expected: The public policy ball could take a funny bounce. Ithiel de Sola Pool, a professor of political science at the Massachusetts Institute of Technology, in a paper on the implications for the First Amendment in the passage "from Gutenberg to Electronics," says a disturbing question is suggested by the fact that electronic media today are tightly regulated as to who may provide what service to whom. "If virtually all communications become electronic, will the legal norm that governs them be the civil liberties tradition of the printed word or the regulated tradition of the electronic media? As publishing becomes an electronic activity, will the producers of text find themselves under the same regulations that govern the electronic communications?"

Some observers have indeed raised the question of whether, for instance, the fairness doctrine will be applied to users of teletext service. And, as Pool notes in his paper, the FCC, in its Computer Inquiry II proceeding, would leave computing unregulated while licensing and controlling communications. (The Senate bill deregulating AT&T similarly restricts AT&T's ability to control content in the new era of telepublishing.) "The irony," says Pool, "is that the Constitution has it the other way around. Congress's power stops at communication.'"

Whatever dispute there may be over policy, there is no countering the fact of the revolution bringing abundance where there was scarcity. UHF television, once regarded patronizingly as a stepchild of the mass media, is showing strength. Radio stations continue to proliferate. Even before the FCC adopts rules governing the new service, the demand for low-power television stations is awesome. Cable television now serves 27% of the country's television homes, and is moving from its mom and pop community antenna origins to an information-dispensing business that worries AT&T (and, in turn, is big enough to be worried by it). Multipoint distribution service is providing pay TV services, and videocassettes and disks are finding a place in the video market. Then there is direct broadcast satellite service. The 14 DBS applications filed with the FCC in July are proof enough of the enormous interest of entrepreneurs in providing programming services. (The Communications Satellite Corp., one of the applicants, has petitioned the commission to dismiss six of the applications—including two by groups of federal penitentiary prisoners—on grounds of being incomplete or late-filed or both. Nevertheless, the conflicts among even the remaining proposals in terms of technical requirements do not augur well for swift action by the commission in adopting DBS standards and policy or clearing the way for even an interim operation for years.)

Nor is that all. For what Pool refers to as an "electronic superhighway," on which a variety of communications can travel, is being built. Teletext and videotex services are struggling to be born in this country and to make telesubscribing a reality. Electronic data processing is already widespread. And the companies involved in the research, manufacture, and distribution of communications equipment offer eloquent testimony to the fact that the information age has arrived—AT&T, IBM, Digital, and Texas Instruments, to name but a handful. And if Exxon is still regarded primarily as an oil company, its emergence in the public mind as a factor in the development of communications high technology is only a matter of time.

Telecommunications, then, is big business. According to a Department of Commerce study, "The Information Economy," by Marc Porat, the proportion of the labor force in the information sector had grown from 25% to 50% in the 25-year period ending in the early 1970's. And Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, notes that more than half the nation's gross national product—now estimated at almost $3 trillion—is based on the development, storage, transfer, and use of information. The onrush of telecommunications technology is seen as transforming in the years ahead even middle-class homes in developed countries into information centers. Pool estimates that most such homes will have invested $1,500 in a telephone, a television set, a radio and a hi-fi phonograph or tape player. And he writes in a paper for the International Commission for the Study of Communication Problems, "that a future broadband two-way computerized home system would include a videophone with conference capability, an intelligent processing and electronic mail terminal, a multichannel optical fiber TV with feedback controls, and a video recorder and player.' Given the sharp decline in the cost of microprocessors (20% annually), computer memories (40% annually) and communications (11% annually), he said, "the cost of such a facility should be about twice that of the present phone" (in constant dollars).

In those terms alone, telecommunications is important to the nation's economy. Graham Moltor, president of Public Policy Forecasting, sharpened up that reason in an article in the April 1981 issue of The Futurist, America, he wrote, is at present "by far the world leader in information industries, Information equipment sales for 1980 are estimated at $30.5 billion in the U.S., contrasted with $8.6 billion in the second-ranked nation, Japan." He also noted that America leads all other countries by large margins in the production of computers—$13.3 billion to second-ranked Japan's $2.9 billion, according to 1979 figures. But, he adds, there are signs America's competitors—West Germany as well as Japan—are catching up: Research and development in the U.S. are declining, while R&D in Japan and West Germany are on the rise.

To Moltor, and many other observers, "[t]he high value-added technologies are as, he said, in an interview with BUSINESSWEEK, "the solution and hope of maintaining America's leading economic position in the marketplace." But, he said, "a sense of national purpose"—like that in Japan, where the government develops strategies to promote telecommunications technology—"is lacking."

What does he have in mind as a way of maintaining America's lead in telecommunications? For one thing, he would change the country's attitude toward antitrust enforcement. The antitrust suits launched by the Justice Department to break up AT&T and IBM are not, in Moltor's view, sound policy. "The economics of the world marketplace have changed radically since the 1930's," he said.

Moltor takes as a model of practices in foreign countries, both communist and non-communist, "Communist countries focus all trade with other countries in a few trading companies," he said. "Japan does the same, and open cartel registries encourage combinations of companies in Europe to attain a parity of scale for effective competition in world markets. There also are planned economies in non-communist countries—in France, for instance—where national goals are set and responsibility for reaching the goal is apportioned among the companies.

Moltor believes the government should swiftly resolve the suits against AT&T and IBM, as well as others, "plaguing" American telecommunications industries. "They're enormously costly, and we need the parity of scale to compete with state-owned trading companies."

Members of Congress working on amendments to the Communications Act, as well as the White House, are sensitive to the issue Moltor raises. They are aware of the importance of telecommunications to the nation's economy, and are attempting to shape deregulation bills in ways that would assure AT&T's ability to serve as a primary engine of the technological revolution. Indeed, that is the reason administration officials urged President Reagan to direct Justice to drop its suit against AT&T.

But not all members of Congress see things quite that way. With, for instance, opposed dropping the suit against AT&T, and he continues to see the vice in competition. In a series of speeches recently, he made this point: "I hope we have learned the principle that those who would limit competition and consumer choices must bear the burden of proving there is a public interest in exclusion. Unfortunately, this principle runs contrary to the instincts of many regulated industries. Among many, there is a sense of private entitlement to public rights or resources which fits neatly with economic self-interest."

Then there is what might be called the
technological determinist view of Charles River Associates, a Boston-based consulting firm. Dr. Alan Baughman, director of telecommunications research for CRA, suggests in a paper "On the General Impossibility of Communications Monopoly" that regulated monopolies are dinosaurs in the current age of technological change. Such change, he says, has already caused considerable restructuring of the economy and will cause greater restructuring in the future. Why? Because of the "large profits" the new technologies make possible.

For Baughan, such changes are in the public interest and should be encouraged. He noted that, as distinctions between services—like newspapers and television—merge, "inappropriate regulatory structures offer the prospect of imposing costs at least as great as the benefits which they purport to achieve." Thus, he argues, let the market operate. If problems of sufficient magnitude develop, he says, there will be time enough to adopt regulations.

Obviously, the question is complicated. But there are those who pose even more complicated ones. Donald Jansky, an associate administrator of the National Telecommunications and Information Administration, for instance, talks of "industries in collision." He is referring to the broadcasting, computer and telephone industries meeting on a single wire or optical fiber running into the home.

"Does that portend a realignment of industries? Will there be a single electronic-information-distribution industry?" If fiber optics "comes along, that's the way to go." But in that event, he said, the principal policy question would be, "Who controls the source of information?" You can own the technology or the information," he says, "but not both.

Even in a time of rapid technological change, the question posed by Jansky seems generation away. Walter Baer, a former member of the Board Corp. specializing in telecommunications, and now director of advanced technology for the Times Mirror Co., sees it as "a question for the '80s"—although, he says, "it's not too early to begin considering it now." The question, he says, is whether it would be worth keeping two channels in the home in spite of the economies of scale offered by placing all services on one. "Those economies," he says, "may not be so great as to warrant restricting competition between the two sources.

The question of control of both the content of material to be transmitted and the means of transmission, is one of the most inane and controversial of the information age. The prospect of the power such control in a mass media would offer is frightening to many. For instance, John Williken, in his "The Electronic Nightmare: The New Communications and Freedom," says that "an agency that gained such control, if left to operate without adequate restraints, could dictate its contents and decide its political, economic and social applications. It would be far easier to control what is seen, heard and read on a monolithic electronic communications system than it is today to control content on thousands of radio and television stations and in the diverse outlets of the printed press."

The telephone network at present provides the principal medium for the two-way videotext service, since it reaches virtually every home. Because telephone lines are the means of transmission, videotext is not subject to content regulation. But that's unlikely any time soon. It would be permitted to acquire the kind of control that worries Williken. The Senate Commerce Committee seems to have been aware of the danger when, in its bill to deregulate AT&T (S. 898), it proposed limitations on the kinds of data services the separate Bell subsidiary could offer: mass media, cable television and alarm services would be denied the subsidiary, but electronic Yellow Pages would not.

It may be, however, that the language in the bill is sufficiently fuzzy, or elastic, to permit AT&T to offer other data services—as AT&T evidently intends to do. Morris Tanenbaum, AT&T executive vice president, says that, "to make videotext viable, there will have to be a large number of people in it, to supply data bases..." If others don't supply [them], we will," he says. At present, AT&T and Knight-Ridder Newspapers Inc. are conducting a test in Coral Gables, Fla., to determine what the public wants in the way of videotext service. And last month, AT&T was reported planning to embark on a large-scale test with CBS (Broadcasting, Sept. 28).

"AT&T as villain is not unusual in scenarios of the future," The Arthur D. Little Co., in a scenario prepared five years ago for the White House's old Office of Telecommunications Policy, pictured AT&T as acquiring complete dominance of the telecommunications system in the country by 1991. According to the scenario, AT&T had persuaded Congress to permit the company to develop a nationwide system of fiber optics over which it would be transmitting not only telephone messages but also programs of conventional and pay cable and conventional television. The ADI futurists saw the FCC reallocating the frequency space vacated by television to land mobile radio (Broadcasting, July 26, 1976). It isn't only the Bell System that is a source of concern for some looking ahead to the new information era. The cable television industry is, too. Henry Geller, former head of NTIA, and others have asked whether a owner of a cable system with 50, or even 100 channels is a broadcaster or a "telepublisher," on all of the channels, or whether the cable entrepreneur can be required to lease some, or not all, channels to others, with no control over their content. Geller, noting the advantage control over access afforded—a system could deny channels to companies interested in offering services that would be competitive with those it is providing, and could also exercise a kind of censorship in suppressing unpopular ideas—asks: "Can a guy control 100 channels and get away with it?"

The response of Thomas Wheeler, president of the National Cable Television Association, appears to be, "Why not?" He says the cable system should continue to be allowed to own the hardware and control the content. And Wheeler is not speaking only of television-type programming (although he says that cable systems would be obliged to lease facilities to programers simply to fill up some of the channels). He has a vision of cable moving boldly into the switched-services and data-transmitting business now dominated by AT&T. And more than that, "Cable wants it all," he says, "to provide the lines [of communications] and the information."

How does he reconcile that ambition with the vigorous support NCTA contributed to the successful effort to limit, under S. 898, the data services the AT&T subsidiary could provide. Here, boldness gives way to pragmatism, "Everyone says cable should compete with AT&T," Wheeler says. "To do that, we have to be in both, hardware and software. As in broadcasting, the networks have owned-and-operated stations, to stimulate them to produce programing for other outlets. The same theory holds here... AT&T is so big it doesn't have to be in both hardware and software. It makes more money in the Yellow Pages than the cable industry makes in revenues."

(That's a bit of an overstatement. The Yellow Pages last year generated slightly more than $2 billion in revenues, somewhat more than the $1.8 billion the cable television industry produced in 1979.)

Wheeler gets some support from Pool. "There's no way to make a sharp separation between ownership of the system and control of content," Pool says. "The money is in the programing. If you say the person who provides the facilities can't control the programing, you won't get a system. There's not enough money in facilities." But that's only for the present. "Later on," Pool says, "the American society won't put up with one person owning the system and controlling the content."

The question of whether society will permit that dual control, even to the degree Wheeler regards as benign, may not yet be answered—certainly not to Geller's satisfaction. Geller has petitioned the FCC to initiate a rulemaking aimed at requiring cable systems with between 30 and 100 channels to lease a percentage of them on a first-come, first-served basis. His principal argument is that requiring systems to surrender control over a certain number of channels furthers "the most fundamental policy under the Communications Act"—diversification of control of mass media. S. 898 contains a provision that would insulate cable systems against mandatory common carrier service. However, chances of enactment of the bill—given serious reservations in the House—do not appear bright.

As for the question Jansky poses of who

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would own the wire entering the home, if there were only one, Wheeler has an answer. He draws an analogy to the undersea cables, in which a number of common carriers have indestructible rights. Indeed, Wheeler said, the cable industry does not object in principle to AT&T being the sole owner of the wire, provided it “leased space fairly to others,” including cable entrepreneurs. And here, the cable industry says its experience in leasing pole space or entire plant facilities from telephone companies offers little optimism that relations would be amicable. (The cable industry has spoken of AT&T as a brute whose anticompetitive practices require the government to keep it in restraints.) “You have to have a second wire to keep AT&T honest,” Wheeler says. “It would have no incentive to be honest unless you held over its head the club of being able to do it yourself.”

For those government policymakers pondering the regulatory course to pursue at a time when technology is making television a business and creating, in a sense, new wires for old bottles, Wheeler has a suggestion. Focus policy concerns on the product, not the platform, he says; “I’m not heading for a situation in cable where you’ll have coming down the same pipe different services that are regulated differently, depending on the nature of the service and the degree of competition involved.”

For instance, he says cable television fragmenting into three distinct services: community antenna television (retransmission of broadcast signals), broadband information and entertainment (original programming, videocassette or services like Cable News Network), and, finally, the local distribution loop business (an alternative to the data-distribution service offered by the telephone companies). “All three will go down the same pipe on the same wire, but each is different in its approach to the marketplace and with whom it competes. As a result, not all should be treated alike. It’s not the hardware; it’s the service.” He says the same principle applies to broadcasters in connection with teletext—an over-the-air videocassette service bearing no resemblance to broadcasting as it is now known.

But what of the variety of mass communications already in place as a result of the technological revolution—those using satellites or disks or cassettes to deliver additional pay, advertiser-supported or hybrid services, for instance? As Geller notes it has led to “letting go” by the government of content regulation. First, the FCC eliminated its information and commercial guidelines for radio, already a medium of abundance, and abandoned requirements for formal ascertainment of community needs. Congress seems likely to follow suit in the months ahead; it has already extended the length of radio and television license terms.

As for the future, Geller believes that government will attempt to equalize competition. Why, for instance, should a pay TV station competing with MDS, pay cable and other pay services be required to satisfy special requirements, such as having to broadcast 28 hours of nonpay programming a week? (The FCC is now addressing that question.) Why also, Geller wonders, citing a matter that seems to have become a personal cause, should competition between cable and broadcaster be “skewed” in favor of cable by the compulsory copyright license it is given that requires only a relatively small fee set by law?

In both cases, at least, the regulatory movement accords with Geller’s views. “Behind this trend is the U.S.’s deep commitment to First Amendment principles—to the notion of diversity—that we have staked our all on the marketplace of ideas, on information coming to the people from many diverse and antagonistic sources,” he said in remarks prepared for a group of Japanese government officials visiting Washington last summer.

But even apart from the public interest groups still fighting a last-ditch effort to block the deregulatory tide, Geller—and, as it turns out, former FCC Chairman Newton N. Minow—makes clear that the current government passion for letting the marketplace regulate in place of government is likely to remain a matter of controversy. The marketplace, they say, has its limits as a doer of good.

There is the matter of public broadcasting, for instance. Both Geller and Minow argue that the marketplace is not an effective instrument for remedying what Geller refers to as a “deficiency” of broadcasting service. “It is by no means clear that the marketplace will supply the educational, cultural, informational and similar programming required for an informed and enlightened citizenry,” he says. He notes that it was noncommercial radio that covered Senate debates on the Panama Canal treaties and that presents educational material and programs on Shakespeare. Thus, he doubts the wisdom of the Reagan administration’s plans for cutting funds for public television on the assumption that the new video—cable, cassettes and the like—will supply the kind of programming now available on public television.

Minow not only echoes Geller’s concern; he goes beyond it. The man who as FCC Chairman referred to commercial broadcasting in 1962 as “a vast wasteland” does not believe—as Geller does—that the government should abandon the “public interest” standard for broadcasting. Speaking at an international conference on broadcasting in Tokyo, on Sept. 30, Minow said, “I believe broadcasting has a unique public responsibility, and I am not ready to turn that responsibility over to market forces. I believe it essential to continue to insist on fairness in broadcasting of public issues, on fairness to our minority interests and our minority populations.”

Minow also makes a point that, in view of today’s rush to marketplace deregulation, seems almost quaint. Speaking of the questions raised by the technological revolution in telecommunications, he said: “As we try to find answers to these dilemmas, we must remember that it is the listener and viewer whose interests should be paramount (a paraphrase of language in the Supreme Court’s 1969 decision affirming the constitutionality of the FCC’s fairness doctrine), not the interest of the broadcaster, or the interest of the cable operator or the private interest. The public interest should prevail.”

Minow may take the argument a bit further than some who try to peer into the future. But there are others who do not foresee the proliferation of new services leading inexorably to the granting to broadcasters of First Amendment freedoms on a par with those enjoyed by the print press.

“The First Amendment issue will be with us regardless of what the technology is,” says Walter Baer. “There will always be groups contending they are unfairly being kept out.” Nor does he foresee Congress abandoning the equal-time law or the fairness doctrine in the foreseeable future. Certainly Pool, the seer who worries about broadcasting’s shackles being copied and applied to telepublishing, does not expect sympathy for broadcasters from Congress. Politically, it may take quite a few years to persuade Congress to move in the direction of First Amendment freedom for broadcasters.

Pool may be right. With, for instance, foresees deregulation of broadcasting, but affording broadcasters the kind of First Amendment protection print media have for granted is not what he has in mind, ever. He is not anticipating repeal of the equal-time law or the fairness doctrine, let alone the public interest standard that is used to justify content regulation.

“I don’t see any groundswell of opinion favoring repeal of Section 315 [the equal-time law] or the fairness doctrine,” With in an interview. Broadcasters are not saying, “Get rid of the public interest, fairness or 315. They want certainty; they want to know what the rules are.” To With, the public interest standard seems a kind of security blanket Congress should never discard. For, he says, a Congress that finds deregulation being “abused” would, under the public interest standard, retain the “ultimate” authority to reimpose regulations. He would even subject the “teletext publisher” to that “ultimate” control.

With’s rationale is the conventional one, that the spectrum is a public resource broadcasters are allowed to use “in the public interest.” What, then, of Congress changing the rules of the game and selling or auctioning the spectrum to those who would use it? The public would have something in return for the spectrum. With brushes off that suggestion with the confidence of one familiar with the politics of issues. “Broadcasters won’t go for auction,” he says. “So that takes care of that.”

The conventional political wisdom that With reflects—that members of Congress are not about to trust their political fortunes
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and Broadcasting Magazine
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and the fate of issues they care about to what many consider the suspect journalistic integrity of broadcasters—will be tested in the current Congress, however. The FCC has proposed legislation repealing Section 315 of the Communications Act, which includes the equal-opportunities provision as well as language giving statutory support for the fairness doctrine. And FCC Chairman Mark S. Fowler addresses the issue with the fervor of a true believer.

"The equal-time rule hasn't worked," Fowler said in an interview with BROADCASTING. "It has stifled political debate. And the fairness doctrine has involved the government in an outrageous manner in the editorial judgment of broadcasters. I want editors to make decisions on fairness issues, not the government." His fervent hope is that well before the bicentennial of the Bill of Rights, in 1991, "we'll apply those rights across the board to electronic media."

Fowler is counting on broadcasters to demonstrate the political power with which they are credited in behalf of the FCC's legislative package. Indeed, he is sharply critical—almost contemptuous—of broadcasters for what he says is their failure to fight vigorously for their First Amendment rights. "Broadcasters have bartered away their rights for economic benefits, for license stability," he says. "Adhere to the fairness doctrine, and you're responsible;" is how he sees broadcasters as having regarded the content regulations. "They should have fought," he says. But regardless of any failure to have done so in the past, Fowler expects broadcasters to fight now for their freedom from the strucures of the equal opportunities law and the fairness doctrine.

"We should be a federal traffic cop," Fowler says, in describing his idea of the FCC's role. "That would be Nirvana. And we're closer than people think." All it takes, says Fowler, President Reagan's first FCC chairman and a devoted Reagantite, is an "effective presentation" of the President's program. As he sees it, "There is a struggle between those who want government to decide in some measure what people will see and hear, and those who want people to make choices directly through the marketplace."

But Wirth is speaking from the congressional trenches, where the battles are fought and where things like the fairness doctrine and the equal-time rule have particular meaning for the congressional troops. And Fowler is speaking as a fierce advocate for broadcasters' First Amendment rights. What of those with a more detached view? Senior Judge David L. Bazelon of the U.S. Court of Appeals in Washington examined in some depth the question of government regulation of content in the developing information era, as well as the existing services, in a speech at the annual Telecommunications Policy Research Conference, in Annapolis, Md., in April, and in a subsequent statement to BROADCASTING. And his view is considerably different from Wirth's, though not identical to Fowler's view.

Bazelon, who was appointed to the bench by President Truman in 1949, feels the kind of content regulation imposed by Congress and the FCC and upheld by the courts, including Bazelon's, over the past 50 years has been something of a disaster. "Government attempts to improve the quality or diversity of broadcast speech through content control failed miserably," he said in his speech. "Forced to choose between an unlettered right to speak and a meaningful right to know, we achieved neither." For Bazelon the new information era affords policymakers a second chance.

"It's not that Bazelon, whose reputation as a liberal and activist judge is secure, sees only a slack role for government in the new information era. Marketplace regulation is not for him, for he said: "Before the current clamor for deregulation hardens into political sloganeering and facile solutions, we should carefully consider the lessons of the past."

He cited three:

He said government "cannot regulate the content of speech consistent with democratic values... Content regulation should not be applied to the new technologies unless absolutely necessary." Bazelon said it is pointless to apply, say, the fairness doctrine to a cable system with access and leased channels or to a teletext system whose interactive nature—subscribers punch up the pages they want to see on the television screen—permits it to a library (Indeed, with electronic and print journalism merging in teletext, it's a virtual certainty that newspapers would mobilize their considerable power in opposition to any effort by government—FCC or Congress—to extend content regulation to the new technology. Fowler cites the possibility of such an extension as a reason for abandoning content regulation now.

Bazelon also warned against concentration of control of mass media "in the hands of a relative few." He said it would undercut the grounds for applying the First Amendment protection to the new technologies. For if the spectrum-scarcity theory on which the Supreme Court upheld the constitutionality of the FCC's fairness doctrine, no longer fits in an era of proliferating technologies, he said, the court in the Pacifica case involving the broadcast of indecent language seems to rely on the "intrusive" nature of the media as a basis for regulation. "In essence," he said, "the argument is that the telecommunications press is too powerful to be free."

It is in that connection that Bazelon sees government's role. He favors structural regulation of the media—the use of antitrust laws, for instance, or the FCC's rules restricting crossownership of media outlets. Not only would laissez faire lead to the domination of the new technologies by "the same voices that have brought us today's homogenized fare," Bazelon said. But, he ad-

ded, it also would allow "communications giants to grow to the point where our only alternative is content regulation."

The third lesson he cited from the past is that "we sacrifice one First Amendment value for the sake of another at our peril." Bazelon said the structural approach promotes "both the right to speak and the right to know" (which he said the Supreme Court has found implicit in the First Amendment). And both rights should be enhanced through the new technologies, he said.

How does Bazelon feel about content regulation as applied to existing services? In response to a question from BROADCASTING, he indicated, as he has in several of his opinions, that the fairness doctrine poses a "threat" to First Amendment values. He does not feel the equal-time rule poses the same threat, since it does not "require the commission to make judgments about the content of broadcast material." In view of broadcasters' arguments that the rule inhibits "robust, wide-open" political debate, he suggested that Congress review various proposals that have been made to deal with that problem—perhaps limiting the rule to paid time and requiring time only for "significant" candidates.

But what policymakers may find particularly interesting is that crusty, old liberal Bazelon is prepared to see the "public trustee" obligation lifted, at least from radio broadcasters. With some 9,000 radio stations on the air, he said, "there appears no reason to impose a 'public trustee' concept based on scarcity." However, he does not feel the same regarding television and its 1,000 stations: "The scarcity rationale is still relevant to that medium," he said.

While those who support the First Amendment across the board have reason to cheer those who, like Bazelon, oppose the application of content regulation to the new technologies, a report issued last month by the Modern Media Institute, of St. Petersburg, Fla., raises a number of questions indicating the issue is exceedingly complex.

For instance, the authors—Harry M. Shooshan, Dr. Charles L. Jackson, and Jane Wilson, all of the Shooshan & Jackson Inc. consulting firm—note that broadcasters are not subject to common carrier regulation. But should broadcasters, the authors ask, automatically be favored as suppliers of teletext? Should they be permitted to deny access, to, say, a newspaper wishing to use the vertical blanking interval in the television signal over which teletext material is transmitted? (Broadcasters now have complete editorial control over use of line 21 of the VBI used for closed-captioning for the hard of hearing.)

What if the commission were to deal with the access problem by licensing teletext services separately? There is precedent for time-sharing arrangements in the broadcast field. But the commission might then feel obligated to establish criteria for choosing among applicants for teletext service. That
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the authors note, raises the specter of the commission imposing the full panoply of broadcast regulation—including public interest service (with its implications for content regulation)—on those seeking access to broadcast teletext, including newspaper publishers.

As the authors point out, the prospect of such regulation is not remote. Cable television is, under the Communications Act and the commission's rules, subject to the same equal-time and fairness obligations as are broadcasters. Of course, as the Cable Television Bureau has noted, such regulations may be unenforceable, given the cable operator's limited control over programming and the lack of a license to revoke.

However, the authors, again, raise some interesting questions. "Does a newspaper [or magazine] become a cablecaster when it distributes its own videotex service on a cable system which it also owns? What obligations, if any, should such a system have to carry videotex services offered by competing publications?" They note that Time Inc. plans to use its own editorial resources in combination with its cable subsidiary, American Television & Communications Corp., to test (market a national videotex service.

The FCC has held that it did not intend to apply its equal-time and fairness rules to "the distribution of printed newspapers to their subscribers by way of cable." But, the authors ask, "Will an 'electronic Time' be subject to equal time. Or, will it be regarded as the legal equivalent of a 'bona fide newscast; and thus exempt as broadcast newscasts?" If not, will Time be regarded as a cablecaster because it is distributing its videotex service on cable systems which it also owns?" The questions, it seems, outpace the technology.

Important as it is, the application of the First Amendment to telecommunications in the new information era is not the only sensitive question that policy makers must address in the years ahead. There are those, 2,060 of them, that Public Policy Forecasting said it expects the new technology to generate. But many of them can be compressed into the single word: "privacy.

With the technologies of television, computers, telephone, cable and data message transmission merging into what is being called a home information center, the services available to the subscriber at home are remarkable—banking, shopping, home security, energy load management, opinion polling, stock quotations, direct sales, merchandising, conventional and pay television service, and dozens more.

But every time they take advantage of those services, subscribers yield up bits of their privacy. Punch up a movie on the home information center, and whether it's "Benji" or "Deep Throat," the computer is informed. It is told, too, when and how subscribers use the system to bank, shop, answer polling questions—whatever. In short, the interactive information center—no more sophisticated than Warner Amex's Qube in Columbus, Ohio—could compile a dossier-like profile on every subscriber.

The issue has not yet attracted much attention. But awareness of the problem is increasing. It's a central concern of Wickenheiser's "Electronic Nightmare," Collingwood Associates Inc., of Washington, a management consulting firm specializing in telecommunication and media processing, has done an exploratory study on the issue for the Federal Trade Commission.

Nor is Public Policy Forecasting the only think tank concerned with the future to be thinking about the issue of privacy in the new information era. The Institute for the Future, of Menlo Park, Calif., which is assessing teletext and videotex under a National Science Foundation grant, sees privacy as one of 12 public policy concerns raised by videotex. Indeed, NCTA, seeing the issue as one growing rapidly in importance, has given a high priority to development of an industry code under which systems offering interactive service would protect the privacy of subscribers; the NCTA staff will also prepare a possible association position in the event legislation is introduced in Congress. "We want to stay ahead of the power curve," says NCTA's Wheeler, one of whose skills is staying ahead of—or at least even with—that curve.

The privacy question does not involve simply the danger of an unauthorized person's breaking a system's security lock and obtaining information from the computer, although that is a concern. Rather, what is involved is the possible use of the information in ways not imagined by subscribers—although they had been anticipated by George Orwell, who foresaw individuals stripped of their privacy, and the dignity and sense of self-worth that depend on it, by the telecommunications technology present in 1964.

Deanna C. Nash, president, and John B. Smith, senior associate, of Collingwood Associates, listed a number of possible dangers, in a speech they delivered earlier this year at a conference on "The Consumer and Cable Television," sponsored by the National Citizen's Committee for Broadcasting and the National Federation of Local Cable Programers. They talked of security sensors designed to detect the presence of an intruder in the home that could also be used to monitor the homeowner's movements. They said a person's programming choices could be checked to assess his political views (as, during the McCarthy era library circulation records were used as "incriminating" evidence), information that would be of interest to political groups. Electronic funds transfer systems would be vulnerable to abuse by police monitoring the financial activities of innocent citizens—as well as those of corrupt officials, they said. And, they noted, the information on a family's buying habits compiled in a computer would be highly salable to merchandisers and advertisers.

Wickenheiser finds a precise parallel of 1984 in technology now available: "'Spook' devices now exist for switching on a private telephone from a remote location and amplifying the sound; it captures sufficiently for pickup of conversations across a room. The same techniques could switch on the camera and microphone in the house communications set making possible video and audio surveillance of the home without revealing this surveillance to the residents. The possibility now exists that George Orwell's '1984' seems to have been extremely prescient; when he described in 1949 the telescreen's constant monitoring of Winston's [the protagonist's] presence in his own home in the mythical England of 35 years later.'

So, the wonders and advantages of the new information era are not without their dangers. As Bazelon said in his Amnapolis speech, "The information revolution means that I may find out everything about anything. But it also means that I may learn more about you than you want me to know. Nor can I be sure that I will be able to control who knows what about me. Will we still be able to afford unfettered rights to speak and know as the pace of technological development quickens?"

How to proceed, then? Will the marketplace philosophy that has held in Washington dominate the development in the years ahead of policy to guard the individual's right to privacy? A study by two FCC Office of Plans and Policy staffers—James A. Brown Jr. and Kenneth Gordon—says that it should: that privacy would be treated as an economic good—e.g., privacy for individuals means less information for others. (They talk of customers wanting privacy simply "shopping around for companies with reputations for discretion." What if a monopoly firm, or a government, does not provide such protection? Then regulation "may" be needed.)

Or should the gun of government be taken out of the closet? Local authorities could have much to say about privacy protection in the franchises they grant cable systems providing interactive services. And principles for federal privacy law have been established in several statutes already on the books, particularly the Privacy Act of 1974, which involves individuals' rights to information obtained by federal data banks.

But government's capability and will offer no guarantee of success. In the First Amendment area, for instance, there is that concern of MIT's Pool that the proliferation of telecommunications technologies will mean not that content regulation will fall from the backs of over-the-air broadcasters but that it will be imposed on electronic publishing. It may be time to address the question Dr. Frankenstein could have asked but didn't when the monster got off the table: Will we master technology or will it master us?
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To make a point, Marshall McLuhan once conjured up a committee convened at the beginning of the 20th century and charged with investigating the future of the horse. The committee's conclusions, of course, were lost in clouds of carbon monoxide while America embraced the automobile as a more desirable means of transportation for a growing industrial society.

Once again, American society is growing in directions that will drastically affect a new century—the 21st—as well as the closing decades of the present one. Broadcasting magazine's 50th anniversary, and this special report occasioned by its celebration, coincide—by coincidence if not design—with the pivot point of that revolution. Transporting information, the experts say, will become as important as moving people used to be. Were McLuhan conjuring up a committee to debate the future of telecommunications, it couldn't wait for 2001 to be convened. By then, the verdict will be in.

Few questions are more important to the electronic communications entrepreneurs and artisans of 1981 than guessing correctly how that future will come out. From all the opinions that have been collected by Broadcasting's reporters—and herein displayed by its editors—three principal possibilities emerge.

The first—in the broadest terms—is the survival of the status quo. That is, that the broadcast media (and particularly the television) superstructure that has evolved since World War II will remain essentially the same, with essentially the same players occupying essentially the same places and reaping essentially the same proportionate share of the rewards. This point of view is prevalent within the precincts of ABC, CBS and NBC—all of them now beginning to put out new media anchors to windward while protesting (and presumably believing) that their basic businesses will stay intact. The most frequently cited element in that argument: that although the shares of audience enjoyed by network programs will be eroded by competition from other media, the growth in size of the television universe will, in absolute terms, insure continued high numbers for
conventional television.

The second scenario—one that has enjoyed increasing currency for the past two decades and still infects many of the futurists looking forward to the next two—is that television broadcasting as we know it will be replaced by The Wired Nation. Those who believe that presumably include such companies as Time Inc., which sold out most of its television properties to make an ever increasing commitment to cable—and whose Home Box Office has been the most conspicuously successful and revolutionary development in that medium—and Warner Communications, whose Gustave Hauser is quoted elsewhere in this issue as saying that the wired nation is inevitable, and such relatively new big-stakes cable players as Westinghouse, whose Dan Ritchie told Broadcasting that “I can’t think of a sensible thing to do with DBS.”

(Not all who agree on the wired nation, of course, agree on who will wire it. The sorting out of that question between conventional cable television operators and the increasingly ambitious—and active—telephone companies will be among the more fascinating sub-plots of the business drama to be played out in the next 20 years.

And then there is the prospect advanced by the boldest of the electronic media seers—those who believe that both terrestrial broadcasting (to a degree) and cable (to a similar degree) will both be put in the shade by the technology that so unimpresses Dan Ritchie. Their point of view has been given a loose rein by the editors in this issue’s section on “Technology” (pages 249-258). Of all the possibilities for the future, it is both the most recent in generation and dramatic in revolutionary impact. It is also the most risky: At the moment there is no DBS, no authority for any system, no spectrum officially assigned in the western world and certainly no agreement as to what the eventual technology will look like.

(That’s on the one hand. On the other, there already are thousands of individually owned earth stations—from homemade to state of the art—pulling in the hundreds of signals available from the fixed broadcast satellites whose application by HBO revolutionized that art, and the entire cable universe, almost overnight.)

What those earth stations are demonstrating—among many other things—is the enormous appetite for television that exists among the American audience. No matter how many new TV media come on the scene, no old ones have fallen off; the public just keeps absorbing more and more. It is that appetite that fuels the hopes of cable entrepreneurs risking hundreds of millions—billions, in the aggregate—to wire major American cities with systems that promise over 100 individual channels. And it is that ambition—to supplant broadcast television as the major supplier of entertainment and information to the home—that stands to be dealt the most cruel economic blow if broadcast satellites join and succeed in the media competition, perhaps within this decade.

Each of those scenarios has its own Achilles heel.

For conventional television, it is the risk that—operating within a relatively scarce spectrum—it will not be able to keep up with—or effectively compete against—the volume of program offerings that can be brought into a given community by either cable or DBS. That relative scarcity has made the media giants what they are today: dominant, powerful and wealthy. It could topple them tomorrow.

For cable, it is the risk (a) that people won’t turn out to want all that much programming anyway, or (b) that the high cost of stringing all that wire (or burying it) will bring CATV to its economic knees. John Malone, of Tele-Communications Inc., makes that point tellingly when he talks of franchise applications that may end up costing $1,000 per subscriber, and adds: “We may be building the Erie Canal.”

For DBS, the Achilles heel at this moment looks like a multiple fracture. There are political problems, technical problems, conceptual problems, capital problems—and a good number of skeptics who ask: “Who needs it?” What few have realized, so far, is that there is so much spectrum potentially available for its use, and that—should the obstacles be overcome—broadcast satellites could compete with cable virtually head to head in channel capacity without the capital-intensive construction that attends each new cable connection.

But if each of those scenarios has “down-side ticks,” as Wall Street likes to say these days, each also has demonstrable strengths.

For conventional television (and radio), it is incumbency. The system is there and it works—not just well but spectacularly. For cable, it is channel capacity—broadbandwidth that gives narrowing ability.

For DBS, it is one of the greatest forces of all in electronic communications: the almost magic capacity to reach virtually every home in the nation with a studio-quality picture from a point over 20,000 miles distant in space. Moreover, for those who look forward to a new television system to replace the 525-line NTSC system now standard in the western hemisphere, broadcast satellites hold out the brightest hope for change: to 7,000-line-plus, wide-screen television that would remarkably enhance the state of the art.

What does it mean for the business? That billions of dollars will be invested in search of the right solution, and a good portion of that at high risk. The American way, as they say.

What does it mean for the consumer? That no matter which medium triumphs—or media triumph, in the quite possible event that all will succeed to varying degree—there is about to be a new world of program opportunity at his or her command.

This analysis thus far has not taken into account such peripheral new media technologies as videocassettes and videodisk (or such programming phenomena as video games). The editor intends no disrespect in not positioning them in the media mainstream. Yet it is a temptation to say that both represent methods of communication rather than media of communication. Each serves a distinct, useful and over the long run assuredly valuable function. But both suffer—in comparison to the three main media upon which attention has been focused thus far—in failing to provide interconnection. As such, while they provide the greatest degree of viewer control, they affirm the smallest dimension or simultaneous reach. And it has been the shared entertainment and information experience that has, until now, been the main measure of electronic media success.

Having said that, it may be worthwhile to examine the difference between television and video. There is, the editor believe, a big difference—albeit one hard to define. Nevertheless, this attempt:

Think in terms of a continuum, from left to right. At the left is conventional television, which almost everyone understands. Typically, let’s say, a four-station market with an ABC, CBS and NBC affiliate and an independent. Viewers watch great numbers whatever is programed on those networks an
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VALERIE TUTTLE, VP, Detroit Region Manager
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stations, and what is not programmed they go without.

At the far right are the videodisk and videocassette players. The viewer selects the programs he or she wants to play and the time at which he or she wants to play them. (The viewer may even create his or her own programming, on videocassettes, with an accessory camera.) The viewer is in total control.

In the middle is cable. At the left side of the cable spectrum, insofar as it is simply rebroadcasting the programing of conventional TV, cable is television. At the right side of the spectrum, as it gets into interactive programing and pay-per-view, it begins to approach video. To an increasing degree, the viewer has been given control.

Thus: Television—the medium is in control. Video—the viewer is in control.

There is a wider conception of video, of course, that seems to be behind such broad phrases as “the new video technologies.” What’s meant by video, in that instance, is something that’s more than television—a confluence of all the different TV/video media in the marketplace. Accompanying that confluence is a blurring of the distinctions among the media and the media entrepreneurs—a phenomenon perhaps most evident in the new entries of ABC and CBS into cable programing, and the further amalgamation of media interests through partnerships with, for example, AT&T, Hearst and Getty Oil.

And then, inevitably, there’s the computer. Join the broadcast/cable/satellite media complex with the home computer and you have 2001. God help us all.

In electronic communications terms, the force that shapes the future is not simply technology but the uses of technology the society is willing to embrace. It’s not at all certain that America will open its arms to all the ordnance in the new media armoir. RCA’s Thornton Bradshaw—a relatively new boy on the block in terms of commanding a major communications company, but a relatively old and experienced hand at humanity—may be uncomfortably right when he notes that “tastes change more slowly than technologies.” There’s more than one skeptic out there who believes that the idea of shopping at home by video was dreamed up by men who knew nothing about women.

But there are more than just technological changes at work here. There are generational forces, too. The age group that is just beginning to be comfortable with pocket calculators would be amazed to walk into a neighborhood computer store and watch the kids as easy with—and seemingly in control of—all those CRT’s. Not to mention the scene in the video games department, where “Star Wars” are being waged day and night. And we are told of homes where video-addicts stay glued to their sets late into the night playing their TV games with the passion an earlier generation devoted to Monopoly.

So much for technology. What of its corporate and business impact?

Among the principal facts of life with which the major U.S. telecommunications companies will have to deal in the decades ahead is the difficulty in planning; that’s among the more significant consequences of losing control. So long as television stayed put, and as long as the audience sat passively by, the media companies had it made. No longer. Now, as we approach the turn of the century, there will always be at least the threat that control will be wrested away—if only temporarilly, as had already begun to happen with Operation Prime Time and other non-network program outreachs even before pay cable and superstations came along to challenge the ABC-CBS-NBC habit. Now, one can never tell when some upstart network or program entrepreneur with the courage and the capital to put together something new will find his way into a significant number of homes.

Of those two qualities—courage and capital—the second has often been in shorter supply. But among the real revolutions wrought by the new video technologies is a dramatic lowering of the barrier to entry. Once was, the three principal networks and AT&T had it virtually to themselves in terms of national TV interconnection. Now, first with the introduction of communications satellites to break the Long Lines monopoly and then with the proliferation of transponders to break down the incipient monopoly that had begun to grow in the fixed satellite field, it will—in the two decades before 2001—be increasingly possible for the Ted Turners of the world to thumb their noses at the conventional way of doing things. More and more, they too will have the opportunity to go broke in the mass media marketplace.

And that takes into consideration only the high end of the technological spectrum. At the lower end—with low-power TV—the entry barrier will be of virtually no consequence at all. And not only will the means of distribution become even less dear, the means of production will similarly be put within reach of all with electronic ambition. The day is coming when television/video will be a forum for the equivalent of the 18th century pamphleteers in whose behalf the founding fathers fanned the First Amendment.

One can only hope, by then, that the media application of that body of law will have embraced the Fifth Estate, too. Latter-day politicians have used the mass of mass media as an excuse to deny First Amendment protections to the electronic media. The argument of scarcity—long since passe in the real world of media—will shortly be as transparent as the emperor’s new clothes.

The good news for those at the top of the media superstructure is that the ferment below will come to the surface as creativity—and, in the long run, it is creativity upon which the entire system depends for survival. The Edwin Armstrongs of the world, and the Norman Lears, and the Paddy Chayefskys, are often a pain to put up with—as are the Edward R. Murrows and the Elmer Davises. But it is their stuff and their vision that make the medium.

There are, of course, no guarantees. Once new forces are set in motion, their eventual outcome is beyond prediction. “It is the framework itself that changes with new technology and not just the picture within the frame,” McLuhan said. “(Or, as Major Boves put it in a simpler time: ‘Round and round she goes, and where it stops, nobody knows.’)

What does seem clear—and relatively stable, in terms of one’s ability to predict or to have confidence in the future—is that the people remain eager about broadcasting, both as it was and will be. They identify with radio and television and the other media of the Fifth Estate in a way that continues to amaze and confound the practitioners of those media and to frustrate and even enrage the fourth estate practitioners who must compete with them. That favor—and trust—is at once broadcasting’s major asset and greatest obligation.
BEYOND 2001

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IT'S AN HISTORIC PARTNERHSHIP: AMERICA'S GREAT BROADCASTING JOURNAL AND ABC RADIO. LEADERS WHO CONTINUE TO REDEFINE THE MEANING AND BOUNDARIES OF INNOVATION. TOGETHER, WE ANTICIPATE THE CHALLENGES OF TOMORROW.

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**RADIO**

**HELP WANTED MANAGEMENT**

**Station Manager—Strong sales background, Class A FM, Michigan history, volume bonus, and profit participation.** Box K-31.

**Sales Manager,** who is top producer of agency business and can motivate large sales staff. Salary plus override. This is a tremendous opportunity for dynamic individual that wants a great future with group. Send resume and salary requirements to: Box K-24, EOE.

**WEST—** Selling Manager, with proven ability to provide immediate results. Excellent medium growth market. Send industry references with resume, EEO (MF, Box K-38.

**Station Manager with proven sales and administrative ability for growing South Texas station. EOE. Box K-52.**

**Station Manager for small Rocky Mountain growth area. No limit on income from profits. You must be able to build a high profile community image and improve profits. 1516 West Main, Farmington, NM 77401.**

**General Sales Manager needed for AM Adult Contemporary format. Must have proven record of radio sales experience. Previous sales management preferred but not necessary. Do you want to have fun, earn in excess of $20,000 per year, have a company car, join a growth company with real career potential? Send resume to Mike Beardsr, KRRG, Box 4312, Odessea, Texas, 79760, EOE.**

**General Manager Needed by Northern California group. Take charge individual needed to add spark to successful medium market. Must be aggressive. Must be oriented toward growth. AM-FM. Person must be results oriented, organized, professional, articulate, "small town" oriented and willing and able to work 50 weeks per year. Compensations package open to sale to win. Letter and resume to Box K-118.**

**General Manager with strong sales and collection background, for the dominant AM station in central New York. Bachelor degree and good sales track record required. Knowledge of programming, restraint and direct sales and heavy collections emphasis. Must be able to work a fast paced environment. Opportunity to assume key role in the management of the station. Letters and resume to Box K-108.**

**Sales Manager—WJRO Glen Burnie MD. Must know the Baltimore market. Guaranteed draw Call George Dietrichson 701-262-2950.**

**See Owners Work Harder, under Business Opportunities.**

**Sales oriented General Manager needed to direct medium market, Oklahoma AM-FM. Great staff and good product needs proven GM to motivate and lead. Must be knowledgeable in sales, production and programming with good references. Send complete resume to Box K-56, Bloomington, Indiana 47404.**

**HELP WANTED SALES**

**Professional sales** person sought for lucrative station located in one of the nicest counties in Alabama, among top 100 markets. Guaranteed draw against station committed strong active sale list and other benefits. Ask about this unusual coupled with your degree in radio in which to live and work. Contact: Mike Miller, WKLX, P.O. Box 968 Cullman, AL 35055. An Equal Opportunity Employer.**

**Sales pro for Southern New Hampshire Metro. Former success dictates immediate increase in sales staff. Good earning ability. Proven record of sales management possible. Call Dick Lange at 603-983-5788.**

**Dynamic Salespeople Wanted! Syracuse's fastest growing station needs experienced, big producers to help station develop and market new store. Opportunity to join one of the fastest growing groups in the country. Reply immediately with resume and salary requirements to: Manager Box 1490, Syracuse, N.Y. 13201, EOE.**

**Sales Manager Needed for top 40 market—aggressive, experienced, team oriented. Rush resume, EOE Box K-132.**

**Dynamic opportunity in radio sales. One of America's top Christian broadcasting groups seeks sales manager and account executives. Numerous company benefits in this unique organization. Send resume to Box K-112 An Equal Opportunity Employer.**

**Need A Real Pro?** Salesman must be able to take a short briefing, then take rate card and start production. Excellent returns. This is the real gravy type of the year. Must be able to go to work immediately. References on track record and character required. Send resume and income requirements to Scott Norton, WPTL, 640-600, Nashville, Tennessee 37203. EOE.

**Are you interested in an outstanding career opportunity? Recently acquired New England powerhouse FM with 1 KW AM looking to build strong sales team. Southern New Hampshire and Northeast Massachusetts provide tremendous growth potential. Your sales experience could put you on the ground floor. Send resume and income requirements to Scott Norton, WPTL, 640-600, Nashville, Tennessee 37203.**

**No. 1 Growth area in the country. No. 1 AM station. No. 1 FM station—if you're a No. 1 Account Executive who wants the best opportunity in SW Florida, send your resume with references to: Mr. Ron Mack, WINK Radio, P.O. Box 321, Fort Myers, Florida 33902.**

**Account Executive For Fast growing suburban DC station beautiful area and excellent market prior experience and RAB training a must. Resume and salary requirements to Paul Dray, CREMY, WABC, Box 1290 Lebanon, Tennessee 37090.**

**We're looking for two more! The last time we ran an ad we hired the two people we were looking for—but business is great and we must have two more professional, aggressive sales people. We are one of the top billings stations in the country, but we know we can get even bigger. You've got to be good. CRMC's preferred. Full info to: Don Oberblich, Local Sales Manager WSVR Radio P.O. Box 399 Sterling, IL 61081 M/F EOE.**

**Sales Talent Miami/FL. Lauderdale, Florida. Community minded AM and PM and Schule class C FM looking for experienced local sales talent. If you have solid radio for more or more and can deal effectively with clients, move up to one of America's fastest growing markets. Competitive draw and commissions. Call with your resume to: Doug Auerbach WYTU/137, PO. Box 5333 Ft Lauderdale, Fl 33310. EOE. Members and Women encouraged to apply.**

**Sales Manager or experienced salesperson. Only country music station in 3 county area south of Washing- ton. Small, rapidly growing market. WMJS, Prince Frederick, MD 20780-2547.**

**HELP WANTED ANUNCERS**

**Morning Personality, sales and promotion oriented, producer with pizza for hit FM Radio KSTO, Box 20242, Guam 96921.**

**Top-rated, adult-contemporary FM-96 needs tape editors of women. Write Greg Schenck, CUFM, 1411 Fort Street, Montreall, Quebec, Canada H3Z 2R1, 514-989-2757.**

**The Voice Of America, English Division, is seeking announcers for international radio broadcasting. Position requires ability to voice a variety of programming. Voice and diction must be suitable for shortwave broadcasting. Stating salary: GS-7 ($15,193) with possible advancement to GS-12 ($28,681) to GS-30 ($110,001). Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171 to: Inter- national Communication Agency, MSG/PDS box (code 1A-16) OTO, 1776 Pierce Ave, N.W., Washington, D.C. 20547. Applications must be received by Oc- tober 28, 1981. Equal Opportunity Employer.**

**Stable experienced announcer for adult contemporary station needed in Virginia. Minority applicants are encouraged. Send resume and salary require- ments to Box K-67.**

**Announcer with pleasant, authoritative delivery for middle-music Texas Gulf Coast network station. EOE. Box K-53.**

**WBAP Radio in Dallas/Fort Worth is seeking an ex- celled Sports Talk Show Host. This Capital Cities Communications station serves as the flagship for the Texas Rangers, and the Dallas Mavericks. WBAP is a 50,000 watt clear channel facility, at 820 on the dial, serving 43 states and over 1 million people per week in short door. We may in the future, but not necessarily this job. Tapes, resumes and salary re- quirements to Sandy Beach, WBAP Radio 3000 Bar- net Street, Fort Worth, Texas 76103. An equal opportu- nity employer.**

**Morning Drive Announcer—Sports and PBP help- ful, but not necessary. Tape and resume to WSMR 192 Macon Rd. Elkton, MD. 21921.**

**Music of Your Life station in the Berkshire Hills of Massachusetts looking for morning personality. Send tape and resume to WJL, Box 102, Pittsfield, MA 01202.**

**Experienced Announcer for adult contemporary and/or easy listening station in south Florida. EOE. Reply Box K-100.**

**Announcer—Speaker. Air shift plus sales. Mid- Atlantic country music station. Sales training available. Box K-9.**

**Key CR Air Shift open in beautiful Savannah at 106.9 WSGM Radio, 217 E. Bay St., communica- tor with strong production desired. Tape, resume to Box 876, Savannah, GA 31498 EOE/MF.**

**General Electric's WQGM is looking for an all night show host for this up-tempo adult contemporary sta- tion. Must be located in New York State. Applicants must have a minimum of three years on-air experience. An Equal Opportunity Employer. Send tapes and resume to Paul Casady, WQGM Radio, 1420 Ballston Road, Schenectady New York 1309.**

**30 KW AM seeking communicator with humor and originality for personality/Information station. Cai Kemp Miller 205-933-9274. An Equal Opportunity Employer.**

**Experienced Sales Director—Announcer needed for successful AM FM operation. Must live and breathe sports. Tapes and resumes to KLMR, Post Office Box 890, Langur, CO 80152.**

**HELP WANTED TECHNICAL**

**Engineer Wanted—Major market. East Coast. Write Box K-164.**

**Chief Engineer—Sun Belt Market. Salary 30+. Goo Finges. AM/FM hands on operation. Send resume and references to Box K-161, EOE Employer.**

**Capital Cities Communications is accepting resumes for an Assistant Chief Engineer for the Atlanta market. Applicants must have hands-on broadcast maintenance experience. Send resume to Peter Burke, Personnel Manager, Capital Cities Communications, Inc., 4100 City Line Ave, Philadelphia, Pa. 19131. An equal opportunity employer.**
HELP WANTED TECHNICAL CONTINUED

Chief Engineer for Class 4 AM and Class C automated FM. Digital background and automation experience a plus. Excellent company offers very nice benefits. Write Bob Ordoriz, Midostar, KCBX/KNIX, P.O. Box 10530, Reno, Nevada 89510 or call 702-826-1356. E.O.E.

State Of The Art Ability required to maintain newly built FM stations. Experience working for the right type of the station operator. Send resume, references and salary requirements to Box K-146. E.O.E.

Technical Maintenance Engineer position. Major Los Angeles FM radio station looking for qualified technical maintenance engineer. Responsible for all areas of operation: transmitter, studio, microwave equipment. First class FCC license required. 5 years minimum experience. Union position. EOE. Box K-113.

Hands-on engineer with automation experience needed for one of the best known in Georgia. Board experience preferred. Good pay and fringe benefits. Send resume to Box K-107. E.O.E.

Broadcast Engineer—Production and Maintenance FCC 1st or 2nd, experience and good references required. Send resume to: Mr. Fred Holter, E.C., WCAQ/WXYV Radio, 8001 Park Heights Avenue, Baltimore, Maryland 21208, EOE.

Experienced licensed engineer for 50 kW FM station in Michigan’s beautiful Upper Peninsula at school’s playground. Experience in FM transmitting equipment, coordinating studio usage and remote broadcasts, non-electronic maintenance, program production and on-air shifts. Requirements include two year course in Communications. 1 to 2 years experience in non-commercial radio, knowledge of FCC rules and regulations, organizational and research skills. Competitive salary and benefits. Send resume to Personnel Office, College of DuPage, Glen Ellyn, Illinois 60137. EOE.

SITUATIONS WANTED MANAGEMENT


General Manager who delivers exactly what’s expected from a large market. Excellent opportunity in one of the nation’s leading cities. Excellent credentials and track record. EOE. Box K-126.

Major Market combo man, engineering, programming seeking O.M. or P.O. position in small or medium market. Box J-88.

EMPLOYED: Small Market Program Director fully employed in operator’s #3 Single. Seven years experience. What have you got? Box K-130.

General Manager: If you are looking for a dynamic, organized, professional broadcast executive who is results and profit oriented—check it out. 19 years managing AM/FM all markets. Strong motivation with heavy sales and promotion skills. Excellent credentials. Box K-126.

General Manager—Twenty years of success in sales, programming, administration. Now managing medium market money maker. All market woes considered. Box K-124.


Does your medium to small market station need a multi talented manager? Tons in personnel, sales, innovative sales marketing and creative trainer. Vast programming and promotion experience in all formats over 25 years. Excellent commercial writer and all paper work. Send name, address and call letters. I will call you immediately. Box K-119.

SITUATIONS WANTED SALES

Experienced Salesman seeks stable salespeople—working position in small or medium market. California station. Preferably San Jose area but will consider all others. Box K-17.

Combination Sales and announcer C&W. Ten years, top biller, good voice. 318-981-2776 after 5.

Hardworking, mature experienced account executive desires sales or sales manager’s position, any size market. Box K-66.

HELP WANTED PRODUCTION, OTHERS

Production Manager: If you have good pipes, strong production skills, a minimum of 3 years in radio and one year in some phase of broadcast department management you need your MCA AM. Country FM. Contact: Jana Pentz-McBride, Assistant General Manager, KBWE/KM AZ, Box 1450, Beutiful, Nebraska 68330. 402-226-5923.

Creative Director needed for Midwest medium market AM/FM. Seeking highly creative person with production and people management skills. We have top facilities, staff, pay and benefits. Send resume and writing samples to Box K-137. EOE M.F.

Billboard Station of the year for both 79 and 80 needed P.O. and P.D. Leaving due to family illness. A/C/AD, experience and winning management style prerequisites to meet our high standards. Salary commensurate with reputation. Join us in our new $1.1 million studios. Apply in confidence. Send resume and station’s best tape to G. Scantland, Pres., WDIF, Box 10,000 Marion, Ohio 43302-1330. EOE.

Radio Operations Coordinator for 5,000 watt non-commercial AM radio station in the Chicago area. Responsibilities include coordinating studio usage and remote broadcasts, non-electronic maintenance, program production and on-air shifts. Requirements include two year course in Communications. 1 to 2 years experience in non-commercial radio, knowledge of FCC rules and regulations, organizational and research skills. Competitive salary and benefits. Send resume to Personnel Office, College of DuPage, Glen Ellyn, Illinois 60137. EOE.

Wanted—person with broadcast experience looking to move on. Good production skills. Box K-95.

Listen—‘you’ll like it.’ A unique voice for the unique listener. Good copy writer? Table and resume available. Will relocate. Call Nigel between 4-8 p.m. 212-323-5332 or 690-1556 of write Box K-102.

Production Director: for MOR Station. Call Ron 312-524-7626 from 10 AM 3 PM CDT. Wichita, KS.

For Immediate Hire articulate black DJ/newscaster seeking first radio job. Karl Gayle 212-325-8366.

Camp. Grad. seeks entry level announcing job. Prefer Christian radio. Lee Crawford P.O. Box 943 Chas. W 25233.

Country or Top 40. 8 years experience excellent references, very dependable. Mike Hon 904—255-9650.

You’ve seen the face—now hire the voice. (Spots, news, DJ) the interesting style of J.H. 212—371-3566.


Seeks First Job in Ohio. Evening or overnight. No automation. Reasonable salary accepted. Doug Hendricks. 21692 T 175, Mount Blanchard, Ohio 45867.

Ever notice that most situations wanted adverstisers have to deal with they would prefer? I give you what you prefer—good voice; compelling delivery and positive attitude. Black male without Black dialect. William Colman 215—922-3530.
SITUATIONS WANTED TECHNICAL


Top Notch Engineer seeks position w/top 100 station. Prefer West. Expected with AM Directional, FM, STL, studio, proofing and state of the art equipment. First Phone: Dwayne Chapline, 81 Camille No. 4, El Paso, TX 79912. 915-581-4732.


Staff Engineer, FCC first class w/air. At NYC station, looking for new challenging opportunity in Similar environment, call for resume to: George Saybe, 50 Park Tefrace East, New York, NY 10034. 212-942-1978.

SITUATIONS WANTED NEWS
Top 10 Sports producer looking for an opportunity. All market sizes/locations considered. Box K-45.

Four Years in News. Anchor-reporter in Providence and Woonsocket, RI. Clever, mature voice. Writing, editing and sound skills. Looking for AOR opening, all offers considered. 401-769-7473. Box K-44.

Entertaining Sportscaster, good writing skills, excellent PBP. Runs pleasant air-shift with news. Five years experience high school and college. Write Box K-61.


Family man with eight years of experience, four years of college seeks solo, community oriented small to medium format. Wide range of experience heavy on newswriting, news spots, Dave Shively, 138 Altgeld, South Bend, Ind 56614, 219-233-6609. All offers will be considered.

News Director—Operations Manager take charge professional 10 years experience. First Phone. Good on-air skills. Ability to get most from staff. Prefer Texas Major Market. Will consider all. Let's talk winners. Box K-121.

Major-market ND will sacrifice for non-union, professional atmospheres. Enjoys training beginners. Wants her best department in your market? 703-241-7507.


Attention Midwest Radio, five years experienced news-sportscaster, with PBP talent, and coaching ability wants to move up. Call Mark 216-336-3925.

Sportscaster, dedicated, seeks stable operation with strong commitments to sports. Exciting PBP style. Good voice, bright, knowledgeably. Considers news or production combo. Call Mike 716- 875-8509.


SITUATIONS WANTED PROGRAMPING PRODUCTION, OTHERS
Celebrity Voice productions. Unique creative business opportunities. Over 80 quality celebrity and character voices. Call and see 717-291-2212. 29 E. King St. 3-D, Lancaster, PA 17602.

Wyoming Award Winning big band show host knowledgeable, MOR, AC music director, Sales, copywriter, live consists. Big band. All markets considered. Rehearsal, 44 years for major break. Non-smoker, non-drinker. Ron Rojije, PO. Box 1636, Quincy, California 95971. 981-261-0288.

Attention All Markets. See “Attention Small Markets under RSVPs Wanted” started in radio…for the right offer, I’ll come home.

Herb Worked enthusiastic eager talent trained at WNYC and five years U. of Michigan exp. as DJ, news, sportscasts. Sports Director, production. Looking for position in any of these areas. I’ll go anywhere, immediately! Please call 212-253-4502.

Brilliant innovative expedient. High honors communication grad. On phone with announcing, production experience in progressive formats. Wants station (commercial or non) willing to apply my enterprise, intelligence and insight. NY tri-state area preferred, will hear others though. Craig 212-434-5722.

TELEVISION
HELP WANTED MANAGEMENT
Local Sales Manager for large market independent station. Experience required in all phases of television sales with emphasis on newsgathering. Reply Box K-44. An Equal Opportunity Employer.

Station Manager for satellite TV station in upper midwest. Management experience essential. Salary open, good benefits. EEO Employer. Send resume to President's Office, Meyn Broadcasting Company, PO Box 1738, Bismark, ND 58502.

Production Manager: 74th ADJ, midwest CBS affiliate. Seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader that motivates their staff. Send resume to Program Manager, KFVS-TV, PO. Box 100, Cape Girardeau, MO 63901.

Television Account Executive Affiliate station in mid-sized central California market is seeking an ambitious and motivated self-starter. Must be a self-starter with demonstrated sales ability and proven track record. Career potential with major broadcasting. No calls please. Send resume to Sales Manager, KFST-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

President and General Manager The Trustees of the Northeast New York Educational Television Association invite applications for the position of President and General Manager of WCVE-TV, Channel 57, Pittsburgh, N.Y. WCVE-TV is a community license holder, headquartered at Carnegie Mellon University. Operating since March 1977, the station serves the Pittsburgh, NY-Burlington, VT market and adjacent parts of Quebec and Ontario. The station is a small station featuring a liberal arts management involved in operations. Applicants must have a minimum of a Bachelor’s degree and 7 years broadcasting experience including 3 years in a senior supervisory capacity. Candidates should submit a complete resume of experience and appropriate personal data: salary history and expectations; a list of three references (including current supervisor or consultant with the applicant). Applications will be received until November 2, 1981. An appointment beginning January 1, 1982 is anticipated. Letter of application and required data should be addressed to: Chairman, General Manager Search Committee, WCVE-TV, Box 617, Pittsburgh, New York 12901. Equal Opportunity Affirmative Action employer.

General Manager sought for unconventional VHF public TV station near Denver. Salary: $25,000 annually, plus incentive based on station income. Resumes to: Search Committee, Box 6060, Boulder, CO 80306. Equal Opportunity Employer.

HELP WANTED SALES
Retail Sales Specialist for Southeastern television station. Growing market, group ownership and total commitment to new business development make this an excellent opportunity. Knowledge of vendor copresentation, development and delivery, client level sales and commercial production are among qualities required for the position. An equal opportunity employer if Box K-101.

Commercial Production Sales: Must have production experience. Sales experience preferred. Reply in writing only to: Operations Manager, WCDA-TV 5202 River Road, Beltsville, MD 20705. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Studio Engineer with solid production know-how for South Texas station. Box K-55.

Chief Engineer and transmitter engineer wanted. Chief must be experienced in budgeting and able to direct staff. Both must be versed in transmitter and microwave equipment. Send resume and salary requirements to: Box K-63, EEO.

射友 Affiliates, top 50 market, needs experienced motivated production person. Good working knowledge of studio camera and studio lighting is a must. Also, maintaining studio audio. Quality minded person may send resume to Box K-77. We are an EOE Employer.

Chief Engineer. Major Market TV in Southeast looking for Chief who will become Director of Engineering. Applicant should be fully versed in all phases of television technology. Must also have ability to map budget, capital expenses technical planning. This is a corporate management position with a commensurate compensation package. Send detailed resume to Box K-82.

Technical Supervisor Production, will be responsible for the technical aspects of studio production from pre to post. Must be knowledgeable and capable in all areas, including camera, 1” and 2” VTS, SMPTE editing and audio. Consult on lighting. Must be capable of delivering consistent high-quality product. Limited field work. Supervisory experience required. Salary commensurate with experience. Resume to: Mr. T. D. Quill, KVNC-TV, 57014, EEO. An Equal Opportunity Employer.

Transmitter Engineer Salary Range: $25,342-$52,500. Supervision of engineers at two transmitter sites. Ability to train others, participate in and supervise all aspects of studio and broadcast engineering functions. Assurance compliance with FCC, FAA and state regulations. Maintain equipment to assure maximum performance of system. Merit requirements: Licenses plus a minimum of four (4) years employment in operating, maintaining and/or upgrading complex electronic equipment. Preferably a UHF transmitter technician. Personnel Office, Iowa Public Broadcasting Network, PO, Box 1758, 515-241-4498, Des Moines, Iowa 50306.

Operating Engineer Position open. Requires minimum of 2-4 years experience in control room operation. ACR-25 experience preferred. We are a major market group-owned VHF network affiliate with state-of-the-art facility. Come join us and enjoy year round UHF transmitter expenses, and comfort. Personnel Office, Atlantic Broadcasting Company, 2200 W. Boynton Beach Blvd., Boynton Beach, FL 33435.

Expanding Christian Broadcasting seeks 4 experienced, maintenance techs. Requires 4 years experience, maintenance experience with a television network. An equal opportunity employer.

Informative, informative. 212-935-0100. We are a world leader in the quality of living and technology, and position is excellent. We are an equal opportunity employer.

Broadcasting Oct 12 1981
HELP WANTED TECHNICAL CONTINUED

Television Maintenance Engineer. Must know electronic troubleshooting. Will assist in maintaining all television equipment at station. Brand new RCA transmitter and new production facilities. Contact: Bill Brister, Chief Engineer. WGWVO-TV, No. 2 Canal Street, New Orleans, LA 70130. 504-581-2600. EOE.

News Photographer Minimum two years experience required. Steady hand, creative mind and dependability must be as well as ability to work well with people in the field and newsroom situations. Salary $75.00 per hour DOE. Submit resume and tape to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer! M/F.

Video Tape Maintenance Technician. Must have a minimum of 3 years experience in video tape maintenance and be able to FCC license. Contact Mr. Jack O’Toole. Some technical school training would be desirable. Send resume to Clarence Mosley, Vice President of Operations, WINK-TV, PO. Box 1080, Ft. Myers, Fl. 33902. EEO.

Assistant Chief Engineer, for group owned, not affiliated UHF station in Sunset, top 100 market. First Class FCC license and several years of maintenance experience on all audio and television equipment. Must have desire and ability to move up to chief engineer within a few years. Include salary requirements in reply. Send resume to Steve Weber, Chief Engineer, OFSN-TV, 1777 G Street, Fresno, Calif 93706. We are an equal opportunity employer.

HELP WANTED NEWS

Number One Meteorologist—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box C-28. EOE/M/F.

Anchor/Producer. A dynamic person needed to fill our large newscast will be responsible for interpreting late night news cast. If news and professional growth excites you then rush resume to Box C-41. EOE.

Creative Commercial Copywriter with excellent writing skills, and knowledge for Gulf Coast market. EOE. Box K-54.

Director-switcher with proven hands on ability in news and production. Sow (Texas) WFM EOE. Box C-56.

Major Market Anchor. We’re looking for a bright experienced Anchor/Reporter for Major Sunbelt market. Size will grow with our expansion plans. Send resume, not drink requirements to Box C-K. An Equal Opportunity Employer.

KTBS TV News Department has an opening for a producer in journalism or degree in a related field and some experience in production of newscast required. Job requires total production of 10 newscast including re-writing, stacking, timing and control room. Salary commensurate with experience and resume and tape to: Andrew Pontz, KTBS TV Box 4277, Shreveport, LA 71104. Equal Opportunity Employer.

Weathercaster and reporters needed. Prefer experienced applicants. No phone calls. Send video resume and tape to News Director, KTXP-TV, Box 899, Midland, Texas 79701.

News Assignment Editor, WRTV-FM, Flint, Michigan. This is a position for a person looking to help manage and lead a professional news operation. Send resume and salary requirements to News Director, WRTV-FM, 302 Lapeer Road, Flint, MI 48503. An Equal Opportunity Employer.

feathercaster and reporters needed. Prefer experienced applicants. No phone calls. Send video resume and tape to: News Director, KTXP-TV, Box 899, Midland, Texas 79701.

Immediate Opening for News Director. Major market all news Radio Station has an opening for an experienced creative newscaster with strong reporting and writing skills. Requires: minimum five years in major market all news broadcasting environment. Preferred: experience in newscast writing, production and organizational skills. Excellent writing, editing, news gathering and story development ability are essential. Salaries, benefits. Send resume and tape to: News Director, KKWD, P.O. Box 843, Galveston, TX 77553. Equal Employment Opportunity/Affirmative Action Employer.

HOLD HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Promotion Manager—Need experienced person to handle promotion for TV station. Knowledge of production, promotion, and writing skills essential. Send resume to Malvike Lee, KRIS TV-PO Box 840. Corpus Christi, TX 78403. EOE.

Producer/Photographer/Editor wanted for expanding workload. Creative, self starter who can work easily with clients to produce quality commercials, promotion, public service announcements and minority magazine show. Experienced only need apply. An equal opportunity employer. Send resume to Box C-84.

Editor/Director (supervisory capacity) for video production/post-production facility. At least 2-3 years compute editing experience (preferably TVS, Harris switcher). Excellent interpersonal skills. Send resume to Compucolor, 2026 Calle Compositor CQ, digital effects generator. Directing and lighting a plus. Send resume to Wicker/Wis Video Productions, Inc., 7342 South Alton Way, Englewood, CO 80112.

Graphic Designer for HWA TV Print Graphics for ads, program guides, etc. Must be an experienced graphic designer with a 3 years professional print graphic design. Salary based on $14,472 annual, fixed term appointment. Application: Kathy Durell, PO Box 14, Deadline for completed applications October 23, 1981. An Affirmative Action/Equal Opportunity Employer.

Information Officer/Cultural Affairs Producer—Produce cultural programs for KUSD TV and the South Dakota Public Television Network. College degree in arts, theater, English or communication and 3 years experience in cultural affairs, including the lively and popular arts, or an equivalent combination required. Preference for direct experience in the arts an air television experience with extensive writing and editing proven skills required. Excellent ability with all facets of ENG, quad and cassette editing. Salary base $13,851. Application deadline: October 30, 1981. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Cinemographer needed for production facility. Required: college degree, experience shooting 16mm film, strong production sense a necessity and EP experience preferred. Send resume to WRAU-TV PO Box 500 North Stewart, Grove Court, Illinois 61111. EOE.

Established cable TV service requires experienced film programmer and negotiator. Knowledge and interest in foreign and art films necessary. TV station or network production experience and most helpful. Salary requirements and resumes to Box C-144.

Producer —We are seeking a Producer for the 11 o’clock news show. Applicant must have at least two years experience as a show producer. Skills must include ability to write and direct night show. Style is crisp, with emphasis on good writing. Resume inquiries to: Box K-105 EOE.

Experienced Traffic Person. One of the country’s major broadcasters. Metromedia Television in the fastest growing city in America, located in the heart of the Sunbelt. Houston, Texas has an opportunity for an experienced Traffic Person, BCS background helpful, but not essential. Work in operations, must be able to: Input and maintain the computer, familiar with Cart System, prepare video and audio, using tape with Agency instructions by phone. Full employee benefits. Contact Ms. Pati Kusterter, Traffic Mgr., KRIV-TV PO Box 22610, Houston, TX 77027. 713-626-2610. KRIV-TV is an Equal Opportunity Employer.

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HELP WANTED PROGRANING, PRODUCTION, OTHERS CONTINUED

PM Magazine in Lafayette, Louisiana is looking for a co-host to work with our female host. In addition to on-air ability featuring strong skills are a love for Lafayette. Send tape to Mike Harrelson, Producer, KLTV-TV, 2410 Eraste Landry Road, Lafayette, LA 70506, An Equal Opportunity Employer.

Producer/Director: Experience required for commercial and animation production. South Louisiana Continental B.S. degree in Mass Communication, or related, is preferred. 2 years' experience. Excellent salary. CBEU, 2555-2503. Contact Manager.

Television Artist/ Illustrator: Experienced in all areas of television art plus courtroom illustration. Contact: Promotion Manager, WTOL, Jacksonville, Florida. 904-354-1212 EOE.

Play-by-play and color announcer for Big Sky Basketball TV network. Resume and cassette to Midwest Valley Productions, 4400 W. 62nd Terrace, Fairway Ks. 66206.

TV Producer for national library series project. Minimum 5 years major TV production experience. Ability to manage a production team and budget required. To apply send resume to: Personnel. 7441 Secord Blvd., Detroit, MI 48202. EEO/EE.

No. 1 Group Owned Station in 50th market seeks experienced and creative promotion manager with proven credentials in print and on-air. Candidates must be able to take charge position that requires imaginative production expertise. Excellent salary and benefits with the nation's pioneer television station in the country of upstate New York. Call Tom at the station or write Bob Hranitz, Manager, WGRS-CBS-Albany/Schenectady/Troy N.Y. General Electric Broadcasting. An EEO Employer.

Producer/Director: Top 50 market. net affiliate has excellent opportunity for a highly motivated Prod/Dir. College degree preferred. 2 years public affairs and promotion production, an innovative and comprehensive knowledge of station/loc production and lighting, must be able to get along with clients and have had hands on experience with mini cam, 3:4", 2" editing, be able to switch a time effects video switcher. Quality minded applicants send resume to Box K-7E. We are an EOE Employer.

Experienced producer/director for aggressive New England station. Modern facility with emphasis on commercial production الرو. Copywriting, editing and switching experience necessary. Persons qualifying apply to P.O. Box K-68.

Television Production: Commercial Announcer/ Director, Producer. Responsible for writing, producing and directing studio and location commercials and local spots for NBC nightly news. Must be able to get along with Action News' 3 Mt. professionals. Must be known for excellence in morning and evening events. Excellent salary. Must be able to write, read, and edit a mix of news programs. Send resume to: Mike Gleson. KGTN-TV, 1170 G Street, Fresno, Calif. 93720. We are an equal opportunity employer. No Phone Calls Please!

SITUATIONS WANTED MANAGEMENT


SITUATIONS WANTED ANNOUNCERS

Sports Announcer— 4 years experience, extensive PBP. Small market SD, presently employed. Portable. 716-652-4272, 479 East Aurora, NY.

SITUATIONS WANTED SALES


SITUATIONS WANTED TECHNICAL

Broadcast Computer Applications, Pro interested in a challenging long term position in medium to large market. Can offer eleven years of computer experience, particularly with broadcasting experience beginning in 1966. Credentials include First Class License and BS degree in Mass Communications. Have designed and built TTL based devices and successful digital and analog computer controllers. Currently managing a national computer assisted broadcasting service company. Contract Box K-125.

SITUATIONS WANTED NEWS

Reporter-Anchor, Solid sports background, also available as news reporter. Strong ENG photography and editing two years TV, five years radio. Degree. Phone 359-491-2912.

FSU Meteorology Communications graduate desires position in television this fall. 3 year radio experience. Available immediately. For resumé contact Gordon Hepburn 404-477-7346.

Sportscaster whose professional approach and high level of enthusiasm can produce the winning edge. Solid knowledge of football skills, timely continuity, impressive involvement packages. Take shows versatility Box K6.

Veteran radio reporter with some TV experience desires TV news job. If you want a reporter and a gag writer send resume to Box K-7E. We are an EEO Employer.


Dedicated Newswoman, Strong voice, assertive dive, excellent writing skills. Brooksopher, 15th Avenue, West Hollywood, CA 90066.


HELP WANTED INSTRUCTION

Chairperson/Professor: Trinity University seeks chairperson for Journalism, Radio and Television Department to begin Fall 1981. Applicant needs 8 to 10 years ago. Applicants need proven administrative qualities, Ph.D. and/or distinguished background in media (knowledge of electronic media exposure and experience in high academic and professional standards in a dual undergraduate liberal arts setting. Able to motivate students in the classroom, work with professional media and hold interest in journalism programs inside and outside the university). JRT Department has over 300 majors in three sequences and a faculty and staff of 12. Facilities include most of all but a few major universitites and include color TV studios, ENG, remote production van, 16-track audio studio and film photography. Apply by January 31. Send letter of application to Box K-63. Salary dependent upon qualifications: 9-month base plus chair supplement. TIAA/CREF and excellent fringe benefits. Application deadline December 20, 1981. To be assured of consideration. Send resumes and supporting material to Dr. Richard Gentry, Chair, JRT Search Committee, Trinity University, 715 Stadium Drive, San Antonio Texas 78224, An Equal Opportunity/Affirmative Action Employer.

Assistant Professor: Trinity University seeks Assistant Professor (TENURE TRACK) for Journalism, Radio and Television Department to begin Fall Semester 1981. Applicant needs a high degree of skills, experience and knowledge in the field. Radio, television and related media courses, Small Format Video (industrial/educational, educational), Urban Urban Applications, Media Theory and Criticism, History of Mass Media, Law, Media and Society and strength of individual applicant, proficiency in audio and film production helpful. JRT Department has over 300 majors and a faculty of 16. Facilities include all but a few major universities and include color TV studios, ENG, remote production van, 16-track audio studio and film photography. Salary $20,000 minimum based on qualifications. 9-month contract. TIAA/CREF and excellent fringe benefits. Application deadline December 1, 1981, to be assured of consideration. Send resumes and supporting material to Dr. Madsen Wother, JRT Search Committee, Trinity University, 715 Stadium Drive, San Antonio, Texas 78224, An Equal Opportunity/Affirmative Action Employer.

Department of Communication seeks Associate Professor for teaching, curriculum development, professional contacts and research. Option for admin/creative responsibility. Responsibilities include writing, directing, supervising and producing broadcast experience and demonstrated teaching ability required. Growing Department considering school status with TOT majors. Grad program starting this academic year. Salaries available. To Chairman, Broadcast Journalism Search Committee University of Miami, P.O. Box 248127, Coral Gables, FL 33124, by December 1, 1981.

ALLIED FIELDS

HELP WANTED SALES

Business oriented successful salesperson with good credit and character. This is a straight commision opportunity involving substantial dollar amounts. Well trained in business brokerage. John Emery, Chapman Co., Inc., 1355 Sycamore, Atlanta, Georgia 30341.

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HELP WANTED PROGRAMMING

Group-owned broadcasting company is seeking a skilled professional to develop and implement, a human resource management program. Should be skilled in MBO programs, quality circles, wage progressions, personnel evaluation and wage and benefit packages. Salary open. Benefits include: EECO Employer Paid. Send resume to: President's Office, Meyer Broadcasting Company, PO. Box 1738, Bismarck, ND 58502.

Production Manager. The University of Michigan Medical School is seeking an experienced Production Specialist. The selected candidate will be responsible for supervising production staff; advising faculty on the use of instructional media; producing and directing instructional television programs. Bachelor's degree or an equivalent with demonstrated ability to produce instructional television material is necessary. Master's degree preferred. The Department possesses a number of excellent production facilities. Salary commensurate with experience. An excellent fringe benefit package is offered. Send resume and letter of reference to: Stewart L. White, Biomedical Library, University of Michigan, 4446 Kresge, Office 1, Box 50, Ann Arbor, MI 48109. A non-discriminatory affirmative action employer.

HELP WANTED TECHNICAL

Chief Technician for Central California CATV operations. Must have experience in all aspects of cable construction, maintenance, television wiring. Other radio/TV positions available also. Submit resume, salary history reference to: C. D. Dunn, Director of Engineering, Donnelly Media Group, PO. Box 550, Las Vegas, NV 89101, Telephone 702-452-2061. An Equal Opportunity Employer.

HELP WANTED BROADCASTING

WANTED TO BUY EQUIPMENT


WANTED FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. QST. For info, call 215-379-6585.

Broadcast Systems Inc.—suppliers of high fidelity sound equipment to major TV stations. Call Jim, 703-494-9998, Carroll Ogle, 919-544-1484; Byron Finchel, 202-397-5467; Marvin Busman, 214-867-8875; Bill Martin, 417-876-6254; Al Crocker, 805-629-4476; and Jim Sparr, Chuck Baulding, Cary Wirth, or Don Forbers at 800-531-5322. We specialize in quality television equipment.

10KW AM RCA BTA 102-1 (1969); many spare parts, proof on air. M. Cooper 315-219-3859.


RCA TP-88—16mm film chain projectors. Excellent condition! Call Joe 305-785-0999 at International Cinema, En. 8750 NE 4th Ct, Miami, FL 33138.


10KW AM RCA BTA 10F many spares, exc. proof on air. M. Cooper 219-379-6585.


Used Equipment Bargains: RCA TT-100A. 11 KW VHF Transmitter, $5,000. Complete GE Film/Blank $16,000; Tubes $2,500; New $17,000. Ampex 1200 BVR, V/O, D/C. TEL-VARs, $10,000. Norwood PC-70 Color Cameras, $8,000; GE PE-400 Color Cameras, $3,000; CBS 5404 TBC, $5,000; Eumig Color Filters, $1,500; 11 items. Goodyear 3000, $3,000. New branded equipment: Call Bill Bixler or Jim Herrin, Quality Media Corporation, 600-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, feud and video switch. Quad VTR and 3/4" editing system. $130,000 take it all. Call Bill Bixler or Jim Herrin, Quality Media Corporation, 600-241-7878. In GA call 404-324-1271.


Inventory Clearance—Reduced for Quick Sale 4 Wheeler Drive Ins, new lobby clocks, Inn, lobby furniture, and much more. For information, call Bill or Jim Herrin, Quality Media Corporation, 600-241-7878. In GA call 404-324-1271.

For Sale: RCA TA-76 camera. Good condition. Including: 2- Schneider zoom lenses, adapter for Anton Bauer battery pack, AC power supply with 2- cameras, 2- radio links, 2- VCR's, 2- editing accessories. Send offer via CB or mail to: Best offer 215-568-1413. Mr. Sch bert.


Quad VTRs: RCA TR-80, excellent condition, low hours. $8,000; RCA TR-22, Hi-End, $30,000; AMPLEX 100,1000 Hz, $5,000; Ampex 5000, $14,000. Call Bill Bixler or Jim Herrin, Quality Media Corporation, 600-241-7878. In GA call 404-324-1271.

Color Cameras: NC/RECO PC-70, Pedestals and Heads. $8,000 ea.; GE PE-400, complete, $4,000 ea.; GE PE-350, complete, $2,500 ea.; TOSHIBA CT-7X7. Contact: Dave Hopkins, HBO Studios, 120a East 3rd Street, New York, N.Y. 212-479-341.

Barco 25.3 color monitors CTV-25-6, 4 year old good condition, fast CRT's. Have 3, will sell individually. Best offer: David Zeigler 602-263-886
COMEDY

Free Sample of radio's most popular humor service! (Request station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

Hundreds Renewed again! Free sample Contemporar Comedy, 5804-B Twinving, Dallas, Texas 75227.


MISCELLANEOUS

Artist Bio Information. Daily calendar, more! Total Person in one week service. Write for letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Radio Promotion—Dial-A-Door! Vault has changeable 7 digit push button locks for sale. $200 each, complete with security, lot and promotion instructions. Run as a leased promotion in 450 markets in the 70's. Vault's never before sold. Call E.L. Jenkins collect at 813-526-6706. Drawer 84, St. Petersburg, FL 33731.


Prizes! Prizes! Prizes! National hands for promotions, contests, programming. No battle or trade ... better! For fantastic deal write or phone. Television & Radio Features Inc., Newbury Plaza, 1030 N. State, Suite 40-E, Chicago, II 60610. 312-944-3700.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples: Bingo Cards, Omaha, Box 4096, Omaha, NE 68134. 402-453-2889.


RADIO PROGRAMMING


CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6526.

Job Seekers: Our new approach can get you that important job. Send $2.00 postage and handling for catalog from Broadcast Careers, Inc., PO Box 66864, Atlanta, Ga. 30339. Fee Bonus workers.

Radio Help Wanted Management

EXECUTIVE VICE PRESIDENT
MAJOR RADIO GROUP

We are a well known radio group with successful stations in large markets. Our president is expanding his duties within the parent organization and is looking for an executive to absorb certain operational tasks. Only persons with some level of major market group responsibility need apply. Salary and benefits competitive, including relocation to east coast base.

Box K-120
EOE-MF

Help Wanted Sales

SALESPeOPLE
AMATURO GROUP, INC.

KMJJ MAJIC 102 FM HOUSTON

High performing salespeople (Minimum 2 year's local experience) have an immediate opportunity to join one of America's leading growth broadcast companies. Must be proven high achievers with both creative and administrative skills.

If you are aggressive, knowledgeable and career oriented with management potential, this company offers both income and a future.

Send letter and resumes only to Lillian M. Lang, Group Sales Director or Jeff Silver, Sales Manager at:

KMJJ
PO Box 22900
Houston, Texas 77027

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Announcers

WQXR Wants the Best Classical Music Announcer in the Country

Staff position available immediately for experienced professional with excellent voice, attractive personality, facility for foreign pronunciations and thorough knowledge of classical music. High salary, benefits. Send resume and voice tape to: Duncan Pirnie, WQXR, 229 West 43rd Street, New York, New York 10036.

An Equal Opportunity Employer

For Fast Action Use
BROADCASTING's
Classified Advertising

EOE-MF

Help Wanted Management

DIRECTOR OF RADIO DIVISION

Top Radio Group needs experienced, dynamic Radio Professional to head six station chain. Must be experienced with all formats and bottom-line oriented. Send detailed resume to Box K-71, Inquiries held in strictest confidence. Station General Manager should apply.

Help Wanted News

TAFT BROADCASTING IS LOOKING FOR GOOD NEWSPEOPLE

We want someone with the authority of Lyle Dein, the believability of Nick Alexander, the frankness of Stephanie Sheldon and the news sense of Paul Harvey.

We're looking for someone who despises wire copy and doesn't do news to win awards. If you think you've got it, call 513-241-8459, for an example of the style of news we're doing on 55-KRC and Q102.

If you still think you'd fit in write us:

Richard Hunt/Robert Schuman
1906 Highland Avenue
Cincinnati, Ohio 45219
EOE
TELEVISION'S FASTEST GROWING INDEPENDENT GROUP WANTS YOU!

If you're talented, experienced and ready for real responsibility, we need:

- **SALES MANAGERS**
- **BUSINESS MANAGERS**
- **CHIEF ENGINEERS**
- **PROMOTION MANAGERS**

If you're ready to move up, send your resume in confidence to:

Box K-72.
An Equal Opportunity Employer M/F

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ADMINISTRATIVE DIRECTOR

**HARLINGEN, TX**

The Administrative Director will assist the General Manager in supervising the administrative functions of Heritage Cablevision in the Texas operations including customer service, cost control procedures, vehicle maintenance and usage reports, accounting procedures, personnel records, management information systems, internal auditing procedures. Other duties involve coordinating finance, personnel procedures and company policy matters with other Directors. Qualifications are knowledge of accounting principals and methods, degree, preferably in business, 5 years management experience, skills in communications, human relations, problem solving and organization.

If interested in joining a fast growing company with an excellent benefit and salary package, please submit your resume to our home office.

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**Meteorologist/Environmental Reporter**

Top 30 market station searching for Meteorologist/Environmental Reporter who can communicate. An AMS seal is preferred. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCUWEATHER, several microwave mobile units and live helicopter. Please send resume to Box J-9. EOE. M/F

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**News Anchor**

Medium market California affiliate with major market style and class needs an aggressive anchor. We're a sharp news organization in a competitive city. Call Greg Lefevre at 209-237-2424 EOE.

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**Reporter**

Major aggressive Midwest television news department with the latest state-of-the-art equipment, including live helicopter needs general assignment reporter. Candidates should have journalism degree plus at least 3 years television news experience. We are searching for someone to complement our AP and UPI newscast of the year. Please send resume to Box K-114. EOE, M/F.
CATV ENGINEERING DIRECTOR
HARLINGEN, TX

This position reports to the General Manager of our Texas systems. Duties include forecasting for new builds and new market areas; annual budget preparation; evaluation of manpower, material and equipment resources, establishment of technical training seminars, inventory procedures, and cost control procedures for company assets. The ideal candidate will possess an Engineering degree, an FCC license, 3 years in cable, experience in budgetary procedures, skills in problem solving, communications, writing, and human relations. 5 years management experience in a related engineering field may be substituted for a degree in engineering.

If interested in joining a fast growing company with an excellent benefit and salary package please submit your resume to our home office.

Heritage COMMUNICATIONS
2185 Ingersoll Ave.
Des Moines, IA 50312
Equal Opportunity Employer M/F

Maintenance Engineers/Free Move To California

KRBK TV, Channel 31 Sacramento, Calif., wants the best experienced maintenance people. Work with growing group operator offering excellent compensation & benefits. Experience with RCA TCR-100 cart machines, RCA TK-29 film cameras, TK-76 field cameras. Ampex 1290 CTR, RCA or Sony 1-inch tape and UHF transmitters desirable. We will pay for move if you agree to work under contract for a minimum of 24 months. Contact: Bob Vendetti or Denny Grayson, KRBK-TV, 500 Media Place, Sacramento, CA 95813, Telephone: 916-929-0300, Equal Opportunity Employer. M/F.

For Fast Action Use BROADCASTING's Classified Advertising

TELEVISION MAINTENANCE ENGINEERS

Network owned television station is seeking TV maintenance engineers. Prefer electrical engineering degree or equivalent experience in electronics. Background in digital radio frequency or microwave equipment is desirable. If qualified, please send resume with salary requirements to:

Bart McGuinn
AMERICAN BROADCASTING COMPANIES INC.
233 N. Michigan Ave.
Chicago, IL 60601

As an equal opportunity employer we encourage females & minorities to apply.

DIRECTOR OF ENGINEERING VERMONT ETV

Responsible for development and administration of capital operating budgets. Supervision of purchase, installation, maintenance and operation of 4 UHF transmitters, 3 translators and single studio system. B.S. in Electronics, or equivalent experience, and first class FCC license required. Experience in labor negotiations desirable. Salary commensurate with experience. Send resume to Wallace K. Edwards, Assistant Station Manager, Vermont ETV Ethan Allen Avenue, Windsor, Vermont 05040. Deadline for applications is November 13, 1981. An equal opportunity employer.

Help Wanted Sales

TV COMMERCIALS SALES

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add capable sales people. We're looking for people with the following qualifications. Experience in 1 on 1 selling to retailers ... experienced and able to travel extensively—7 mos. per yr. on the road (willing to enjoy 5 mos. vacation) ... 26 to 40 yrs. old and single. If you would like to join our unique and special sales force, who have sold what is undoubtedly the finest package of syndicated TV commercials available ... we want to talk to you. Write, include resume, or call 203-435-2651. An equal opportunity employer.

MADISON MULYSKENS AND JONES, INC.
P.O. Box 432 Main Street, Wendell, CT 06079

Help Wanted Programming, Production, Others

JOIN CHANNEL 21 PRODUCTION IN DALLAS

We need experienced television production professionals who want the challenge of building the new, exciting Channel 21 serving the Dallas/Ft. Worth community. We promise you a unique opportunity for professional growth, and a rich and rewarding experience as our company expands its operations on Channel 21 in Dallas and Channel 20 in Houston.

If you want to be a part of the original team in this innovative Dallas/Ft. Worth television production venture, please write to: Milton Grant—KTXA Channel 21, Inc., 1712 E. Randol Mill Road, Arlington, Texas 76011.

Opportunities are available for:

1) Director/Editor
2) CMX Editor
3) Production Video Tape Operator
4) Audio/Sound Operator
5) Cameraman/Studio-Remote
6) Chief Engineer
7) Transmitter Supervisor

We are an equal opportunity employer. All contacts will be strictly confidential.

WFAA-TV DALLAS NEEDS WRITER-PRODUCER

Experienced creative writer to help develop advertising campaigns for television station promotion department. Must know television production and have ability to write advertising in all media, as well as for sales promotions. Tapes required. Reply to Employee Relations Department, WFAA-TV, Communications Center, Dallas, TX 75202. Phone (214) 748-9631. An equal opportunity employer.
Situations Wanted Management

POLISHED, UNIQUELY TALENTED, CREDENTIALED
(Doctor of Business Administration, masters degree from Harvard)
Female executive, age 31, seeks exciting, challenging position in television/movie pictures. Areas of expertise include:
- State-of-the-art Strategic Planning
- Social/Developmental Research (design, methodology, computer and conceptual analyses)
- Project/Work Design and Management
- Organizational Communications (interpersonal processes)
- Creative Ideas (speech and drama undergrad major)
- Existential Humor

The right position is the most important thing. Please reply to Box K-123.

Help Wanted Sales

SALES/SALES MANAGEMENT
BROADCAST SALESPERSONS
OUTSTANDING OPPORTUNITIES
... With Arbitron's Radio Station Sales Department
... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for sales managers, and accounts executives.

Within our organization we're seeking should have several years experience in radio broadcast sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence to:

Bill Lively
The Arbitron Co.
1350 Ave. of the Americas
New York, N.Y. 10019
An Affirmative Action Employer

Help Wanted Technical

BROADCASTING ENGINEER
Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles. KDIS—channel 58. Requirements: two years of experience operating color video and audio equipment or a certificate of completion of a specialized curriculum in telecommunications from an industry-recognized video production company. Applicant must be a student from an accredited college or university with a major in telecommunications may be substituated for the required experience. Salary range is $2,803-$4,236 per month. For application: (213) 742-7761. Applications will be accepted until November 20, 1981.

UNIFIED SCHOOL DISTRICT
P.O. Box 2298
Los Angeles, Ca 90051
An Equal Opportunity Employer

Television Engineer

Excellent career growth opportunities currently exist at a PBS affiliated educational television facility serving Los Angeles. KDIS—channel 58. Requirements: two years of experience operating color video and audio equipment or a certificate of completion of a specialized curriculum in telecommunications from an industry-recognized video production company. Applicant must be a student from an accredited college or university with a major in telecommunications may be substituated for the required experience. Salary range is $2,803-$4,236 per month. For application: (213) 742-7761. Applications will be accepted until November 20, 1981.

UNIFIED SCHOOL DISTRICT
P.O. Box 2298
Los Angeles, Ca 90051
An Equal Opportunity Employer

Miscellaneous

$500 PROP钱!!!

It's what all of us are business are trying to obtain with a minimal amount of problems. Radio Stations have a unique problem—we have a unique solution!! Let's get together to see how much we can earn together for selling Radio Stations.

For more information contact: Bill Lively
The Arbitron Co.
1350 Ave. of the Americas
New York, N.Y. 10019

Employment Service

BROADCAST CONSULTANTS

The full-service Broadcast recruitment and placement company specializing in television management, news and production personnel. An employer paid service searchable to any size market. For confidential discussion of your staffing needs, contact: BRUCE WILLIAMS

BROADCAST CONSULTANTS
Post Office Box 63
West Hartford, Ct 06107

RADIO OPENINGS


Special Discount—receive nationwide mailed to you for 4 consecutive weeks only $12.50. Save $11.50. If you don't need a job right out and save thousands. American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.
DynaCom Enterprises Limited
George Jacobs, P.E.
R.R. Colina, Esq.

SALUTE
BROADCASTING AND SOL TAISHOFF
ON THEIR 50TH ANNIVERSARY

Providing Complete Consulting Services in Broadcasting And
Low Power Television

Box 93091, Friendship Station
Washington, D.C. 20016
301-654-8933

Radio Programming

HAUNTED HOUSES
Nationally known "Ghost Hunter" has 65 episodes, 2 1/2 minutes each, of interviews with people who live in haunted houses! Also research information on why haunted, what is a ghost, exorcism, etc. One a day Monday through Friday, for 13 weeks. Only $25.00 per week. Write or call:
The Ghost Hunter
Nrrm G. Gtaumer
872 Union Street
Manchester, N.H. 03104
(603) 669-3237

THE PROMOTIONAL EVENT OF 1981
Opus 81 FREE DEMO
Top 100 Speed of the Year
Toby Arnold & Associates
4205 LBJ, Dallas, TX 75234 Toll Free (800) 527-5353

BILL TAYLOR
COUNTRY CONSULTANTS
213-791-4836

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5694

Public Notice

City of North Liberty, Iowa, population 2,100 is soliciting franchise information from cable TV companies. PO. Box 67, North Liberty, IA 52317, 312-626-2853.

Public Notice

City of North Liberty, Iowa, population 2,100 is soliciting franchise information from cable TV companies. PO. Box 67, North Liberty, IA 52317, 312-626-2853.

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COMMUNICATIONS CONSULTANTS
A full-service communications consulting firm that specializes in preparing all aspects of Federal Communications Commission applications filings.

CONSULTING SERVICES:
Applications: For new broadcast facilities
• Low Power Television
• FM Radio
• AM Radio
• Full Service Television
Computerized frequency searches:
• Low Power Television
• FM Radio
• AM Radio
• Full Service Television
Feasibility Studies:
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• Nighttime Service
• Pre-sunrise Authority
Petitions for Rulemaking:
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1 KWD-230 owners-operators spend only 25% at station. Price at less than 2 X gross. Sale price $725,000. Down payment $65,000. Bal. is 10% Amor. over 10 yrs. Balloon end of 60 mos.

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23% interest
in 1 kw fulltime AM in market of 50,000+; $45K cash: include financial qualifications in your reply. Box K-64.

FM FREQUENCY SEARCH 9200
Analysis of all possibilities within 25 miles. LOW POWER COMMERCIAL FM Systems from $2,500 open new markets. Write for free informational packet.
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This dominant FM Class B below 1 watt AM
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shares cash flow, stable staff, excellent equip-
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Box K-109

CLASS A FM
Midwest, 200,000+ market, newly
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Box K-115

Missouri AM/FM — Original Owner
Excellent small market opportunity for owner.
ata $200,000 gross - priced at less than
times gross. Good facilities with 100,000
down, excellent terms.

Box K-133

MIDWEST AM/FM
Regional combo in rich farm area doing
500K for past 3 yrs. $1.1 million. 400K
down. Includes all real estate.

Box K-139

ROCKY MOUNTAIN ENERGY
Center
Full time AM-FM in works. Large
single station market near larger
booming city $900,000 (2X gross,
8X cash flow). Includes $75,000 in
solid receivables. 50% down, bal-
aire 12%. Discount to minorities.
Potential nowhere near realized.

Loads of new equipment.

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W Small Fulltime $375K $125K Bill Whitley (212) 226-3203
S Small AM/FM $425K $130K Bill Calfe (904) 893-6471
W Small FM $500K $135K Ray Stanfield (213) 366-2154
S Medium AM $365K $85K Bob Thorburn (404) 458-9226
W Medium AM/FM $2,250K $652K Bill Whitley (212) 396-2303
E Metro AM $550K Terms Jim Mackin (207) 623-1874
S Metro Fulltime $700K Terms Bill Calfe (904) 893-6471

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Southeast Arkansas Class A FM
medium mkt, $300K Terms, $250K
Cash.

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Cash.

Box K-98

North American

2 Missouri AM-FM small market combos: 525K and 320K, terms.

Fla. coastal AM daytimer 350K, terms.

Fla. fulltimer AM 285K, terms.

Midwest AM-FM 750K.

Illinois fulltimer AM, profitable, 675K.

Idaho fulltimer AM, 835K.

Tenn. daytimer AM, 500 cash.

North Carolina medium market
fulltime AM, 350K, terms.

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AL FM 475K Small
ID Fulltime AM 835K Medium
IL Fulltime AM 725K Small
GA Daytimer AM 425K Small
OK FM 380K Small
NM FM 500K Small
KS FM 450K Medium
TX AM & FM 950K Small
KY Midwest Class D FM 550K Small
Midwest AM/FM 410K Small
ND AM/FM Downpayment 25K
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- Daytimer in resort area. South of San Francisco. $850,000.
- Daytimer. Suburban Atlanta. $950,000.
- Daytimer. Powerful big city in Alabama. $950,000.
- AM/FM. N.E. MO. $750,000.
- AM/FM. S.C. MO. $360,000.
- Powerful Daytimer in Cent. GA. $560,000.
- AM/FM in W. Ohio. $1.1 million. Good buy.
- Daytimer. Big city area. MN. $260,000.
- Daytimer. City in Colorado. $290,000.
- Daytimer. New Mexico. $200,000.
- FM. S.W. Ark. $350,000.
- Daytimer. E. Ark. $1.500,000. Terms.
- AM/FM. E. Ky. Good billing. $650,000. Terms.
- FM with strong signal in city. South. Extra good terms. $800,000.
- Foreign speaking AM in Cleveland metro area. $490,000.
- Tnn. — AM day. Near Nashville. $290,000.
- FM Ark. — Miss. $380,000.
- Good facility covering Charlotte, N.C. $600,000. No down payment.
- FM in central Illinois city. $1,000,000. Terms.
- FM/AM within 70 miles of St. Louis. Good cash flow. $3.2 million. Terms.
- AM/FM in good single station market W. Tenn. $350,000. Terms.
- Powerful daytimer covering large Central Fla. city. $1.2 million.
- AM/FM S.W. Tenn. FM covers big town. $400,000.
- FM in Big Town in W. Okla. $460,000.
- Fulltimer N.W. Ala. City. $520,000.
- Daytimer in eastern Ark. Good cash flow. $360,000. Terms.
- Coastal, S.E. Fla. powerbase. An fulltimer $1.3 million including $700,000 in real estate.
- FM, N.W. Missouri billing about $100,000. Good real estate. $195,000.
- South Carolina, SE daytimer. $220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. $190,000.
- Fulltimer. West Virginia. $275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. $380,000.
- Daytimer. Good dial position. Central Florida. $280,000.
- Atlanta area. 5,000 watts. $470,000.
- 500 watt daytimer. Single market station. CA resort area. $430,000.
- Fulltimer, Dominant, Metro, TX. $1,200,000.

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Radio & Cable Appraisals

Effective with the Nov. 16, 1981 issue of BROADCASTING

Classified Advertising rates will be increased to the following:
Rates: Classified listings (non-display)
Help Wanted: $5.00 per word. $15.00 weekly minimum
Situations Wanted: (personal ads) 50¢ per word. $7.50 weekly minimum.
All other classifications: $5.00 per word. $15.00 weekly minimum.
Blind Box Numbers: $3.00 per issue.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only
(Billing charge to stations and firms. $20.)

Rates: Classified listings (non-display)
Help Wanted: 70¢ per word. $10.00 weekly minimum
Situations Wanted: (personal ads) 40¢ per word. $5.00 weekly minimum.
All other classifications: 60¢ per word. $10.00 weekly minimum.
Blind Box Numbers: $2.00 per issue.

Rates: classified display situations wanted:
(personal ads) $30.00 per inch. All other classifications $60.00 per inch over three consecutive issues.

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 of phone number including area code counts as one word. Count each abbreviation as one word. Count each figure or group of figures or letters as a word. Symbols such as $50 or 3:30 p.m. CO. are not counted.

Hypenated words count as two words.

Publishers reserves the right to abbreviate at their discretion.

Sincerely,

Eugene M. Triest
Assistant Publisher
Peoria, Ill., named station manager.

Jeff Olson, sales manager, KWAATV, Water- 
town, S.D., named station manager of co-
owned KOBAM-AM FM Hot Springs, S.D.

Gary Legters, production manager, WGR-TV 
Buffalo, N.Y., named operations manager.

Scott Maxwell, with WINGAM-WGMB(FM) 
Georgetown, S.C., named operations manager.

Nancy Cohen, research manager, Peters, 
Griffin, Woodward, New York, joins WOR-TV 
there as research supervisor.

David Geyer, senior VP, general manager of 
Los Angeles office of J. Walter Thompson, joins 
noncommercial KFEO-KO Los Angeles as VP 
of marketing.

Lemuel Lewis, assistant treasurer, Landmark 
Communications, Norfolk, Va.-based group 
owner, named business manager for Land- 
mark's KLA-TV Las Vegas.

Jim Jenkins, general manager of Storer Cable's 
Dallas-Fort Worth system, named VP 
general manager of Storer's Houston system.

Bill Lenzdorf, district manager of Storer's 
Arkansas operations, based in Little Rock, suc-
cedes Jenkins. Neal Allan Omstead, general 
manager of Storer's Allamonte Springs, Fla., 
system, named director of new services 
development for Storer, based at corporate 
headquarters in Miami. Leslie Easterling, 
with Storer's Charleston, S.C., system, named 
manger of systems standards for Storer in 
Miami.

Richard Wood, Denver attorney, joins 
Teleprompter there as area director, responsible 
for Teleprompter's efforts for Denver franchise.

Joel Cohen, controller, Teleprompter's 
Manhattan cable TV system, New York, named 
controller for entire cable division, based in 
New York.

Kevin Leedy, graduate with MBA from Whar-
ton School, University Pennsylvania, Philadel-
phia, joins Warner Amex Cable Communications, 
New York, as associate manager of 
marketing for metro division, Warner Amex's 
Quebec operations. Spencer Hays, attorney with 
New York law firm of Hughes, Hubbard & 
Reed, joins Warner Amex as assistant general 
counsel.

Dennis Hodges, graduate, Southwestern Col-
lege, Winfield, Kan., joins United Cable Tele-
vision, Denver, as marketing manager.

Advertising

Kenneth Mihill, executive VP, general man-
ger, D'Arcy-MacManus & Masius, St. Louis, 
named president of office there. Margot 
Bobooff, senior writer, and Robert Currie, 
senior art director, DM&M, St. Louis, named 
associate creative directors.

Charles Bachrach, senior VP and associate 
director of broadcast, Ogilvy & Mather, New 
York, named senior VP and director of network 
and programming. Alice Greenberg, senior VP 
and associate director of broadcast, named 
senior VP and director of network negotiation.

Michael Cafferata, executive creative direc-
tor, Needham, Harper & Steers, Chicago, 
named senior VP.

Barry Linsky, executive VP, Marshalk Co., 
New York, named to new post of director of 
account management.

Jerry Wood, executive VP, Store & Adler, 
Chicago advertising subsidiary of Young & 
Rubicam, named president and chief operating 
ofice. Bill Waltz, director of creative ser-
sices, Y&R, Chicago, joins Stone & Adler there 
as vice chairman and chief creative officer. 

Marshall Edinger, general manager, Stone & 
Adler, named senior VP, general manager.

Dick Kelly, VP, account supervisor, Dance, 
Fitzgerald, Sample, Deerfield Beach, Fla., joins 
Steve Walker & Associates, Fort Lauderdale, 
Fla., advertising firm, as senior VP, manage-
ment supervisor.

Mary Lou Gerno, account executive, Tatham-
Laird & Kudner, Chicago, named account 
supervisor.

David Pool, with Arnold & Co., Boston, 
named senior broadcast producer.
Appointments, J. I. Scott Co., Grand Rapids, Mich., advertising firm: Robert Motl, from account supervisor to VP-director of account services; Richard Kleinfeld, from director of mechanical services to VP, production services, and Richard McNeal, from VP-director of production services to VP-director of support services.

Bill Harrington, account executive, D’Arcy-MacManus & Masius, St. Louis, joins Kenrick Advertising there as account supervisor and director of corporate development.

Appointments, Bernstein-Rein, Wichita, Kan.: Emma Addis, regional accounts supervisor, and George Devins, senior account executive, named account supervisors. Jan Penkay, former account coordinator to operations manager, and Arvin Bernstein and Brian Bradley senior account executives to market supervisors.

Chuck Cahill, with Buckley Radio Sales, Chicago, named manager there.


Richard Jones, Midwest marketing manager, CBS Spots Sales, Chicago, joins Blair Television, Los Angeles, as account executive for CBS/independent sales team. Lyle Banks, account executive, Peters, Griffin, Woodward, Chicago, joins Blair TV there in same capacity for Blair’s NBC sales team. David Neal, account executive on temporary assignment, Blair’s Boston office, named to post permanently.

Juliet Ellis, from WXYZ-FM, Boston, joins Kettell-Carter there as sales representative.

Lou Abitablio, account executive, NBC-TV Spot Sales, New York, named sales manager for NBC’s WNBC-TV there.

John Gilmore, general sales manager, WBAL-TV Baltimore, named VP, sales.

Jeff Schwartz, general sales manager, WLUP-FM Chicago, named VP of marketing and advertising.

Martin Conn, general sales manager, WRCAM Washington, named director of sales.

William Kleinhart, sales representative, WQTV Grand Rapids, Mich., named salesman manager.

William Rismiller, executive VP of Florida West Productions, St. Petersburg-based videotape production company, joins new WFTS-TV Tampa, Fla., as sales manager. WFTS goes on air in November. Patrick McNamara, president and founder of Marketing/Advertising Consultants, Crystal River, Fla., joins WFTS as national sales manager.

Jack Hayes, head of paging and two-way radio service, based in Canton City, Tex., joins KBTX (AM) Reo as general sales manager.

John Byrnes, general sales manager, 2B-Sycom, Detroit-based manufacturer of radio promotional plastic cards, joins CKLW (AM) Windsor, Ontario, in same capacity.

Donald O’Connor, national sales manager, WFTV-TV Green Bay, Wis., joins WREC-TV there in same capacity. Jerry Miller, account executive, WFTV-TV there as local sales manager.

Tony Maloni, local sales manager, KLAS-TV Las Vegas, named to newly created post of director of retail sales development.

Bill Diesa, account executive, KAMM-FM San Francisco, joins KORT-FM there as local sales manager.

Jon Rand, Western regional manager, Radio Advertisers Bureau, based in Seattle, joins KPLZ-FM there as local sales manager.

Gaye Garrett, account executive, KSAT-TV San Luis Obispo, Calif., joins KCUM-FM Oklahoma City in same capacity.

S. Patrick Corbett, national special accounts manager, former Washington Star, Washington, joins WJAM (AM) there as account executive.

Deanna Dohle, account executive, KCBQ-FM San Diego, joins KZLT-FM there as account executive.

Cheryl Edwards, from WSNB-TV Orlando, Fla., joins WYFH-FM there as account executive.

Michelle Davis, KTWR-FM Los Angeles, joins KLAM-FM Pasadena, Calif., as account executive.

Clay Shelton, general manager, KLAM-FM Cordova, Alaska, joins WIVE-FM Ashland, Va., as account executive.

Programing

Robert Schuessler, general manager, WPGC-TV Charlotte, N.C., joins Turner Broadcasting’s Turner Program Sales, Atlanta, as VP.

Jeff Ruhn, coordinating producer of ABC’s coverage of 1980 winter Olympics and former assistant to president of ABC Sports, New York, named staff producer and director of 1984 Olympic production, ABC Sports.

Pat Narup, former manager of affiliate relations and sales administration for once-planned Premiere cable program service, joins Group W Satellite Communications, Stamford, Conn., as director of support services. Gregory Rice, associate general counsel, Madison Square Garden Corp., New York, joins GSWC, Stamford, as legal counsel.

McAdory Lipscomb Jr., head of own public relations-marketing firm, Washington, joins Showtime, Atlanta, as Southeast coast affiliate manager.


Jim Seemiller, VP-general manager, WNIP (FM) Chicago, joins Multimedia Communications, program syndicator there, as principal and director of operations.

Steve Seidman, senior project director, B. Angell & Associates, Chicago-based market research supplier, joins Warner Amex Satellite Entertainment Co., New York, as manager of program research. Renate Cole, executive producer, noncommercial KERA-TV Dallas, joins Warner Amex Qube Cable there as manager of cablecast productions.

Douglas Widner, manager and director of National Satellite Network of Public Service Satellite Consortium, Washington, joins U.S. Chamber of Commerce there as manager of satellite network for chamber’s broadcast group, Chamber’s network is BizNet, scheduled to begin operation in February 1982.

Cecilia Hart, director of ID Sales, TM Productions, Dallas, named Midwest regional manager for TM, based in Dallas.

Stephen Shepard, freelance producer, based in New York, joins Sator Productions there as editor for its Private Screenings.

Richard Kimbell, programing consultant, based in Los Angeles, joins Westwood One there as director of concert programing.

Peter Duchess, partner in literary agency of Eisenbach, Greene & Duchess, Los Angeles, named senior VP of television Sheridan Productions there.

Duck Y. Song, senior VP-management supervisor, Leber Katz Partners, New York advertising firm, leaves to form Song Communications, New York, which will operate Korean language television service to be broadcast on WNYO-LV Linden, N.J.

Atan Duke, TV counsel to legal department of 20th Century-Fox Television, Beverly Hills, Calif., named associate director of business affairs.

Kim Nelson, executive assistant to president of Winona State University, Winona, Minn., joins Iowa Public Broadcasting Network, Des Moines, as director of educational services.

Michael Blissonette, regional manager, based in Los Angeles for Scholl Corp., chemical manufacturer, joins American Educational Network, Irvine, Calif., as Western regional representative, based in Irvine.

How Wertz, chief of broadcast services for Armed Forces Radio and Television Service, Washington,retires after 33 years with AFRTS.

Bobbe Carson, director of research and sales promotion, KABC-TV Los Angeles, named assistant program director.

Vicary Gregorian, executive producer, FM Magazine, WGR-TV Buffalo, N.Y., named program director.

Donald Bowers, production manager, KMUTV-Omaha, named program manager.

Walton Williams Jr., program manager, WRRAM-Richmond, Va., joins WSBAM Atlanta as director of program operations.

Curt Lundgren, music director, WCCO-FM Minneapolis, named assistant program director.

Craig Dorval, production director, noncommercial WPSB-FM San Diego, named program director.

John Gun, head of own radio production firm, based in Los Angeles, joins KGLM-FM San Fernando, Calif., as program director.

Jerry Paxson, air personality, WFXK-AM(WXK-KFAX) Alexandria, Va., named music director.

Guy Michaels, program director, WBTN-AM Brockport, N.Y., joins KAKT (AM) Cheektowaga, N.Y., as air personality and music director.

Beth Veshure, senior research associate, Public Broadcasting Service, Washington, named associate director of program scheduling.
News and Public Affairs

Lori Larson, news director, KIS-FM Los Angeles, joins KHJAM there in same capacity.

Jim Newman, business and financial editor, KXMEAM Los Angeles, joins RKO Radio Network's RKO One and RKO Two as economics correspondent and host of weekday Economies Update, based in New York.

Lois Matheson, producer-writer, KOMO-TV Seattle, named to newly created position of assistant news director.

Bunny Rassch, assistant director of news and public affairs, WSNF-TV Milwaukee, named director of news and public affairs.


Louis Stokes, producer, on-air reporter and weekend assignment editor, WTVF-TV Nashville, joins WXYZ-TV Detroit as executive producer of special projects.

Hope Daniels, from WEFS-FM Chicago, joins WATM-FM there as director of public affairs.

Ken Kramer, executive producer, noncommercial KBPR-FM San Diego, assumes additional duties as director of information programming for public affairs.

John Porvik, air personality, WPMF-FM Newark, N.J., named public affairs director.

Creigh Yarbrough, afternoon news anchor, WFSF-FM Greenfield, Ind., named news and public affairs director-morning anchor.

Karen Ruedolf, news manager, WKRC-TV Cleveland, named executive producer.

George Wolf, producer, 11 p.m. news, WKRC-TV, succeeds Ruedolf.

Appointments, news department, WAVE-TV Kansas City, Mo.: Ed Hazlewood from WVTM-TV Richmond, Va., to assignment editor, Terry Sams, from WQAA-TV Moline, Ill., to anchor-reporter, Janet Henry, from KTVF-TV Dallas, associate producer, and Leslie Brinkley, from KDPM-TV Beaumont, Tex., to weather-astor-reporter.

Leith Darnay, news director, KTVN/KM-Minot, N.D., joins KPTV-Fargo, N.D., as assignment editor.

Ray Wise, chief of Tallahassee, Fla., bureau, WTVL-TV Jacksonville, Fla., named assignment editor. Marc Klimp, news intern, WTVL, named 11 p.m. weekend news producer and photographer.

Janet Lubman Rathner, general assignment reporter and assignment editor, WSHH-TV York, Pa., and Thomas Del Signore, general assignment reporter-weekend anchor, WLOO-TV Lima, Ohio, join WHTM-TV Harrisburg, Pa., as general assignment reporters.

Robert Geen, program director, KROH-LAM Riverside, Calif., joins KEDO-TV Palm Springs, Calif., as sports director.

Jack Eich, assistant sports director, WEAU-TV Eau Claire, Wis., joins WTMV-TV Madison, Wis., in same capacity.

Appointments, news department, WCJB-TV Bristol, Va.: Lee Nolan, from WYBE-TV Green- ville, S.C., to sports director, Terry Radmich, with WCJB-TV, to assignment editor, Paul Johnson, with WCJB-TV, to weekend anchor-producer, and Gary Davidson, with WCJB-TV, to general assignment reporter.

Stan Bohman, correspondent, KYW-TV Philadelphia, named co-anchor for 6 and 11 p.m. newscasts.

Jim Giggans, morning anchor and general assignment reporter, KNX-TV Los Angeles, joins KNBC-TV there as general assignment reporter.

Appointments, news department, WSNF-TV Nashville: Teddy Bart, from WSM-TV Nashville, to 5, 6 and 10 p.m. news co-anchor.

Jerry Brown, from anchor-news director, WECA-TV Tallahassee, Fla., to WNGE Charleston, Tenn., bureau chief; Jim Bonds, from sports director, WKOS-TV Memphis, to same capacity; John Seigenthaler Jr., and Tony Rinaldo, from WNGE associate producers to producers; Kate Varley, graduate, Vanderbilt University, Nashville, to associate producer; Andy Garmsey, from PM Magazine host, WNGE, to administrator of special reporting unit, and Danie Stuart, from weekday anchor, WTQO-TV Lexington, Ky., to reporter.

Bob Lusien, co-anchor, Live at Five, news program, KTVV-TV Tulsa, Okla., named co-anchor for 10 p.m. newscasts.

Rick Schwartz, sports director, WFMN-TV Fort Myers, Fla., joins WSNF-TV St. Petersburg, Fla., as sports reporter-anchor.


Bruce Berndt, executive editor, noncommercial KSOS-FM San Diego, joins KNXAM Los Angeles as business and financial editor.

Russ Wise, news anchor, KNOW-TV Monroe, La., joins WGSOAM New Orleans in same capacity.

Karen Grange, weekend anchor and reporter, KXDO-TV Colorado Springs, joins KTVX-TV Salt Lake City as reporter.

James Hill, general assignment reporter and weekend co-anchor, KGUN-TV Tucson, Ariz., Fifty years of Fates & Fortunes

For fifty years, BROADCASTING has reported the new assignments of the industry's important executives.

For the last five of those fifty years, JOE SULLIVAN & ASSOCIATES has been responsible for recruiting many of those top executives.

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Technology

John Matejovich, regional engineering manager, Warner Amex Cable Communication's central region based in Columbus, Ohio, named director of technical services for Western division, based in Columbus.

Thomas Hillard, Midwest regional sales manager, RCA Americom, based in Chicago, named manager of systems support for RCA's Commercial Communications Services.

Appointments, Times Fiber Communications, Wallingford, Conn.: Joseph Bremer, from associate product manager, Harris Data Communications, Dallas, to marketing manager of private networks, based in Wallingford; Charles Gclowski, from senior project engineer, Timex Clock Co., Middlebury, Conn., to senior design engineer for advanced systems development group, based in Wallingford; Alan Kent, from manager of technical services and field service coordinator, non-commercial WQED-TV Lima, Ohio, to applications engineer for Time's fiber optics cable television systems, Wallingford; Steve Schoen, from sales engineer for CATV division, Magnavox, based in Littleton, Colo., to sales representative for CATV marketing, based in Littleton. Carroll Oxford, from north central regional manager, Times Fiber's CATV marketing group, based in Hillson, Tenn., to Southeastern regional manager for CATV marketing group, based in Houston, and Roy Tester, from regional manager, Comm/Scope, Brusw, Tenn., to Oxford's successor.

Stanley Weiss, director of data processing, Shure Brothers, Evanston, Ill., manufacturer of high fidelity components, microphones, loudspeakers, and related circuitry, named director of new products coordination and long-range planning.

Donald Crews, subcontractor-installer, U.S. Antenna, Stason Island, N.Y.-based CATV and STV installer, named assistant VP, based in Staten Island.

John Myrick, manager of electronic news gathering and supervisor of technical operations, KASC-TV Los Angeles, joins KBCTV there as manager of field operations.

Greg Buzzetti, engineering director, WMTV (TV) Madison, Wis., named chief engineer.

Edward (Bob) Earsom, broadcast engineer, KMBC-TV Kansas City, Mo., retires after more than 25 years with station.

Promotion and PR

Ronald Snow, writer-producer, on-air promotion, CBS TV, Los Angeles, joins 20th Century Fox Television there as manager of creative services.


Andrea Simon, research manager, Selcom Radio, New York, joins Bevly Radio Sales there as assistant director of promotion.


Yolanda Flores, graduate, Baess College of Law, University of Houston, joins KHOU there as community affairs director.

Joanne Capobrica, employee communications manager, public relations department, First Pennsylvania Bank, Philadelphia, joins KBTV there as assistant information services manager.

Liga Fernandez, assistant public information coordinator, noncommercial WNET/TV, Tampa, Fla., joins KSTE-TV Houston as promotion assistant.

Leyla Kildar, sales assistant, KNX-AM-FM Phoenix, named publicity and promotion coordinator.

Janice Steinberg, community relations director and director of fundraising, San Diego Hospice, joins noncommercial KPBS/TV San Diego as promotion director.

Valerie Karsey, head of own executive typing service, based in Philadelphia, joins WSSX/AM Camden, N.J., as public service director.

Kathleen Barrett, secretary to news director, WFLY-TV Louisville, Ky., named assistant promotion manager.

Allied Fields

Elected officers, Broadcast Financial Management Association in Chicago: Betty Robertson, VP, administration, Cosmos Broadcasting, Columbia, S.C., president, succeeding William Key, controller, WQAM-TV Memphis, named BFM chairman; Robert Steinberg, VP, finance and administration, Meredith Broadcasting, New York, VP, Willard Hoyt, VP-treasurer, Nationwide Communications, Columbus, Ohio, secretary, and Hugh Del Regno, director of finance, non-commercial KETV/TV Los Angeles, treasurer. Ronald Doerrler, chief financial officer of Capital Cities Communications, New York, retires as BFM chairman. Also named president of BCA-Credit Information is Anthony Grego, director of national credit and collections, Westinghouse Broadcasting, New York.


Elected officers, Illinois Broadcasters Association: Tom Kushak, WMYT/AM Springfield, president; Peter Desnos, WLS-TV, Chicago, president-elect, Gene McPherson, WLSN/AM-WEFS/AM Olney, VP, and Barrett Geoghegan, WAND-TV Decatur, treasurer.

Deaths

Berry Greenberg, 69, former VP of international sales and administration, Warner Bros. Television Distribution, Burbank, Calif., died Oct. 4 at Cedars-Sinai medical center, Los Angeles. He had suffered series of heart attacks. Greenberg had been with Warner Bros. for 27 years, 13 of which he spent with television distribution. He is survived by his wife, Lee.

Jack Dolph, 53, director of CBS Sports from 1960 to 1969 and recently independent sports producer, died of heart attack at his home in Riverside, Conn., on Oct. 3. After he left CBS, he served as commissioner of American Basketball Association from 1969 to 1972. He is survived by his wife, Mary Jean, and two sons.

Jeff Sparks, 76, radio-televisio producer and special projects producer for United Nations from 1947 until his retirement in 1968, died of heart attack at his home in New York on Sept. 30. Before World War II Sparks was announcer for WOAM and WCN/AM New York. He is survived by his sister, Juliette Buckley.

Jayne Ward, 67, director of viewer services noncommercial WNET/TV New York, died of circulatory ailment Sept. 28 at Roosevelt hospital there. She had been with station since 1971. Her marriage to Francis Warren Lawrence and Dr. Robert Warden ended in divorce.

Susan Welle, 27, reporter-news anchor WPFA-TV Fort Wayne, Ind., died Sept. 26 from rare bacteriological disease at Parkview hospital Fort Wayne. She had been with station since 1977. She is survived by her parents and twin brothers.
KOIN-TV began telecasting from downtown Portland nearly three decades ago, beaming kinescoped CBS network programs and local TV shows to viewers within a 100-mile radius of the station.

As Portland's first VHF station, KOIN-TV was truly a pioneer in the Northwest television industry.

Hurtled by receptive viewers, KOIN-TV has blossomed and developed with the beautiful region it serves. Metropolitan Portland has steadily grown from an inland seaport, heavily involved in wood products and forest industries, to a vibrant multi-faceted metropolis, with countless diversified commercial interests.

KOIN-TV has been a vital, integral part of the area's growth process, reflecting changes, encouraging cultural development, and initiating civic pride and responsibility.

When it comes to KOIN-TV's future, the sky is literally the limit! Work is underway on the breathtaking $35 million dollar KOIN Center in the heart of downtown Portland. The expansive new structure will climb 20 stories into the sky and provide KOIN-TV with spacious new offices and studios. Sophisticated state-of-the-art technological equipment will enhance KOIN-TV's competitive edge in the Portland market.

Don't settle for less, Reach for Portland's best, KOIN-TV 6!
A reader’s guide to who's been who in electronic communications during the past 50 years, as reflected in the “Our Respects” and “Profile” sketches that have appeared in each issue of Broadcasting magazine since Vol. 1, No. 1, on Oct. 15, 1931.

A


Honor Roll


H


N


O


Ellen Betland Sachar 9/15/80 □ David Michael Sacks 7/30/62 □ Emanuel Sacks 1/24/55 □
Owen Leslie Saddler 3/19/56 □ John Victor Saeman 2/16/81 □ Harold Arthur Safford 5/2/49 □
Solomon Sagall 7/2/79 □ Richard S. Salant 10/24/55 □ Lucille Susan Salihany 3/16/81 □ John A.


Y & Z

Reagan administration would not drop its antitrust suit against AT&T if Senate-passed S. 898 became law in its present form, Assistant Attorney General for Antitrust William Baxter said last Thursday. Exchange-access amendment drafted by administration and adopted in full by Senate would permit AT&T "too much discretion in deciding how to provide access" to its network to other carriers, he said, and provisions for license contract arrangements between AT&T and its fully separated affiliate would not emerge from form recommended by administration. Baxter said he has language that would satisfy his concerns in exchange-access area, but Cabinet Council on Telecommunications could not agree on all details before submitting amendment to Senate. He could not say with certainty that senators sponsoring bill had been informed that administration is not completely satisfied with amendment. Baxter said he spends "about one-third" of his time in discussions with AT&T these days and although possibility of cut-of-court settlement of suit has been discussed, proposals for settlement have not been made lately.

International Radio Consultative Committee last week adopted worldwide digital standard eradicating many of incompatibilities of various analog standards in use around world. Application of standard, its framers hope, will foster economies in digital equipment development and production and facilitate international exchange of programming. Crucial to standard is component coding. Analog signals emanating from camera are converted to three distinct digital signals. Standard allows for "extensible family" of compatible digital standards of greater or lesser video quality. Sampling frequencies of three signals (luminance and two color difference signals or red, green and blue) are "related in ratio of 4:2:2." Compatible standard of higher quality would have sampling ratio of 4:4:4. CCIR settled on 13.5 mHz luminance sampling frequency, making sampling frequency of color difference signals 6.76 mHz. Coding is pulse code modulation with eight bits per second.

RCA last week reported losses of $109.3 million on sales of $1.99 billion for third quarter. Major factor contributing to losses was $230-million "preparation for restructure of operations and evaluation of assets." Discounting nonrecurring items, report shows earnings took tumble from $80.4 million in third quarter of 1980 to $22.6 million. Sales were flat compared to 1980. NBC logged "substantially lower earnings" as higher program costs offset sales increases.

California-Oregon Broadcasting Inc. has reached agreement to sell its Medford, Ore.-based cable system for consideration in neighborhood of $45 million. Buyer is joint venture of Boston-based Affiliated Publications and McCaw Communications of Bellevue, Wash. Affiliated is publicly traded publisher of Boston Globe and group owner of six AM's and six FM's. William O. Taylor is president. Last June it bought 45% of McCaw Communications, family owned cable operator with systems in seven Washington communities and Yakima county. Seller is owned by William B. Smulling and family, who are Medford-based group owners of four AM's, one FM and four TV's. Medford system serves 50,000 basic subscribers and includes 1,700 pay subscribers and passes 77,000 homes. McCaw will operate Medford system. McCaw also owns cable relay telephone and paging service. Broker: R. C. Crisler & Co., in consultation with Ward L. Quall Co.

U.S. District Court for Northern Illinois has denied injunctive relief and dismissed case by Wm Continental against United Video Inc., both Chicago. At issue is copyright ownership of vertical blanking interval in retransmitted signal of WGN-TV Chicago, which United Video resells by satellite to cable TV systems. Plaintiff objected to United Video's deletion of teletext material from vertical blanking interval and substitution of latter's Dow Jones business news service (BROADCASTING, May 4). Ruling was by Judge Susan Getzendanner.

ABC Video Enterprises' Alpha Repertory Television Service (ARTS) has acquired two major sponsors for its performing arts and visual arts programming: Mobil Corp. and American Telephone & Telegraph. Mobil's sponsorship begins in January and is committed to one program per week, with two spots appearing 9 p.m. to 10 p.m., Monday nights, plus opening and closing billboards. AT&T's sponsorship, which began earlier this month and continues through third quarter of 1982, presents messages that rotate throughout ARTS format as well as receiving billboards as participating sponsor each evening. AT&T spots include highlights of Bell System America Orchestras On Tour program funded by that corporation.

National Republican Congressional Committee last wee opened radio phase of advertising campaign that it, National Republican Committee and National Republican Senatorial Committee have launched to urge voters to support Republican candidates in 1982 elections (BROADCASTING, Oct. 5). NRCC acting on its own, is spending $200,000 to air two spots on CBS' NBC and Mutual Broadcasting System radio networks through first week in November. Spots are audio versions of two television pieces now running.

Representative Al Swift (D-Wash.) has introduced "Publ Responsibility Bill" requiring FCC to establish point system to quantify public trust responsibility of broadcasters and at same time prohibit FCC from requiring program logkeeping or at

Behind the scenes at the FCC

The FCC, responding to a congressional request last week made public the videotape of its closed meeting (April 6) at which it approved raising AT&T's allowed rate of return from 10.5% to 12.75%. Congressional critics had argued the increase was excessive, estimating each 1/2% increase could cost consumers $550 million per year. AT&T arguing that it faced increased costs, asked for 13%. The tape reveals Commissioner Joseph Fogarty first moved to give AT&T 13%, but the vote on the motion bogged as the other commissioners worried aloud about "public relations." Commissioner Abbott Washburn pointed out the "headlines" would say rates for consumers would rise 17% and AT&T would reap "billions of dollars." The acting Chairman Robert E. Lee suggested setting the rate at 12.5%, but permitting AT&T's return to fluctuate over a "range" to solve the public relations problem. That way "it doesn't look like you rolled over for the company," he said. Although another proposal would set the rate at 12.75%, with AT&T actually allowed a return ranging from 12.25% to 13.25%, Lee pointed out that the "headlines" would read "first time in history the agency has given more than requested." After a whispered conference that excluded Commissioner Anne Jones, the commission proposed allowing the rate to vary from 12.5% to 13%, with Lee telling the staff to "think up some good reason" to explain it. The staff objected on the grounds AT&T would need only one number for a label, so the commission finally adopted 12.75% but permitted AT&T's actual return to vary from 12.5% to 13%. Lee pointed out the decision was "kind of sneaky PR" ... but we'll put their request," the commission denied reconsideration of that decision at its meeting last week, arguing that the 12.75% rate of return for the phone company was "well founded."
articular kind of programming. Circulated earlier this year (BROADCASTING, March 2), bill drew negative reviews from local broadcasters and public interest groups, Swift said, in introducing bill last Wednesday (Oct. 7), but still has merit because, "even in the present political climate, the industry may have a better chance of getting deserved relief from pointless gullations if the justification is based on something other than political competition argument." Bill (H.R. 4726) is essentially a draft earlier circulated.

Pquiasion of UA-Columbia Cablevision by joint venture of Aflac and Theatre Circuit and Rogers Cablesystems for 30% of new venture was approved by UACC stockholders last week. Teller is expected to be effective October 17.

BS Special Correspondent Walter Cronkite last week resigned from Pan American Airways board of directors. Cronkite, who took Pan Am post earlier this year (BROADCASTING, March 3), said he had expected different continuing relationship with Pan Am that would not subject him to any conflict of interest problems. He said he was "rudely disabused of that expectation" when CBS News told him he was removed from further space program coverage because of Pan Am's involvement. Problem calmed, he said, and he decided to resign.

ndy Frank Productions, New York, which has television rights to "In Search of Identity," is life story of assassinated Egyptian President Anwar el-Sadat, says it expects to announce a week's name of company that will co-produce book-based 3-hour movie with Frank for network showing next spring. William Morris Agency has been representing Frank in discussions with major production companies. Frank obtained TV rights to Sadat's life story for $100,000 in 1979, plus yearly payments of $25,000, he said, but production was held up because presentation of Sadat till now has been considered "politically sensitive."

isson, Ariz., cable franchise has been said to Cox Cable Communications. Cox will build 1,060-mile system in five years in 125,000-home community. Service to be offered in 65-channel basic for $6.95, 91-channel package for $9.50, with added tier costing $4. In winning 15-year franchise, promised to spend $2.1 million on equipment for community access programming.

opportunities and challenges of satellite broadcasting make it increasingly, important for closer relations among American and Asian broadcasters, said National Association of Broadcasters President Vincent Wasilewski before annual convention Mexico Association of Broadcasters last week in Mexico City. Broadcasters have opportunity to assist in both development and acceptance of satellite broadcasting, he said, with its tremendous potential. "We will be considered in public as more involved in satellite development," said the chairman of Network of America, "in some cases of broadcast technology."

ewspaper publishers and broadcasters owe the nation and it communities an effort to recruit and train minor magazine journalists," said Allen H. Neuharth, chairman of Gannett Co., last week before annual convention National Black Media Council in Washington. Representation of minorities in both the broadcast and print journalism falls far short of representation of national population, even though it's "smart business to employ from the whole that community to the whole community," he said. "Political winds change but the lasting winds of change in our society must be fostered by the private sector."

On Capitol Hill: House Small Business Subcommittee will hold second hearing on cable TV and minority opportunities in room 2239-A, Rayburn House Office building, Tuesday, 8:30 a.m. Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold first day of mark-up on cable copyright and performers royalty legislation on Thursday in room 2237, Rayburn, Thursday, 11 a.m. In Washington: Roger Peterson, ABC energy commentator, will address luncheon of The Media Institute at University Club Tuesday at noon. Society of Professional Journalists, Sigma Delta Chi, Radio-Television News Directors Association and Public Relations Society of America will present address by Ted Turner at National Press Club on Wednesday, 11:15 a.m. Also in Washington: Fund-raising dinner of Broadcast Pioneers, honoring Sol Taishoff on 50th anniversary of Broadcasting Magazine, will be held at Washington Hilton Thursday. In Fort Collins, Colo.: Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, will address annual Colorado State University/Colorado Broadcasters Association's annual Broadcast Day at CSU Friday. In Los Angeles: Dwight Ellis, National Association of Broadcasters, will speak at first scholarship awards dinner of Black Journalists Association of Southern California at Sheraton Plaza LeRein hotel Friday. At Hunt Valley, Md.: National Association of Public Television Stations board meets at Hunt Valley Inn Thursday.
The Fifth Estate at 50

The first editorial in the first issue of Broadcasting Magazine, 50 years ago, cited Edmund Burke's designation of the press as the Fourth Estate, along with clergy, nobility and commoners, a principal component of the British realm. "And now, Radio," said BROADCASTING. "Who is there to gainsay its rightful status as the Fifth Estate?"

It may be niggling at this late date to note that authorities question Burke's coinage of the "Fourth Estate," which Thomas Carlyle, writing in 1841, 44 years after Burke's death, attributed to him. There is no doubt, however, that Thomas Babington Macaulay wrote in 1828: "The gallery in which the reporters sit in the [English] Parliament has become a Fourth Estate of the realm." To which BROADCASTING, on its 50th anniversary, adds: And now, AM and FM Radio, Television, Cable Television, Satellite Television, Low-Power Television, Multipoint Distribution Service Television, Videotex, Teletext. Who is to gainsay their rightful status as the Fifth Estate?

BROADCASTING's first editorial dedicated the magazine to "the American system of free, competitive and self-sustaining radio enterprise." From the start, the magazine noted the Fifth Estate was the electronic press and thus protected by the First Amendment. The Fifth Estate has changed almost beyond recognition, but the original dedication remains.

Indeed the sheer multiplicity of electronic distribution modes reinforces the argument that the First Amendment protection that the courts and Congress have consistently honored in application to the Fourth Estate must be extended to the Fifth Estate, if the First Amendment is not to be drained of all its meaning. But the Fifth Estate, in its enormously expanding configuration, will have to make a stronger effort than its pioneers made if the argument for First Amendment parity is to prevail.

Not until broadcasting grew into a serious medium of journalism did its broadcasters begin to claim equal status with the press under the First Amendment. At the outset they accepted content regulation without challenge to its constitutionality. When the Federal Radio Commission came into existence in 1927, it immediately began eliciting information on the average weekly time devoted to entertainment, religious, educational, agricultural and other types of programs. The 1927 act creating the FRC contained the equal-time provision that still remains in Section 315 of the 1934 Communications Act that created the Federal Communications Commission.

In 1941, the FCC plunged straight into program control in the Mayflower decision that outlawed broadcast editorializing. The order was issued in a case renewing the license of a Boston station which did not appeal for fear of reviving its risk. Nor did others appeal. Few broadcasters wanted to editorialize anyway. The First Amendment was something that had been read in high school civics class.

Time passed until Cornell University, owner of WHEUM (Ithaca, N.Y.), petitioned the FCC for reconsideration of Mayflower. It was joined by the National Association of Broadcasters, headed by a new president, Justin Miller, who had been a judge on the U.S. Court of Appeals and had read the Constitution. The Federal Communications Bar Association belatedly came to life on behalf of Cornell. In 1949, the FCC voided Mayflower, but in a way that was to create far more problems than it cured.

The FCC's 1949 Report on Editorializing removed the prohibition against the broadcasters' expression of opinion, but it produced the fairness doctrine, which has kept lawyers working overtime in Washington to this day.

It was all downhill after 1949. The fairness doctrine was incorporated into law when the Congress in 1959 amended Section 315 to exempt news programming from the equal-time obligation. When broadcasters finally realized they had been had and challenged the personal-attack rules emanating from the FCC in application of Section 315's fairness doctrine, they suffered the terrible defeat of the Red Lion case of 1969.

Red Lion has become the all-purpose excuse for every post-1969 venture into content regulation. "It is the right of the viewers and listeners, not the right of broadcasters, which is paramount," said the Supreme Court, thus turning the First Amendment upside down. Can anyone imagine the court saying of the press that readers' rights are paramount over publishers? The willing acceptance of second-class citizenship is out of character for a Fifth Estate that can rise to such journalistic heights as were reached last week after Anwar Sadat's assassination. It is out of character for a Fifth Estate that is incredibly more influential and proliferous than the infant Fourth Estate that the authors of the Bill of Rights thought big and diverse enough to serve the public without governmental supervision. Then why are not members of the Fifth Estate rushing to join the crusade for first-class citizenship that is being led, in a radical reversal of roles, by the present FCC?

Eric Sevareid, in an address to the National Association of Broadcasters' 1977 convention, said: "Most newspapers were started by men who wanted an outlet for their views, usually political. Most broadcasting stations were started by men who wanted an advertising medium, a business. They found themselves, in time, co-trustees of the First Amendment, a positive challenge to some; a discomfiture to others. But that goes with the job, with the right and the privilege. Station or network owners and managers unwilling to fight for full constitutional freedoms ought not to be in the business."

Let the guarding of First Amendment freedoms be the challenge, not the discomfiture, of the whole Fifth Estate in the next 50 years.
That's the bottom-line of KOMO's NEC Digital Mix Effects System, according to Bob Plummer, Director of Engineering, Fisher Broadcasting.

"Costs have come down so rapidly and quality is so high that we believe DME is really a money-saving investment," Bob said. "You could pay more but you'd only get minor additional benefits."

Important as it is, economy is only part of NEC's total capability story.

KOMO uses the complete DME system, together with NEC frame synchronizers, on network feeds and satellite signals, for nightly news and live feed from Washington.

"Signals are integrated as fully as any other source in the house," Bob said. "We use DME for holding random still pictures—that's very important—for on-air as well as post-production operations. It gives us another transition and better effects."

The effects Bob mentioned include split, horizontal and vertical flips, tumble, spin and a new mosaic pattern for a very dramatic look at any video scene.

Sophisticated digital video effects, complete frame synchronization and intelligent digital control are just a few of the features of NEC's extensive family of DME products—all in a simplified, cost-efficient package. It's a highly flexible, modular component system. And you can expand its functions as your broadcast needs expand.

Find out how NEC can help you put more excitement into your programming with maximum cost-efficiency. Call today for a hands-on demonstration of DME.

Pictured:
Fisher Broadcasting's Director of Engineering Bob Plummer.
The Future starts now!

It's being developed in special classrooms like those at Conestoga College of Applied Arts and Technology.

Recognizing that practical training based on high technology equipment is essential in tomorrow's world, Conestoga has spared no efforts to provide the most progressive systems and environment possible for students and faculty today.

To underscore this dedication to perfection, the Radio & Television Department has chosen a Ward-Beck L2042 audio console for the main TV production studio.

Having mastered a broad range of professional skills, as a result of this advanced training, Conestoga's graduates step confidently into their chosen careers in broadcasting and the performing arts.

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